

Raff Angus sells semen into Zimbabwe



An ambitious Angus stud and beef breeding operation through to branded premium beef production is being established in Zimbabwe, a country dominated by tropically infused cattle.

Shingai Jaravaza established his *Muchengeti Angus Stud* last year with the purchase of five cows and three heifers from Philip Barnard in South Africa and is now looking to expand his Angus genetic base through the use of artificial insemination using Angus semen from Raff Hercules H411 to supply a quality branded dam resulted from the importation of frozen embryos out of leading donor Hoff Blackbird 5217 after her purchase in 2006 at the famous Hoff Scotch Cap Angus Dispersion Sale. A full sister to Hercules sold in

2012 for \$17,000 when just eight months of age. Hercules has spent the past period at Total Livestock Genetics where he has been in collection to allow for the first Raff Angus semen to be exported internationally.

Shingai plans to build an elite stud Angus herd and intends to breed up an Angus commercial herd from a 150 Sussex cow base by artificial insemination. The resulting steer progeny will then be grown out and finished on the 1000 acre property which comprises half arable land and half savannah bushland. The resulting progeny will then be sold into the top-end food outlet market as a branded premium '*Muchengeti Angus Beef*' product.

Shingai said his goal is to improve the quality of beef with the introduction of Raff Angus genetics. "I know I will need to adjust my management practices changing from a traditionally tropical breed environment to a non-tropic breed, but I know there is a market for the premium product we will produce and the premiums received should more than offset this environmental challenge". Shingai went on to say "I have chosen Raff Angus because their cattle are bred in a similar environment to ours and I know that they have superior performance with plenty of carcase quality."

In the longer term Shingai plans to supply pure Angus bulls to other commercial herds that will allow for more Angus x progeny to supply cattle for his branded *Muchengeti Angus Beef*. Not only are these the first Black Angus in Zimbabwe but Shingai will also be pioneering the branded beef market in his country.

Raff Angus is privileged to be associated with such an ambitious project aimed at improving the quality of beef in a developing country and wish Shingai and his family every success.