



Australian Lowline Cattle Association Inc.  
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## Promoting your Lowlines

How do you promote your Lowlines ?

If you have cattle to sell – how do you sell them ?

How do you sell your Lowline beef ?

If you are breeding your Lowlines as a hobby, perhaps you enjoy having them and really don't care if they pay their way.

But for most of us, we need some income to help cover costs – perhaps property rates, feed, animal husbandry or pasture improvement costs.

Others want to run a profitable beef enterprise with their Lowlines and this can be done as well.

Some ALCA members are willing to share their experiences to help others grow their farm businesses and attract buyers for cattle and Lowline beef.

This newsletter includes ways some members are promoting themselves and the breed, just to give you a few ideas on how to do this for yourselves.

Let us know how you are promoting your Lowlines. Sharing your stories is one way of networking and we can all benefit from this.

Contact Carole Johns at ALCA  
[office@lowlinecattleassoc.com.au](mailto:office@lowlinecattleassoc.com.au)



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## Reminder – Recorded Calves

To upgrade a calf if it is already CALF RECORDED on the ALCA database, you need to

- email the ALCA office & let them know the details of the animal to be upgraded to a FULL REGISTRATION (eg. Name, ID number, DOB).
- Attach a copy of the DNA test Results
- A payment of \$30 (+ GST) will be required to upgrade the animal on the database – by EFTPOS, Cheque or Online Transaction.

Following these simple steps will ensure a quick upgrade to Full Registration.

- Please do not do the registration through "online transactions" as it will not allow you to proceed, because the animal is already on the database.



## Elle Kay Lowlines, Tuena, NSW

### Promotion - Carcase Competitions



Since starting our cattle venture many years ago, we've always known that some people think little of Lowline cattle and view them as more a hobby or pretend cattle, rather than viewing them as we do – a manageable lifestyle that produces beef.

So this year we did something we've talked about for years – entered one of our own bred Australian Lowline steers into a hoof & hook competitions. Man oh man are we happy we did!

Our little steer – affectionately known as Nutso (Lucky) – wasn't that little after all – his live weigh in pushed him into the middle weight class where he impressed the judge and was placed 3rd on the hoof. Visually he was by far the shortest in his class, but boy was he carrying the meat!

We got his 'hook' specs today and pretty pleased with the outcome. He dressed well, had good and even fat cover and racked up enough points to place 3rd on hook as well. He was also only one of two animals in the middle weights to get points for marbling. Double bonus!

Needless to say we've been inspired to try doing this a little more. We've also loved the feedback from other cattle breeders expressing an interest in steers and positive comments which spur us on.

We also wish to offer congratulations to Northolm Grammar for their great results with their Australian Lowline steer also – there is power in numbers!

Also big thank you to Jordan Ridge for assisting getting Nutso ready for his big day. He looked pretty swish as he strutted his stuff around the ring.

By Lucy Kuipers  
Elle Kay Lowlines

EDITOR: Well done Elle Kay Lowlines!





## Lowlines are great Foster Mums

No matter how good you think your animal husbandry is, there will always be the possibility of something going wrong and you end up with an orphaned calf.

Old farmers will quote –‘when you have livestock you will have dead stock’.

But you can be reassured that some Lowlines make great foster mums and the stories below are proof.

