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'EVERYTHING BEEF FIELD DAY'

# Media Release

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FOR IMMEDIATE RELEASE  
8.15 AM, 17 October, 2006

## DEMYSTIFYING BULL SELECTION

In her session "Understanding EBV's (Breedplan) and their use in bull selection," Benita Davis of Southern Beef Technology Services, Murgon will give guidance to bull buyers on how to better use EBV's in their selection decisions, including a discussion on how to make sense of EBV's in sale catalogues. Benita Davis will be one of four guest speakers at the 'everything beef' field day, 3rd November 2006. Her demonstration and talk will help demystify Breedplan as a selection tool for commercial bull buyers. Breedplan is an internationally acclaimed beef cattle genetic evaluation system now used in ten countries. It covers a wide range of traits including birth weight, calving ease, growth, fertility and carcass information.

BIA Fellowship Award winner John Bertram, Senior Beef Extension Officer with the Department of Primary Industries and Fisheries based in Goondiwindi will focus our discussions on selection of males and females for the various attributes of Structural Soundness. Many

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people think first about legs and feet soundness, but this also applies to the various components of the reproductive tract. In the females structural soundness equally applies to legs and feet as well as the pelvic opening for easier calving.

Roger Sneath, Beef Extension Officer D.P.I. & F, Dalby the fourth speaker for the field day will present a talk on benefits of good temperament not only for handling benefits but also growth performance & carcass quality.

Hosts of the field day local breeders Steve & Kylie Dummett, Darrowby Murray Grey & Greyman Stud, Haden will be providing morning tea, light lunch and afternoon tea, participants are asked to provide their own chair and hat. Those in attendance will be able to sample some of the superb Bunnyconnellen Estate Wines during the lunch break. The field day is free to beef producers in the area. Booking is essential as number of participants is limited, to express your interest in attending call Kylie Dummett, 07 4698 8244.

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-Additional Information-

Press release can be accessed online -

(<http://www.darrowbymurraygreys.com/media.html>)

Southern Beef Technology Services (<http://sbts.une.edu.au/>)

BIA -*Beef Improvement Association* (<http://www.beefimprovement.org.au/>)

Darrowby Stud (<http://www.darrowbymurraygreys.com>)

D.P.I. & F (<http://www.dpi.qld.gov.au/>)