



MEDIA RELEASE

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INJEMIRA POSTS NEW AUSTRALIAN RECORD SALE AVERAGE OF \$8217 FOR BREED

A thumping line-up of carcass bulls elicited a new Australian record for a Hereford bull sale average of \$8217 at the Injemira Beef Genetics production sale on Tuesday.

Held on-property at Book Book in southern NSW by principal Marc Greening, the 44th annual sale topped at \$32,000 with bulls selling to five states and drew 107 registered buyers.

A total of 76 horned and polled bulls were sold from the 77 offered for an average of \$8217 – up \$1200 on last year's record breaking sale.

In the break-up, 60 poll bulls averaged \$9200.

The top price bull, Injemira Anzac J188, sold for \$32,000 to Lachy Day, Days Whiteface, Bordertown, SA, and Steve Reid, Talbalba Herefords, Millmerran, Queensland.

Sired by Allendale Anzac E114, the August 2013 drop bull ranked in the top one per cent on Breedplan for intra-muscular fat percentage and the grain fed index.

Weighing 820kg, the polled bull had an average daily gain of 1.43kg.

Principal Marc Greening rated the bull as one of the best ever bred at Injemira for phenotype and performance figures.

The draft of 18 bulls sired by Allendale Anzac averaged \$12,000.

Mr Greening said the 2015 bull draft targeted the multi-purpose market with emphasis on carcass and butt shape to cater for the commercial markets.

He said few bulls sold under \$5000.

"I'm thrilled about the result but also a little disappointed regular clients missed out on bulls," Mr Greening said.

"There were plenty of new clients – at least 10 of those were Angus breeders wanting Hereford sires.

"Buyers were chasing carcass, shape and performance data – clearly polled bulls were in demand.

"The prosperity of the grassfed market is driving demand and more Herefords are needed to suit that."

The sale followed on the heels of the 2014 result when Injemira posted the highest single price of \$45,000 for a sire. Injemira Anzac H006 sold to Jarrah Cattle Co, Banana, Queensland.

The sale recorded the highest average price for all bull sales of all breeds for the 2014 autumn bull selling season.

It was also the highest grossing bull sale for the whiteface breed in southern Australia.

The second highest priced bull this year was Injmeira Anzac J164, bought by Sam King, Bowmont Herefords, Tatyoon, Vic and Keith Miles, Bingeberry Herefords, Rouchel, NSW, for \$26,000.

The August 2013-drop bull weighed 804kg, had an average daily gain of 1.38kg and ranked in the top one per cent on Breedplan for all four selection index values.



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Repeat client Jarrah Cattle Company, Banana, Queensland, paid the third top price of \$23,000 for the 786kg, rising 18-month-old son of Redgate Redford D935, Injemira Redford J204.

Among the volume buyers were Woorana Grazing, Dingo, Queensland, with five bulls at auction and five purchased privately to a top of \$5000.

Woakwine Station, Millicent, SA, paid to a top of \$10,000 for four bulls, John Pratt, Mt Gambier, SA, took home four bulls to a top of \$7000 and Kentish and Sons, Mt Gambier, paid to a top of \$10,000 for four bulls.

Yalgoo Poll Herefords, Walcha, NSW, paid \$18,000 for Injemira Redford J205 while Mundook Herefords, Bairnsdale, Vic, in partnership with Genetics Australia, bought Injemira Redford J084.

J084 will enter quarantine with semen to be marketed by Genetics Australia worldwide with a focus on Uruguay where the World Hereford Conference will be held in 2016.

Last year, Injemira was selected as one of the initial suppliers to the Coles Grassfed product for both steers and heifers, Coles Graze.

“It is exciting the Hereford breed has access to this market at this stage as it is a most lucrative over the hooks market open to southern producers,” Mr Greening said.

“This product will supply initially selected Coles stores, and will be backed by MSA and an extensive audited program based on the Cattle Council of Australia’s PCAS program.’

“Some 450 steers and heifers went into this program from Injemira in 2014 with the average Injemira steer being in the top 15 per cent for the MSA grading system Australia wide.”

Last year, Injemira also sold breeding females to China, Kazakhstan and Russia, and 20 Poll sires to Kazakhstan.

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