



www.eloora.com

Cavendish, Vic



NEWSLETTER

JANUARY 2017

It has been a busy and exciting 2106 at Eloora Shorthorns with the stud receiving accolades and enjoying success across all facets of their production system.

The year started with the Beef Week field days and RASV Heifer Challenge (replacement heifers) which saw Eloora win Reserve Champion, and establishing Eloora as the most successful stud in the competitions history, winning in 2012, finalist in 2015 and Reserve Champion 2016.

At the Naracoorte Shorthorn Bull sale in March, Eloora topped the averages for the second year in a row, with their bulls averaging \$7875 and repeat buyers keenly bidding to secure industry leading genetics. In 2016 Eloora sold

bulls to stud and commercial breeders in NSW, VIC, TAS and SA covering pure Shorthorn herds, plus a rapidly growing number of Angus, Hereford and crossbred herds. The launch of the Thousand Guineas Shorthorn Beef brand with JBS Australia has seen a surge in demand from non-Shorthorn cow herds looking to access a new premium market for their stock, with a minimum $\frac{3}{4}$ Shorthorn steer or heifer now attracting a premium to supply the brand.

The major highlight for Eloora came in September at the Royal Melbourne Show when an Eloora bred steer won the highest scoring Shorthorn carcass, while at the same time helping the Shorthorns win the Borthwick Trophy for the best three purebred carcasses. Congratulations and a big thank you

must go Barry Rae and Longerenong College on preparing and exhibiting the steer. The Borthwick Trophy is widely recognised as one of the most prestigious interbreed steer and carcass competitions in Australia.

Adding further strength to the Eloora breeding program, the results from the most recent Breedplan run were outstanding, with the top four females in the breed for the Domestic Maternal Index carrying the Eloora prefix.

Eloora is participating in the forthcoming Stock and Land Beef Week field days (Day 5 Tuesday January 31) where you can view the entire breeding herd, yearling heifers and bulls, plus the 2017 sale bulls.

Regards
Ray and Dion

**2017
BEEF WEEK
FIELD DAY
TUESDAY
JAN 31**

IN THE NEWS



Highest scoring Shorthorn Steer & winner of John Crilly Memorial Trophy and part of the winning Borthwick Trophy, Royal Melbourne Show 2016



Receiving award for Reserve Champion in RASV Beef Week Heifer Challenge.

SAMPLE OF THE 2017 SALE BULLS

FREE
DELIVERY
WITHIN
200kms



Photos, EBV's and pedigrees of all the sale bulls can be viewed at www.eloora.com

**BEEF
PRODUCTION
WORKSHOP
THURSDAY FEB 2
AT ELOORA**

SHORTHORNS SHINE AT WESTERN DISTRICT WEANER SALES

Shorthorn cross steers sold to very strong demand at week one of the Hamilton weaner sales. The numbers speak for themselves.

- Top weight: 419kgs Shorthorn / Hereford
- Top price: \$1557 Shorthorn / Hereford.
- Top cents/kg: 424 cents Shorthorn / Angus