



Australian Lowline Cattle Association Inc.  
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## Office Changes

The new year begins with another change to the ALCA Office staff.

Our Executive Officer, Anna Kempf, has resigned from her position to pursue a career in photography. We thank Anna for her short time with ALCA and wish her every success in her new career.

In the interim, past EO, Katrina McKemey will be covering some office duties on a part-time basis and Claudia Scott will be answering phone calls to minimise member disruption.

There will be a new Executive Officer beginning mid-February so the office should be back to normal very shortly.



**Did you know that ALCA members can advertise their animals on the Saleyards page for FREE!**

**If you have excess breeding stock or steers to sell, why not advertise them on the website as it has plenty of public traffic.**

**Breeding stock need to be registered or have registrations pending DNA results as the purchaser is not able to register your breeding stock.**

[Australian Lowline Cattle & Genetics For Sale - ALCA \(lowlinecattleassoc.com.au\)](http://www.lowlinecattleassoc.com.au)

### Inside This Issue

|   |       |
|---|-------|
| Office Changes                              | 1     |
| Welcome to the ALCA Saleyards               | 1     |
| 2023 Year Letter – U                        | 1     |
| Welcome to New Members                      | 2     |
| 2022/2023 ALCA Journal                      | 2     |
| North Island New Zealand – Summer Field Day | 3     |
| Your New Council Positions                  | 4     |
| DNA Testing                                 | 5     |
| 2022 Zoetis Australia Prices                | 5     |
| Changes at Neogen Australasia               | 5     |
| Lowline Beef – Tools for Members            | 6/7/8 |
| ALCA PG Liaison and Support Officer         | 9     |

**Year Letter for  
all calves born in  
2023  
will be the letter  
U**



## Welcome to New Members

We would like to welcome the following people to our Lowline Family. We hope your journey with ALCA will be an enjoyable one.

### Full Memberships

David & Judith Crawford-Raby  
Hazeldean, QLD – HAZELDEAN

David Gardner & Rita Barr  
Milton, NSW – APPLE GARTH

David & Tammy Lowe  
Michaelago, NSW – INGLEWOOD

Earlene Chippendale  
Tanby, QLD – CHEANA

Riordan Climas & Kristina Warren  
Bundaberg, QLD – HARK HOMESTEAD

Duthie Park Grazing Co.  
Blackall, Qld – DUTHIE

Liz Karakis & Andrew Blay (Returning member)  
Pingelly, WA – ANDIZ

Gail Dowie & Ian Buss  
Mt Mee, QLD - EVERVIEWS

### Lifestyle Membership

David Pointon  
Kaimarama, North Island, NZ – MILL CREEK PADDOCKS

Malcolm Brown & Alice Thomas  
East Barron, QLD – PINNACLE POCKET

Jennifer Whitehurst  
Ma Ma Creek, Qld – BONNYRONE

Christine & Euan Cameron  
Lochearn, Scotland - MARAG DHUBH

## 2022/2023 ALCA Journal



**The 2022/2023 ALCA Journal will be arriving very soon!**

All members will receive a copy of the latest Journal which is being posted out.

The Journal is a great way to promote your stud and the breed when you have prospective clients looking at purchasing cattle.

Why not give your clients a copy of the journal along with some of the promotional flyers and a fridge magnet?

Members are able to get extra copies of the Journal from your Promotion Group free of charge. Contact your Promotion Group committee and ask for some Journals.

Members can also get copies of the Journal, promotional flyers and fridge magnets by contacting the ALCA office.

The only cost to members is the postage.

Non-members can purchase the Journal through the Lowline Shop for \$5 plus postage.



