HICKS BEEF

AUTUMN 2015 NEWSLETTER

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Hicks Beef sells Indexer semen to top U.S studs

Hicks Indexer E538

What we thought was a courtesy visit from some of the leading U.S Simmental breeders turned into a sale when inspecting Hicks Indexer E538 with his joining mob of heifers. Indexer, presented in his working clothes, caught the interest of the group and when they found he was backed by a leading All Purpose Index (API) the sale was clinched. U.S Simmental President and leading breeder Jim Butcher from Gateway Simmental, Rob Lanting Vice President of U.S Simmental and young guns Will Townsend and Luke Keller all purchased semen from Hicks Indexer. It is always good to make a sale but even more exciting to provide semen to the calibre of this U.S team.

Finalists for Beef Farmer of the Year

We are proud to be one of the three finalists for the Weekly Times Beef Farmer of the Year. Each year three beef farmers are nominated for Beef Farmer of the Year and the winner of this category becomes a contender for the Weekly Times Farmer of the Year. Winners are announced on the 20th February.

NEW SIRE

Hicks Beef consistently uses the top AI sires from 3 breeds. We choose them on structural soundness and measureable economic traits. However we also need live bulls and we continue to buy exceptional bulls when we see them. We purchased Webb Enigma at the Australian record price. He was backed by some of the best figures of the breed and produced consistently top performing bulls for us at Hicks Beef. This year we bought the top priced Angus bull at Rennylea for $17,000. Rennylea J138 is a bull who is structurally sound and backed by breed leading numbers. He combines one of the top performing U.S sires Gardner

Ingenuity, with Australia's number one marbling cow (IMF 5.3) from one of the top female families of the breed. We liked this thick, easy doing bull, backed by good early growth figures and excellent carcase figures.

Visit from McDonalds, Japan

In December Hicks Beef had a visit from McDonalds, Japan. A team of cameraman took footage and photographed our cattle, cattle dogs and the scenery at the Jingellic farm for promotional material. McDonalds is the largest buyer of beef in the world and they came to Australia to capture our sustainable practices and 'clean, green' image.

There may be many negative connotations of McDonalds but even the finest carcases have a certain percentage that is well suited as grinding beef.

2 year old ABC bulls.

The Red Angus Story

The story starts 30 years ago. On inspecting Poll Hereford cattle in the U.S, I saw some Poll Hereford breeders with two breeds on their ranches. The Red Angus breed has been one of the breeds at the forefront of balanced performance recording. These cattle offer great calving ease, solid growth and desirable carcase traits. These traits make Red Angus ideal cattle to complement a planned cross breeding program.

Now with 180 Red Angus cows, we are sold on this functional breed

Wedding on the Farm

Our eldest daughter Sarah was married on the 6th December at the Jingellic farm to Matt Hamilton, whom she met while completing her Landscape Architecture degree. It was a lovely evening and even a couple of showers of rain didn't dampen the spirits of the guests! Both are going well with their Landscape Architecture careers and Matt recently received the RMIT Alumni of the Year prize for his education project in Jakarta.

New Grass Fed Market

Coles Graze is a new initiative by Coles to provide grass fed beef to the increasingly environmentally aware consumer. To comply with this program, cattle must be grass fed throughout their lifetime, including weaning. Although Hicks Beef have been prominent in the Beef Spectacular Feedlot Trials since it started 4 years ago, our cattle also perform well on grass due to the increased growth rate attributed to hybrid vigour. Of the 300 head sent all easily complied with the stringent fat specifications set by Coles. Optimal fat cover in our composite cattle is a result of years of heavy selection for this vital trait. We were very happy with the returns the cattle produced in this program.

Hicks Beef Steer eye muscle

Red Angus Autumn Sale Bulls

These are some of the soundest, most attractive calves we have bred and are backed by breed leading balanced figures. They are sired by Hicks Ada E565 (Split Ear), Te Mania Daiquiri D19, Hicks Ada G11, Paringa Iron Ore E27 and Hicks Red Label E567.

Composite Autumn Sale Bulls

Once again we are offering a top line up of black and red composite bulls to add all the advantages of hybrid vigour to your breeding program in the easiest way possible. 'These bulls are evaluated by the world's largest data bank of over 15,000,000 records in the US multi breed register.

Hicks Beef are now on Facebook

Hicks Beef have joined Facebook so look us up and follow our latest news and photo updates of what's happening on the farm and in the beef industry. The Facebook page is updated regularly so check it out!

Find us on Facebook

Victorian Beef Week Open Day – Hicks Beef

Day 2 Wednesday 28th January 2015

AUTUMN BULL SALE DATE – Thursday 5th March 2015

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For your copy of the Autunm Hicks Beef Bull Sale Catalogue fill out your details below.

Name: .....

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Address:.....

..... *P'code:*.....

Tel:.....