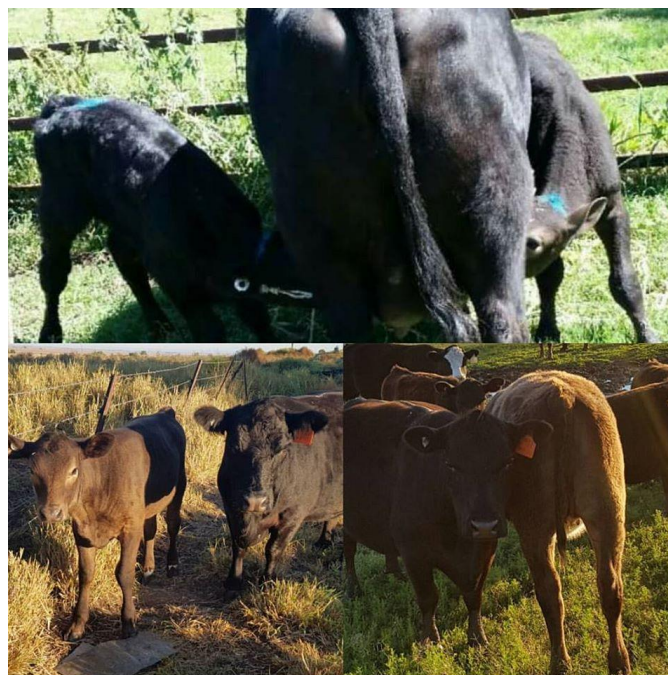
### *McIntosh Creek Lowlines, Qld.*

Our full blood 4 year old lowline cow, Silver Heirloom, is a foster mum to this stud fullblood Brahman twin heifer. In early December 2016, Heirlooms own calf died of heatstroke at 4 days old. We were asked the same day, if she could foster one of the twins, as owners wanted to give both heifers the best chance of growth with enough milk. The photo was taken when the heifer was just 4 months old. She is sired by a \$60k Brahman bull and her mother is a top stud cow. We think our little lowline cow is doing a terrific job of raising this calf.



### *Wanamara Farm, Vic.*

First calver, Hoodoo with her own calf and foster calf (both 7mths old). Can you pick the foster calf?



### *Ebony Lowlines, Qld.*

Last year our Lowline cow became a foster mum after having an unusual dead calf (an inside-out calf). She raised a MurrayGrey/Dairy X heifer until she was almost 9 months old. Her heifer weighed 325kg through the saleyards and the cow was still in 'fat' condition. She recently had a perfect little bull calf.

### *Whitby Farm Lowlines, Vic.*

After losing two cows to grass tetany, the herd was brought into the yard. Our pet dog ran through the yards, and Violet instantly mothered the two orphans. Violet had her own calf and they were left in the yards overnight. In the morning, to our delight, all three were drinking from her, what a SUPER MUM. She has certainly saved us a lot of time and effort.



## Yersinia Disease (Flood Mud Scours) in flood affected areas

### Be on the Lookout!

Following the recent floods caused by Cyclone Debbie, there has been known cases of Yersinia Disease in Northern NSW & it is expected to get worse. In these cases healthy animals have been affected resulting in rapid & painful death. District Veterinarians are warning cattle producers in flood affected to be on the lookout for cattle which might be affected by Yersinia Disease, commonly known as Flood Mud Scours.

This is caused by bacteria, *Yersinia pseudotuberculosis* and *Yersinia enterocolitica*, which cause enteric disease & can lead to death of the animal if not treated quickly.

Typically, cattle affected have access to low lying poorly drained pastures which are waterlogged either by recent flooding or persistent heavy rain. In many cases, fine silt may remain on the pasture & rotted plant material is available for cattle to eat. In all cases, contact your district cattle veterinarian for advice & assistance.

### **Signs**

Many affected cattle are found dead. If seen early, cattle will be depressed, not eating, drooling saliva and have high temperatures (over 40 C). They then develop a watery, smelly scour, tinged with white casts and occasionally blood. Just before death their temperature drops very low (under 37 C).

### **Treatment**

Best results are achieved if treatment is given early using broad-spectrum antibiotics. Supportive therapy such as electrolytes, de-scour preparations and vitamin injections are helpful.

### **Prevention**

Once the Yersinia is confirmed or suspected move the cattle to a drier paddock. However this may be difficult if there are no dry areas in the risk period. If you have had a suspect or confirmed case observe your cattle frequently for signs, preferably twice a day. Treat any suspicious cases early with antibiotics.