## North Island New Zealand - Summer Field Day



**AGM & Summer  
Field Day**

# MILPG FIELD DAY

SPECIAL GUEST SPEAKER - Amy Hoogenboom BVSc  
Genetics Area Manager for NZ Beef, Zoetis NZ

### THE ITINERARY

11:30am AGM | 12:15 BBQ lunch featuring  
Certified Lowline Beef brisket | 1:30pm  
Summer Field Day herd walk & guest speaker  
| 3:30pm free time | 6pm Dinner at Good  
Eastern Tap House

### **SATURDAY MARCH 11, 2023**

Hosts Alan Birt & Susan Carr  
CB Farms  
976b Te Ngae Road  
Rotorua  
(opposite the airport)

### **PLEASE RSVP**

To both the Field Day and/or  
Dinner by February 25, 2023  
michelle@ironcladstud.nz

**ALL LOWLINE ENTHUSIASTS  
WELCOME TO ATTEND**

## Your New Council Positions

### President – Michele Molloy

Just a short blurb to say hello and let you know a bit about me – for those of you who don't already 😊

I have bred Australian Lowlines for about 20 years now – they are great to work with and on a smaller acreage an excellent choice, as you all know. Timitch Hill currently runs a herd of about 40 head in between Rockhampton and Yeppoon in Central Queensland.

And I have been on council for sometime now so have a little experience. I thank the former President, Julie Knight, for her knowledge, enthusiasm and many hours of hard work for the association. She has left big shoes to fill! And I appreciate her continued support and involvement. I'd also like to thank the previous and the current Councillors for their commitment and dedication to support the improvement and promotion of the breed.

But we are just the same as you, running herds and trying to do what we can to keep improving Australian Lowlines. All of us are ALCA members and have the same interests. We also share a responsibility to enjoy and share the breed and maintain the excellent reputation that we have – not difficult really! . That's up to all of us!

I am looking forward to working with you. Please feel free to contact me and I will try to help or find the answers. 😊

Michele Molloy



### Vice President – Ashley Barron



My name is Ashley Barron and with my family we run Merowen Lowline Stud. My family and I run a beef cattle operation on 1700 acres at Kumbia at the foothills of the Bunya Mountains in South East Queensland, running Brahman, Angus and Lowline cattle. I have been associated with Lowline cattle for 23 years when my father-in-law established Merowen Lowline Stud.

Since his passing in 2018, my youngest daughter, Remy has taken over running the stud. With many years experience within show rings, we have successfully promoted and exhibited Lowlines at Brisbane EKKA, Rockhampton Beef, Toowoomba Royal and many other local shows in our district.

I have a passion for the Lowline breed as I believe with the right marketing approach that we can put this special breed on the maps.

Ash Barron



## DNA Testing

DNA testing is only daunting if you have not done it before.

Instructions for collecting tail hair samples can be found on the ALCA website – Members Area & Forms & Downloads.

There are also many great You-Tube videos available online.

DNA Test Kits need to be ordered from either Zoetis or Neogen. Zoetis Kits are free. A link to the order form for kits is also on the website.

If you need further assistance, contact your Promotion Group members or Claudia at the ALCA office.

Please allow 6 weeks for the DNA results to be returned.

Once you have the results, you will be able to register your animals.



## 2022 Zoetis Australia Prices

SireTRACE = \$25 + GST  
(SNP only/SNP Testing + Parent Verification (PV))

Coat Colour Test (CC) = \$22 + GST

SireTRACE + Coat Colour = \$40 + GST  
(SNP + PV + CC)

Zoetis DNA Application Form is available to download on the ALCA website.

## Changes at Neogen Australasia

NEOGEN's Australasia's Genomics division is the region's largest genomic testing lab in Queensland. Offer Testing solutions to make educated breeding decisions that improve the efficiencies of their herds, breed associations to verify parentage.

The Genomics laboratory has now moved to Bundamba, a suburb of Ipswich in Queensland.

Please note the following address for your DNA samples.

**NEOGEN Australasia**  
**14 Hume Drive**  
**Bundamba**  
**QLD 4304**

The Application form to accompany the DNA samples has also been changed although you can still use the older form which you can download from the ALCA website => Forms & Downloads. The updated form is available from Claudia at the ALCA office [lowline.registrar@abri.une.edu.au](mailto:lowline.registrar@abri.une.edu.au)

At this time, the new form cannot be uploaded to the ALCA website.

