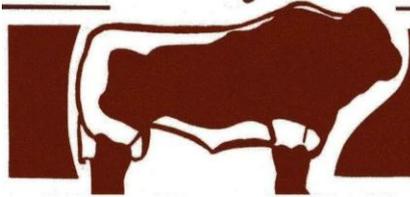


If you have a BEEF make it



PINZGAUER

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Dear Breeder,

The 2014 Annual General Meeting of the Australian Pinzgauer Breeders Association was held on 17th May 2013 at Albury and we were graced with 13 attendees.

One of the major activities of the meeting was to elect Councillors Office Bearers for the coming year. The full details of the new Office Bearers are as follows.

Position	Position	Phone No	Email
President	Ray Price	02 44642685	lachvina@skymesh.com.au
Vice-President	Paul O'Brien	03 5236 6197	p.obrien@mstechpl.com.au
Treasurer	John Murdica	03 5655 2794	shalnipark@tpg.com.au
Councillor – New South Wales	Bruce Walker	02 4829 7223	tillside@bigpond.com
Councillor – New South Wales	Marvick Attard	0428 892 419	breadalbane@aapt.net.au
Councillor – New South Wales	Graham Walker	02 6545 2081	info@segenhoeview.com.au
Councillor – Victoria	Doug Lockwood n	03 5625 1737	lockpinz@dcsi.net.au
Councillor – Victoria	John Murdica		shalnipark@tpg.com.au

As was shown in the Treasurer's Report that was distributed prior to the meeting, the financial position of the Association improved in the year 2012. This was a pleasing turnaround and I am pleased to say that this trend appears to be continuing this year. This is in part due to greater activity by Breeders but also due to some cost saving initiatives.

In the Council meeting that was held on the same day as the AGM, a motion was carried to move towards reconstituting the APBA as a legal entity of “Association” instead of the present “Incorporated Body”.

This matter has been the subject of discussion and investigation within Council for a number of years. Basically, the change in incorporation will reduce the amount of administrative work, have less stringent regulations and result in cost savings in terms of registration and ongoing costs.

If we are to proceed with this move, it will be required to put the proposal to an Annual General Meeting of the APBA. It is our intention that this would occur at the 2014 AGM. Prior to that meeting, full details of the change and the benefits and disadvantages will be distributed to all members.

Part of the process is that there will need to be significant changes to our present Articles of Association. It has therefore been decided that it is an appropriate time to draft a new Constitution and all aspects are open to review.

I welcome any suggestions for changes to the present Constitution and encourage any interested persons to forward or discuss any changes that they would like to see. I can send out copies of the Constitution if necessary or it is available online at the Kiama Livestock Centre website. The link is <http://www.lbcentre.com.au/documents/PINZ%20Constitution.pdf>.

I have attached some thoughts on marketing Pinzgauers that have been put together by one of the Association’s stalwarts, Lynne Wells. I am thankful to Lynne for taking the time to put these together and I am sure that they will be of use to all breeders looking to promote their animals.

Yours Sincerely



Raymond Price

President

Marketing Pinzgauers

The following information is meant to assist members by outlining some of the experiences and methods used by members to market the breed. It is not meant as prescriptive but simply a collation of information which members may draw on to enhance their marketing efforts.

Identifying your customer

Typically these fall into three categories:-

The Small Farmer/hobby farm. These people have small holdings of 2 acres up to 100 acres, they are lifestylers with off farm incomes and are seeking a breed that is attractive, docile, easy to handle and reasonably commercial.

The Dairy Farmer. These people are typically seeking “Mop Up Bulls” that is bulls who will fertilise any cows in the herd who do not fall pregnant under their AI program. These people recognise the advantage of European “dual purpose” breeds where they can sell the bull calves for meat and potentially milk the heifers.

The Commercial Beef Farmer. These people are seeking quality beef animals, bulls or heifers that will enhance their current herd, they may run British breeds such as Angus, Shorthorns or Herefords and be looking to a European breed for stamina, muscle development, length, sound structure, fertility or hybrid vigour.

Reaching your customer

There are many options, the key is to identify what these three categories of buyers read, watch, use for information, and attend.

Web Sites. Most people now access the internet so having a website or being attached to a group website is an advantage. Make sure your website is well set up with key ‘search words’ on your home page. Ensure your photos are of quality cattle showing them to their best advantage. Keep your text clear and “punchy” make the tone friendly and inviting further contact. Link it with other useful websites.

If you don’t wish to go to the expense of your own site, look at being listed on the APBA site or other regional group sites that allow you to advertise your product at a small fee. Or alternatively get together with other Pinzgauer breeders in your area/state and set up a local site between you. Just make sure that the animals you show on your site do the breed credit, poorly presented animals badly photographed will put people off. Research other breed websites for ideas.

Advertising. This is expensive and while it can get results again the ads need to be well done with quality pictures to be effective. Our Banner “If you have a beef”..... is available to include in the copy and selling points are found in the text of our web site e.g. Docile, high weaning weights, dual purpose etc.

Pick your magazine/newspaper to ensure it meets your target, i.e. the three aforementioned customer types. The national magazine “Small Farms” is available at newsagents and has been successful in the past as have the rural periodical newspapers such as the Weekly Times, Stock and Land and Country Life.

Many of these publications will accept or do editorial if there is an angle in it such as a win at a show, triplet calves, if you would like examples of editorial published there are articles available. Example ads are also available.

Field Days. These are a great way to showcase your cattle, but stands can be expensive so maybe you can get together with other breeders in the same area. Four breeders got together in Gippsland and ran a stand, sharing the cost and the work load with good results at the Lardner Field days which gets over 60,000 people through the gates.

Decorating and presenting the stand is important as it represents your breed, banners, enlarged photos, information leaflets, giveaways such as calendars, business cards and of course, live examples of the breed (particularly a pretty little calf) attract attention, but make sure the stand, the animals and the promotional material is top class to ensure the stand presents the breed in the best possible light. It is worth going to a few field days and seeing how other breeds present their cattle to get ideas.

Agricultural Shows. Again a great way to showcase the breed and show that it can compete effectively with other breeds. Many of our breeders have competed very successfully in the interbreed sections of local and state shows. It is an expensive hobby but a rewarding one. If you have never shown cattle before it is worth employing an experienced cattle handler/consultant to show you the ropes as there is a lot to learn about grooming, feeding, bedding, stand presentation, show protocol, transport etc.

But a lot of people will see your cattle, particularly if it is just a beef show like Tamworth, Dubbo and National Beef Bendigo and if you do well in the classes it will enhance the status of your stud and the breed and you will learn a tremendous amount about breeding cattle from the judges and other breeders. Make sure you take business cards and brochures to hand out to interested parties. It is worth going to some of the major beef shows just to get ideas before you start.

Carcase Competitions. These are particularly valuable as our cattle, purebred/crossbred/fullblood it really doesn't matter, do very well and are very competitive.

Again if you have never entered an animal before get expert advice and help as there is a lot to learn in identifying suitable animals, selecting feeding routines and combining groups.

The key to any marketing campaign is to first have a good product. Pinzgauers are a breed to be proud of and can compete effectively with other commercial breeds. Think about your breeding program, select the best animals for breeding and ensure that your local area know Pinzgauers have arrived!