Below: Contented cattle at Cloudbreak Lowlines, Crediton, Qld, after withstanding Cyclone Debbie



## Welcome to New Members

ALCA would like to welcome to our latest new members.

Danielle Hunter (Youth Membership)  
Spring Creek, Qld. – Elite Lowlines

Joanne Hammond (Full Membership)  
Gruyere, Vic. – Grasmere Farm Lowlines

Tyson, Reba & Shaia Pedwell (Youth Membership)  
Bororen, Qld. – Lightning Ridge Lowlines

Rohan Monk (Full Membership)  
Ilawong, NSW. – Locarno Lowlines

Shayne & Shakeeta Yates (Youth Membership)  
Rockhampton, Qld – Nina Lowlines



McIntosh Creek Lowlines

<http://northcoast.ils.nsw.gov.au/livestock/seasonal-livestock-updates/yersiniosis-or-flood-mud-scours>





## The Caves Show, Qld

This year The Caves Progress & Agricultural Society added a Compact Breeds Category.

We are thankful to them and the local Lowline Breeders, and some not so locals, who supported this show.

Over 30 Lowlines were paraded, as well as some Dexters and Auslines.

Congratulations to all who exhibited.

Sharon Coome  
Crimson Park Lowlines



## Callide Valley Show, Qld.

Over 30 Rockhampton Girls School Show Cattle Team students competed at the Callide Valley Show in Biloela on the weekend.

RGS won first place in each junior parader's group with Remy Streeter, Show Team captain, awarded the championship and will represent Callide Valley at the sub chamber final in Mt Morgan later this year in a bid to qualify for the Ekka.

Reserve Champion Senior Cow went to Gigi Lilac.



Excellent results from the trade judging with big classes:

- 12 and under – Claire Knight 4th
- Tegan Ryan 2nd
- 13–14 years – Georgia Sherry 6th
- Olivia Sherry 4th
- Hannah Knight 3rd
- Heidi Davison 2nd
- Indy Smith 1st
- 15 years plus – Brianna Austin 6th
- Tayla Cann 5th
- Kasey Davies 4th

Ku Lacey  
RGS Ag Teacher



## Black Label Lowlines, Coimadai, Vic

Black Label Lowlines is having a great 2017. The weather gods have been smiling on us and we have had rain and warm weather for the pastures I have been working on to thrive. We sold our first 'livestock' this year as two units of pregnant cow with heifer calf at foot, one registered one not. They are now happily filling their role in a strip grazing system for a free range chicken farm.

### Selling Lowlines.....SOLD!

It's said that "You never forget your first", and we believe we will always remember Mathew White of Mt Emu, who recently purchased Black Label Hazel with Black Label Maize and Black Label Justine with Black Label Miranda.

A phone call out of the blue: "Do you have any Lowline cows with heifer calves for sale?"

A quick mental scramble – this hasn't happened before. Yes, we do have a couple of cows with heifer calves that we could be convinced to part with, and arrangements are made to come and visit.

We look forward to the visit and the chance to show off our herd. All the girls are on their best behaviour, and Hazel and Justine are introduced. Hazel is unregistered, out of one of our original unregistered cows, the first heifer born after two years of males, so she is special to us. Her calf Maize is showing herself to be calm yet curious – perfect for halter training. Justine is a particular favourite of Craig, and we're both quite pleased with her calf, Miranda.

We talk about which cows Mathew liked, joining ALCA, registered vs. unregistered animals, joining and calving and try to provide any information he might need. Mathew has a lot of grass that needs to be eaten, and is keen for the cows to start work, but decides to leave them to be serviced. We print out pedigrees and give him a couple of ALCA and SRPG publications to take away, as well as our new promotional fridge magnet.

This gives us time to get all the paperwork sorted. Justine is recorded, but not registered. It's time to pull tail hairs for DNA testing and send them off. When Justine's test comes back, we send off Miranda's hair for testing. We upgrade Miranda and Justine to 'registered' in the herd book.

