



Beefmaster Breeders' Society

Arthur Gilbert handed over the reins of the presidency of the Beefmaster Breeders' Society of South Africa to Pierre Hart at the society's AGM in Parys, Free State, on 9 July. Arthur was president for two years. Pierre who farms in the Komga district, says that the Beefmaster breed is gaining in popularity. "The society's membership has tripled in the last seven years. This means we can tighten up on breed standards," he explains.

The Beefmaster National Sale

The Beefmaster sale was an opportunity for commercial cattlemen to view the pick of the breed and buy bulls for the coming breeding season.



The Beefmaster Society's National Sale took place on 10 July in the Parys Afridome. With 40 bulls and 40 females on offer, it was, as always, a great success. The society's AGM had been held the previous day, followed by a formal evening function and dinner afterwards.

The auction, which was presented by Optima, was an opportunity for breeders to present their finest genetic material

to potential buyers. The society invited all interested commercial cattlemen so that they could buy superior quality bulls for their herds for the coming breeding season.

SIX-POINT LASATER PLAN

The Beefmaster's winning recipe is based on the well-known six-point Lasater Plan for profitable beef production: fertility, temperament, weight, conformation,

hardiness and milk production.

Weaning weight is a crucial trait in profitability. The SA Stud Book Beef Report for 2012 confirmed the Beefmaster as a weaning weight leader amongst breeds in South Africa.

The Beefmaster's average age at first calving (29,4 months) and ICP (416 days) put the breed at the top of the log among large-framed breeds in the



country. The society and its breeders work continually to improve these two crucial aspects of breeding.

Beefmaster bulls have been successfully used in cross-breeding programmes. As the birthweight of the calves is low and calving ease is high, the use of Beefmaster bulls in commercial herds is steadily growing in popularity.

By bringing Beefmaster into his herd, the cattleman introduces improved milk production, growth, temperament, adaptability and fertility. Using a Beefmaster bull in a commercial herd remains an intelligent choice.

Beefmaster weaners are also outstanding performers in the feedlot. They adapt quickly and grow fast, have an excellent feed conversion rate and grade well.

The Beefmaster Cattle Breeders' Society warmly invites cattlemen to the 2014 National Sale at the Afridome, Parys. The date is still to be announced – watch this space.

• Contact the Beefmaster Cattle Breeders' Society on 056 817 2404 for further information.

TOP: Lorenzo Lasater, grandson of Tom Lasater, founder of the Beefmaster breed.

ABOVE: Pierre Hart, new president of the Beefmaster Cattle Breeders' Society (left) with Arthur Gilbert, outgoing president. COURTESY OF THE BEEFMASTER SOCIETY

NATIONAL BEEFMASTER SALE 10 JULY 2013				
Item	Average. (R)	Highest (R)	Buyer	Seller
Bulls	R40 870,97	R160 000,00	Cornelius Jansen van Rensburg, Ermelo	Stéfan v/d Merwe, 5 x 5 Beefmasters, Amersfoort
Pregnant heifers stud	R16 642,86	R25 000,00	Bunker Beefmasters, Lichtenburg	BW Staal (Pty) Ltd, Kroonstad
Cows with calves stud	R31 666,67	R35 000,00	AC Botma Familie Trust, Viljoenskroon	BW Staal (Pty) Ltd, Kroonstad
Open heifers stud	R7 833,33	R14 000,00	Kleynhans Louis BK, Heilbron	BW Staal (Pty) Ltd, Kroonstad

SALE HELD BY OPTIMA AUCTIONEERS, WITH JOHAN VAN DER NEST AS AUCTIONEER.