You can also contact Neogen Australasia for further assistance - [naa-as@neogen.com](mailto:naa-as@neogen.com)

**Please Note: Neogen will charge extra for tail hair samples as they prefer tissue samples for DNA testing.**



## Lowline Beef - Tools for Members

How many times have you been asked ‘what do you do with your steers?’

Have you asked that question yourself of other ALCA members?

Australian Lowlines are **BRED FOR BEEF** and that is one of their great attributes that many members are not aware of.

Have you eaten Lowline Beef?

For many years ALCA has been developing tools for members to use to assist them with either selling their Lowline beef or selling their steers for beef.

Newer members may not realise what is available to help them either start a business or fit into other avenues selling steers.

The **Certified Lowline Beef (CLB)** trademark was developed for members who have signed the **CLB Producer Agreement** to use to promote their Lowline beef.



**CLB Producers** are able to use this trademark logo for any of their promotional material, brochures and stickers.



There are also templates for **CLB stickers** for promoting **Grassfed** and **Premium** Lowline Beef.

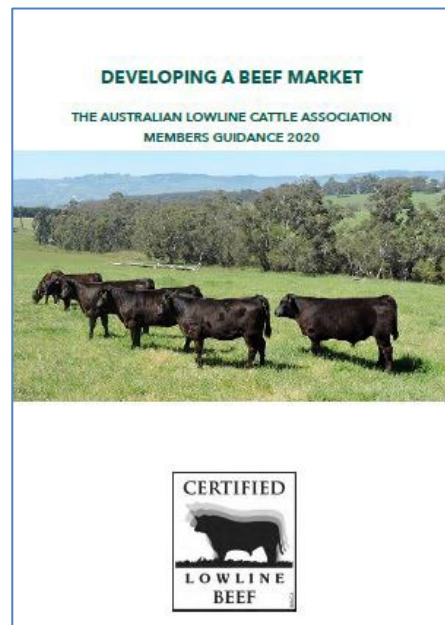


The **Premium CLB** is for 100% Australian Lowline content (Lowline X Lowline).



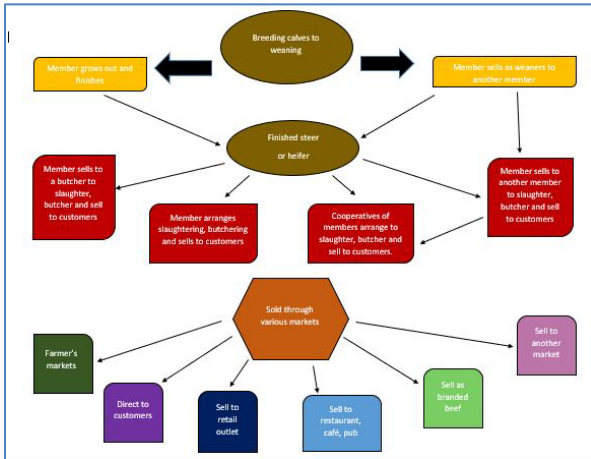
A document was produced to give members ideas to develop a market for their Lowline beef.

The **Developing a Beef Market PDF** is available from the ALCA office.