It's time to buy tattooing equipment, including a small set of clippers, so you can see where you are tattooing. You need to make sure you use enough ink so the tattoo will take, but you also need to be careful of splurting tubes. We now have a green halter – it was white – that we've decided to reserve for tattooing. Thank goodness for disposable gloves.



Miranda and Maize have their temporary paddock tags changed to permanent ones. Everyone's NLIS buttons are checked – no replacements required. Miranda tears out her paddock tag a few days before her pickup. We make up another tag for when her ear heals. Next season's calves will be double tagged to see if this helps stop tags being torn out.

A couple of emails to confirm address and PIC numbers, and the NVD is completed, and the information ready to update in the NLIS database. Mathew's ALCA membership is underway, and the girls are ready to go. The registration certificates are completed and ready to be sent to ALCA for transferring to Mt Emu.



## Black Label Lowlines, Coimadai, Vic cont.

Pickup day arrives, and the heifers are pushed into the trailer's front compartment and eventually both the cows are loaded into the second compartment. Justine did not like the strange trailer, and Hazel loaded three times while waiting for Justine to load once.

I couldn't be there to help with the loading, or to stand in the driveway, calling out "Mirandaaa" as Mathew drove the trailer away, but the experience of selling live animals has proven to be a truly satisfying one. As a beef producer, I'm pleased when someone appreciates and enjoys the meat my animals have provided, but this was so much better. We're looking forward to finding out about Hazel and Justine's calves later in the year, not because of the service fees, but because it's exciting to think we've contributed to the breed's gene pool.

We wouldn't have made it to the point of our first live sale without the help and advice of many of the other Lowline breeders who have been so generous with their support, as well as ALCA staff, who helpfully fielded a number of questions about DNA testing, registering and tattooing. We hope we provided some of the same support for our new member, and we look forward to seeing Mt Emu participate in ALCA and SRPG activities.

### Selling Lowline Beef

We are now selling some steers through two fantastic artisan butchers shops in Melbourne.

**Char Char Char** is in Parkdale in Melbourne's eastern bayside.

I met Glenn Dumbrell through the Low and Slow BBQ movement which he supports and supplies. Someone was asking for smaller briskets to suit compact smokers and I asked Glenn if he had tried smaller breeds to suit. They support a lot of specialty producers and were keen to try us out especially after we gave them some samples from our last killer.

Four months of supplementing pasture with rolled barley later and we are hoping we have the marbling that their customers are looking for.

**Paddock to Table** is in Laverton and specialises in small local producers and low food miles. Their customers are very interested in the story behind their products and they were pleased that we have a website and FB page to help market our cattle. I think they would prefer pasture finished to grain but are happily trialling us. We will tailor future cattle to suit their preferences.

The Steers will be transported ten minutes down the road to Westside Meats in Bacchus Marsh to be killed and delivered to the stores for processing.

We couldn't be prouder to have our name on beef in the shops rather than being sold as generic meat. We know how great it is and hopefully the public will agree.



Sue Pace & Craig Davis  
Black Label Lowlines





## Reminder for all show entries -

Members who wish to show animals in any up-and-coming Royal Shows, please have the animals DNA'd & Registered in plenty of time before the event, to avoid any problems and disappointment.

All entries need to be fully registered to be entered.

## 2017 Royal Melbourne Show Entries are Open



2017 Royal Melbourne Show entries are now open. Lowline cattle will be exhibited from 28<sup>th</sup> September to 3<sup>rd</sup> October 2017.

Lowline Judging will be on Sunday 1<sup>st</sup> October 2017 at 9am.

