



www.elloora.com

Cavendish, Vic



NEWSLETTER

SUMMER 2021

Happy New Year and welcome to the 2021 summer newsletter for Eloora Shorthorns, and what a happy new year it has been for beef producers with record prices posted at weaner calf sales across South-Eastern Australia for both steers and heifers, while the EYCI currently sits at 830c/kg! Demand for shorthorn and shorthorn cross females has never been stronger in our 62 years of breeding registered shorthorns, with enquires coming almost daily from keen and astute buyers in Victoria, Tasmania and SA. If you have any Shorthorn females for sale, please let us know and we will put you in touch with these keen buyers.

In an amazing contrast to 12 months ago most of our clients have had above average growing seasons in 2020, replenished fodder and water reserves and are looking at the

coming autumn with excitement and optimism we haven't seen for years.

With the record prices seen recently the opportunity to invest further into improving the genetics of your herd should be front of mind. Genetics purchased this year will impact on your herd for the next decade or longer, so look at your bull or female purchases like any financial investment, choose wisely, ask questions outside your normal circle of influence, do some market research, ask more questions. A couple of phone calls will quickly show shorthorns sitting at the top of grids with JBS, red heifers fetching more money than black heifers on current export orders, local butchers looking for more finished and feeder cattle to sell through their own retail chains. Not to mention the huge demand for Thousand Guineas

eligible progeny too.

Simply put, DEMAND FOR SHORTHORNS HAS NEVER BEEN BETTER.

This autumn we are offering 35 bulls through the paddock and at the Naracoorte Shorthorn Bull Sale. Represented for the first time will be 19 sons of Belmore Quantum M303, plus sons of Eloora Five Star L74, Bayview Widsor L102 and Futurity Nitro N4, all sires that have excellent growth and muscle performance. All sale bulls are sire verified and come with genomically enhanced performance data (EPDs) for the first time. We have also made the decision to genomically test all our replacement females from the 2019 drop onwards, giving further depth to the performance data we are providing our clients.

We are participating in the Stock and Land Beef Week field days on Thursday January 28th with all the sale bulls available for viewing on the day, along with yearling bulls & heifers and the breeding herd. Please join us for a relaxing look through the Eloora herd on the field day, or call to arrange another time for a visit. As always give Ray or Dion a call to discuss your genetic requirements (ask us those questions).

Best wishes to everyone for prosperous and healthy 2021,

Ray and Dion



**BEEF
WEEK**
FIELD DAY
THURSDAY 28TH
JANUARY



SIRES



BELMORE QUANTUM M303

First sons for sale in 2021 showing excellent EMA, growth and IMF. In addition to this years sale bulls we have a great line up of yearling sons and rising 2 yo daughters by Quantum. Semen for sale.

**SEMEN
FOR
SALE**



BSG PROFITWISE 1767

Our first drop of Profitwise calves have exceeded our expectations so far with calving ease built into their DNA, with all bar 1 calf born before the due date and an average birthweight of 39kgs. They have grown quickly, weaned quietly, show good muscle and fat cover and are all solid coloured.

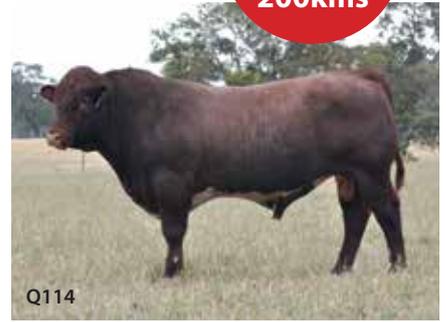
SOUTHERN GRASSFED CARCASS CLASSIC

Longtime Eloora clients John, Karen and Peter Black entered the Southern Grassfed Carcass Classic for the first time in 2020 and immediately made an impact in Australia's largest annual grass fed Carcass competition, held at Teys Naracoorte. Over 1300 head of cattle were processed for the competition, with the Black family claiming 2nd place in the 340-420kg class (and the 4th highest scoring carcass overall) and claiming 3rd place in the Best team of 3 animals (aggregate total). Well done John, Karen and Peter.



NARACOORTE BULL SALE 25TH MARCH 2021

**FREE
DELIVERY
WITHIN
200kms**



WANTED
**SHORTHORN
FEMALES, JOINED,
UNJOINED,
ALL AGES
CONTACT DION**

