



# angus Raff

2013 - August Newsletter

# angus



BREEDING ANGUS IN QUEENSLAND SINCE 1965

## BREEDING ANGUS IN QUEENSLAND SINCE 1965

Breeding British breed bulls in Queensland for a Northern Australian market is an enormous challenge and one that we accepted to take up in 1965. This was at a time when the Bos-Indicus influence revolutionised the northern cattle industry and the popularity of Angus cattle was virtually zero. For us to gain market recognition it was obvious that if we were to succeed we had to modify the traditional Angus breed type to a more adaptable animal for it to be able to perform in the environment so different from where the breed's genetic base originated.

Our selection goals have changed little over the years. Since establishment our breeding principals have been to breed fast growing and high yielding Angus animals that stay structurally sound and fertile with a high quality carcass full of red meat - with moderate marbling. That is to have

Seedstock animals produce progeny that grow fast and weigh heavy with the advantages of market flexibility and extra maternal advantages.

Forty-eight years on we now believe that we have adapted to the challenge and have a herd of Angus cattle with growth and yield comparable to any breed or composite. They are cattle that have a balance of all the desirable carcass traits needed to produce a quality product for a wide range of top quality markets from within a wide and diverse range of environments. Raff Angus is now a herd we are extremely proud of that has been bred in a northern environment with 48 years of dedicated and selective breeding.

Through the use of genomics and the HD50k technology we are now able to select for those traits that will ensure the future viability of beef production. Without a rigorous feed testing environment we can now

measure Feed Efficiency and prior to a carcass hanging on the hook we can now also measure Meat Tenderness. We are excited that through DNA {HD50k}, which we are now in our fourth year of testing, we can begin to select for these two traits that will fast track our genetic progress path that will in turn bring us closer to being more competitive to the pork and poultry industries.

Our bulls now service many extreme areas of Queensland and play an important role in every state of Australia. In the past decade we have sold in excess of 1400 bulls with 85% of these going north and west of us. The continual return of repeat customers is clearly an endorsement of our endeavours and our product. Raff Angus chose not to be aggressive marketers instead choosing to let their product do the talking.



**OPEN DAY**  
Sunday  
Sept 22

**BULL SALE** – Monday September 23 at Drillham, Queensland  
ANGUS GENETICS WITH A DIFFERENCE THAT GROW FAST AND WEIGH HEAVY  
Raff Angus 100% pure – more than just a black hide

**5% Rebate**

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# Sons to these sires sell Monday 23rd September

**Raff Angus - WHERE PERFORMANCE IS REAL - NOT JUST A NUMBER**



**Raff Distinction D197**



**Raff Empire E269**



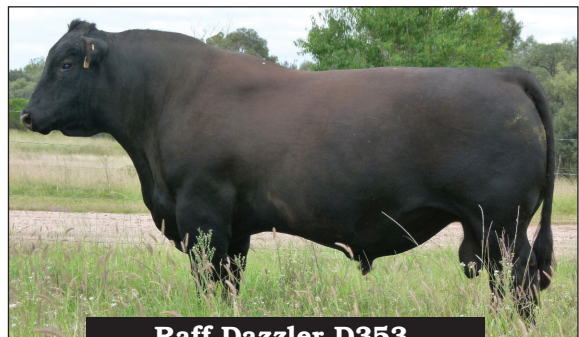
**Raff Dynamite D345**



**Raff Dallas D216**



**Raff Duke D367**



**Raff Dazzler D353**



**Raff Dictator D364**



**Raff Dakota D85**



**O'Neill's Prime Star**



**DDM Posi Traction 57P**



# Sons to these sires sell Monday 23rd September

**Raff Angus - BRED BY CATTLEMEN -  
NOT BY COMPUTERS**



**Raff Explosive E108**



**Raff Encore E110**



**Raff Emblem E69**



**Raff Emperor E106**



**Raff Exterminator E201**



**Raff Expedition E213**



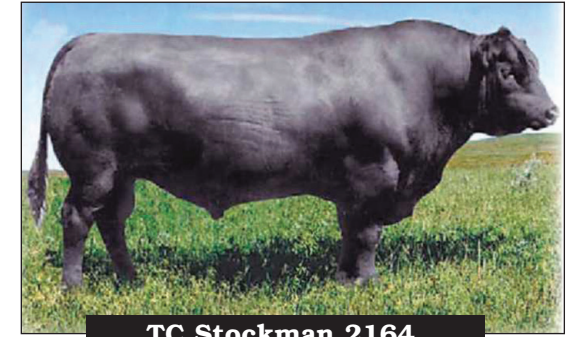
**Raff Ego E266**



**Raff Danny Boy D210**



**DMM Shift 78S**



**TC Stockman 2164**



# 150 BULLS SELL ON MONDAY 23rd SEPTEMBER

The Raff family will offer an elite draft of 150 Queensland bred black beef bulls on Monday 23rd September at "Mundibulanga", Drillham, Queensland at 12 noon. The majority of the bulls are by proven home bred sires and include the first progeny of breed legend Raff Empire E269 and exciting new import and high marbling sire O'Neill's Prime Star 80. The genetics offered are diverse to the mainstream Angus pedigree that grow fast and weigh heavy.



**Raff Angus - 100% PURE..... MORE THAN JUST A BLACK HIDE**

## OPEN DAY - Sunday 22nd September

We will again be giving anyone interested the opportunity to inspect the entire sale bull draft along with our breeding herd the day prior to sale day on Sunday 22nd September. As you would appreciate sale day for us is extremely busy which sometimes makes it difficult to spend enough time with you to discuss selections. We encourage as many as possible to attend this 'Sunday Open Day'. The gates are open from dawn to dusk with lunch and refreshments available throughout the day.

**Raff Angus - GROWTH AND YIELD COMPARABLE TO EURO BREEDS**

*visitors are always welcome*

REQUEST A SALE CATALOGUE:  
On line: [www.raffangus.com.au](http://www.raffangus.com.au)  
Name.....  
Address.....  
State..... Postcode.....

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**[www.raffangus.com.au](http://www.raffangus.com.au)**

← If you would like us to send you a catalogue simply go to our website or cut out the coupon and mail to Raff Angus, "Mundibulanga" Drillham Q4424