Entries Close: Friday 28 July 2017

For further information, catalogues & forms:  
[http://rasv.com.au/Events/RMS\\_Home/RMS\\_Bee fCattle\\_Home/RMS\\_Bee fCattle\\_Entries/RMS\\_Bee fCattle\\_Schedules-Forms/](http://rasv.com.au/Events/RMS_Home/RMS_Bee fCattle_Home/RMS_Bee fCattle_Entries/RMS_Bee fCattle_Schedules-Forms/)



## 2017 Royal Adelaide Show Entries are Open

Beef Cattle Judging at the 2017 Royal Adelaide Show will be on from 1<sup>st</sup> September 2017.

Entries Close: Friday 9 June 2017

For further information:  
<http://theshow.com.au/show-entries/competition-details-entry-forms/cattle-pig.jsp>



## 2017 Royal Queensland Show (EKKA) - Entries Open

Entries are now open for the 2017 EKKA.

Entries Close: Friday 9 June 2017

Lowline Cattle Dates: 14<sup>th</sup> – 20<sup>th</sup> August

Lowline Judging: Friday 18<sup>th</sup> August

<http://www.ekka.com.au/competitions/categories/beef-cattle>

For further information contact the Southern Queensland Promotion Group –  
Christina Schiller  
[christina.schiller@uqconnect.edu.au](mailto:christina.schiller@uqconnect.edu.au)





## Cloudbreak Lowlines, CREDITON, Qld

### Promoting Lowlines at Field Days

Mandy & Kelly Tennent from Cloudbreak Lowlines have been busy spreading the word about their great cattle & wonderful Eungella Lowline Beef at local field days. Since surviving the recent destructive Cyclone Debbie, they have been working tirelessly to spread the word about Lowlines.

### Mackay AG Trade Expo



On the weekend of 20th May, Lowline steers were on display at the Canegrowers Mackay Ag Trade Expo at Wests Leagues Club in Mackay. The Tennent family were available at their Cloudbreak Lowlines & Eungella Beef stand to provide information & answer questions from the public about their cattle & beef.



### Graziers Information Day at Eungella



A great effort by Mandy & Kel Tennant to host a free networking event for landholders on their property near Eungella today. Despite the drizzly conditions, visitors enjoyed a very informative tour covering the Australian Lowline breed, soil and vegetation management, revegetation, dung beetles, weeds and biosecurity. President Deb McLucas also provided an update on what the Greater Whitsunday Food Network is up to and how people can get involved. Mandy and Kel are members of the network and they are great ambassadors and advocates for our local food movement. Today visitors saw first hand how they manage some of the challenges associated with producing beef in a tropical climate. Very inspiring and lovely to see the open exchange of information between everyone.

The day was supported by the Australian Government's National Landcare Program, Reef Catchments, Sarina Landcare, Pioneer and Catchment Landcare, Whitsunday Catchment Landcare, and the Queensland Government.



By  
Greater Whitsunday  
Food Network Inc.



## 2017 Lardner Park Steer Trials, Vic.

### Promotion - Steer Trials

The 43rd Lardner Park Steer Trial 2017 will begin in July, with entrants invited from anywhere in Australia.

Compliant with Coles QA grass-fed program, the aim is to achieve best outcomes for both during-trial information and data collection, and purchase price on carcass meat when the Trial is turned off in early December, as a domestic grade with specification of between 210–285kg HSCW (hot standard carcass weight).

As the only grass based Steer Trial in Australia, producers are provided with opportunity to assess cattle under independently controlled grazing conditions. Entrants will be required, as part of the application process, to declare entered steers have not been grain fed since birth.

Entry is by application which can be found on <http://www.lardnerpark.com.au> on the Steer Trial information page. The Trial will be extensively highlighted on social media, publication media partners and industry partner channels. Weekly video updates will be broadcast highlighting weather and feed conditions and effect on cattle progression. Online live video of the monthly weigh-ins will also be broadcast, although Entrants and Subscribers will be encouraged to attend in person. Speakers will be presenting at monthly weigh-in lunches hosted at Lardner Park and promoted in advance so attendances can be planned for both weigh-ins and presentation topics of particular interest throughout the Trial.