## Lowline Beef - Tools for Members cont

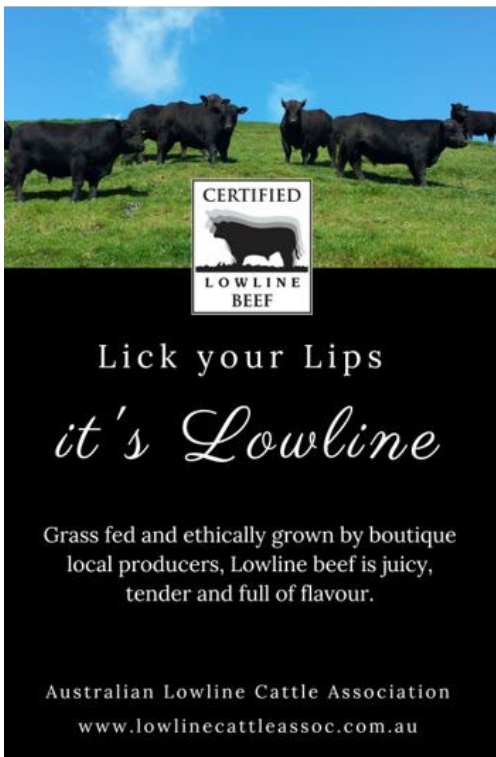
A flow chart with ideas on how a beef business might work can be found in the **'Developing a Beef Market' PDF**.



Or you might like to promote your **'home grown, local beef'** with a poster like this one.



If you would like a poster to advertise your product, the **'LICK YOUR LIPS ITS LOWLINE'** template is available for members from the office.



There is a beef focused group available for members to join – **Australian Lowline Beef Plan group (ALBP)**.

It is an informal group where members can discuss how Lowline beef can be promoted or share ideas on growing/selling steers or how to start a business.

It is a great way to network with other like-minded members.

You don't have to own a large herd, or you may be new to ALCA and you will be made very welcome.

Communication might be a video meeting once in a while or via email.

For Further information contact

Jacqui Feagan [rfeagan.dbms@bigpond.com](mailto:rfeagan.dbms@bigpond.com) or

Matt Wilkinson [mattania37@gmail.com](mailto:mattania37@gmail.com)



## Lowline Beef - Tools for Members cont

If you are not already a member of the **ALCA Facebook** page or the **Australian Lowline Discussion Group** on social media, you may find these pages a wealth of information.

The **Discussion Group** quite often has posts about steers and Lowline beef with plenty of discussion and is a great place to learn.



The new **Lowline Journal** has a section dedicated to Beef with articles about members who have recently started their own businesses and a butcher who is focusing on Lowline steers for his butcher shop.

The **ALCA Strategic Plan** is also working towards developing initiatives that promote Lowline beef and educating members in growing animals that fit specifications for beef markets.

It must be remembered that ALCA cannot find beef markets for members. Association members are spread far and wide so distance is always an issue.

It is up to members to find or develop markets locally but ALCA can help you to network with other local members and give you tools that can be used to start your own business or fit into one that is already established.

Another issue is numbers, or rather lack of numbers, for a beef business to be able to supply steers to fill quotas. Encouraging members to steer bull calves is one way to help with increasing steer numbers. Networking with others and pooling steers for one market is another way to keep up supplies for an established market.

**ALCA understands that not all members are interested in growing and selling steers for beef, but for those who do, these are some of the tools your Association has available to help you in the future.**

## ALCA PG Liaison and Support

At the recent ALCA meeting, Council approved Councillor, Ross Hardy to take up the position of ALCA Liaison and Support Officer, with the responsibility of connecting Promotion Groups with the Council.

Council hopes this position will improve communication and help motivate PGs and members.

### Role Description

The primary responsibility is to provide a single point of contact between ALCA (Council) and Promotion Groups (PG's), so that Council can be proactive in supporting PGs to achieve their PG goals via their planned events such as shows, field days and social events.

Given there are different membership types, there will be different needs from each group of members.

For example, a lifestyle member may need support in learning more about husbandry or a commercial member may wish to learn more about genetic improvement to improve structural defects or carcass traits. Full members that don't enter the show ring could also learn about how showing their best animals can improve their position in their respective markets...

All that said, I strongly believe that if we don't talk to our members or give members the opportunity to talk to us, we can only assume that we know what they want.

Therefore, it's imperative that both Council and PGs really **understand** what the members **want** but most importantly, what they **need** so they can get the most enjoyment out of owning Australian Lowline cattle and most importantly, how to **preserve the future of the breed** via **registering** good quality animals in the herd book.

Ross Hardy  
PG Liaison and Support Officer

