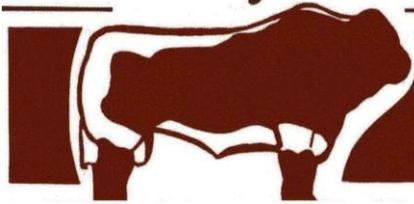


If you have a BEEF make it



PINZGAUER

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Dear Pinzgauer Owner,

As another year draws to a close, I would, on behalf of the APBA Council, like to wish you and your families a very happy Christmas and a prosperous New Year. There are certainly signs that the next 12 months may be better for the beef industry than in recent times and I sincerely hope that you share in it.

The year 2014 has been one of steadily working towards improving the breed and simplifying processes. In 2014 we have developed a new Constitution, continued to review and revise our By-laws, launched a new Pinzgauer website and announced some small sponsorship arrangements to help promote the breed.

Some little time back, we indicated that we were moving towards photographs as being a primary means of identification of cattle. We have now decided to go one step further and make a photograph the only mandated means of identification. Owners may still use Ear Tattoos, Branding or other means of identification as they require, but these will become optional. Full details will be forwarded as soon as the necessary changes have been made to the Herdbook systems.

We recognise that the cost of showing animals is quite expensive and time consuming. As an alternative and as a bit of fun, in the New Year, we intend to run a photographic competition which will be open to any Pinzgauer owner. Details will be sent out shortly, but in essence, it will only require the submission of a couple of photographs. This is viewed as an opportunity for owners to display what they have been able to produce and to get some recognition. While it is intended as a bit of fun, we want the assessed to be impartial and genuine. The competition therefore will be assessed by an Interbreed Judge who is not involved in Pinzgauers.

The APBA is again producing calendars that are available through Doug Lockwood. These calendars make a great small gift to friends or business associates. In addition, they are an ideal method of promoting your breed and are one of the few sources of income that is available to the Association. I would encourage you to support this initiative and if you would like some, it is not too late to contact Doug to arrange a supply before the New Year.

Once again, I wish you a very merry Christmas,



Raymond Price
President