Carcass assessment uses the Meat Standards Australia (MSA) grading scheme. Awards include:

- Overall recognition "Domestic Weight Gain and Carcass Award" with 1st – 3rd places, based on highest combined points calculated as 45% weight gain and 55% carcass assessment
- Highest Weight Gain for a Pair calculated as highest combined weight gain
- Highest Carcass Score as a Pair calculated as highest combined carcass assessment points
- Eating Quality Award

### Entries close 19th June 2017.

Notification of all successful applications will be no later than 21st June.

- **One entry shall consist of a pair, being two steers of same breed**
- Lardner Park Steer Trials is seeking entrants of British/European cross breeds or British origin. Direct European breeds are not suitable for this Trial due to leaner fat level coverage
- Cattle must be delivered to Lardner Park cattle yards by 1.00pm Monday 3rd July 2017.
- The competition will start Monday 10th July, 2017 after a one-week settling-in period.
- Turn-off date has been set for early December.

**Lowline steers & Lowline cross steers have done very well in this competition over the years.**

**This is a great way to find out the qualities of the steers you are breeding & these trials will give you valuable information to assist with future breeding decisions.**

**If you sell your Lowline beef, knowing the eating quality is vitally important & the Lardner trials will give you this information.**

If you would like further information, contact Jeanette Stebbins who has entered this trial many times

[stebbins@bigpond.com](mailto:stebbins@bigpond.com)





## Advertise your Cattle, Semen & Beef on the ALCA website

Another easy way to promote and sell your cattle is in the 'SALEYARDS' on the ALCA website.

As a member of ALCA you are entitled to FREE advertising on the website & each advertisement will be posted for 3 months.

Use the ALCA Saleyards to advertise either what you want to sell or what you are looking to buy. There is a classified space for you – and it's FREE, so give it a go! Really, what do you have to lose?

The SALEYARDS is divided into 4 categories –

- STUD STOCK
- COMMERCIAL STOCK
- EMBYROS/SEMEN
- FARMYARD MARKETPLACE  
(suitable for farm machinery, cattle equipment, other livestock, hay or anything else a fellow farmer or cattle breeder might want to buy or sell).

The ALCA website can be viewed by members and the general public. It can promote your animals to other beef breed producers or dairy farmers who buy your stud bulls and provide an outlet for your steers.

To place an advertisement on the website, fill in the on-line form with the details

<http://www.lowlinecattleassoc.com.au/saleyards>

For further information contact

[saleyards@lowlinecattleassoc.com.au](mailto:saleyards@lowlinecattleassoc.com.au)



## How to advertise your Lowline Beef

If you have plenty of excess steers, think about becoming a producer of Certified Lowline Beef (CLB).

We all need to be innovative and think outside the box and since you are already involved with Lowlines you have demonstrated that you have these qualities – otherwise you would have chosen another breed.

Let's make the most of what we have – traceability, great beef, unique genetics, quality markets, sustainability, efficiency. Maintain the quality of the stud animals you produce while getting a good return from those that don't meet your high standards.

By signing a Producers Agreement you are provided with an ideal opportunity to network and advertise via the ALCA website.

Why not consider creating a co-op of fellow producers in your area?

Perhaps you could supply your local butcher who could also advertise on the website, market under the Certified Lowline Beef banner and label your beef with Certified Lowline Beef stickers.

CLB Producers can advertise their beef for FREE in the LOWLINE BEEF OUTLETS area of the website.

All producers have the opportunity of having a PDF with all their product information attached to their name/stud on the site.

This area is open to the general public so beef enquiries can be made directly to the producer or via the Request Form on the Beef Outlets page.

If you would like information about becoming a CLB Producer, contact Carole at the ALCA office

[office@lowlinecattleassoc.com.au](mailto:office@lowlinecattleassoc.com.au)

You will be sent a CLB Kit containing plenty of ideas to help you start promoting your Certified Lowline Beef.

