

RAMSEY CREEK Catchup!!!

Welcome To the Ramsey Creek Catchup

We have been asked a number of times if it were possible to provide information for people to keep up to date with what is happening at the RCB cattle program. We also thought this could be a great opportunity to provide some information moving ahead that could be interesting and useful. We look forward to hearing your feedback and how we can make this newsletter better in future!



Beef Week 2024 - The Week that was!!

Beef week as always was a fantastic event. With plenty of networking, events to attend and Beef to eat, RCB had a successful time competing and Stud Cattle competition. Judged by international Judge PJ Budler of Trans Ova Genetics USA, Ramsey Creek Magic M85 was named Senior Champion Male. A fantastic way to end a massive week of Beef enthusiasm!!

GenAngus 2024 - Driving force for success

Sean travelled to New Zealand in June 2024 to participate in the Angus Australia GenAngus Program. As a professional development program, Sean had the opportunity to surround himself with people from all over Australia and New Zealand. Developing his leadership skills with time spent with international CEO's, All Blacks Rugby coach's, marketing expert's and finance guru's. All proving to be valuable experiences with numerous take away messages.

Angus Australia Northern Development Committee

2024 saw Sean be approached to join the Angus Australia Northern Development Committee. Historically targeted at producers using Angus bulls in their program's, Sean was approached to add input on the northern industry from a QLD based producer's perspective, specifically with knowledge on the Brangus and Ultrablack space.

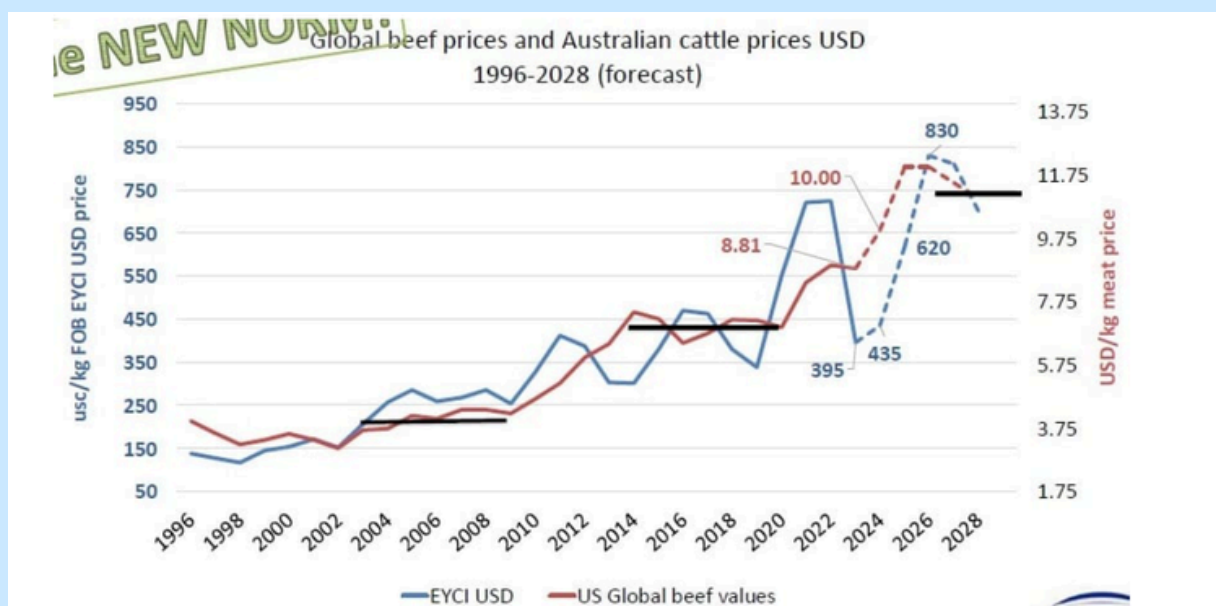
With a primary objective of driving better results from the use of Brangus, Ultrablack and Angus sires, the committee is hoping to create a number of new initiative and events for Northern producers to come together, engage, offer feedback and ruminate on how we can drive the Northern beef industry forward.

The World of Beef!

WHAT DOES 2025 LOOK LIKE ON THE WORLD STAGE?

It's been a common theme of late that producers are craving more information to make more informed decisions within their businesses. Luckily, through the careers and networks of both Sean and Will, we are readily able to keep up to date and on the pulse of the beef industry both domestically and globally. We know though that with the benefit of knowledge comes the ability to share it with others. So here are our 3 big points for 2024 in the world Beef production, that we think will shape 2025 for us and Australian producers as a whole!

Poor seasonal conditions have led to a 73 year low in total cow herd inventory in the US with an expected 800,000 head deficit in feeder and processed stock over the next 12 to 18 months. What will this mean for Australian Beef exports? Speaking to Simon Quilty of Global Agri Trends a number of times this year, he suggests a golden opportunity for Australian Beef exports is right around the corner! Is Australia ready to jump when the opportunity comes into site?



We heard a statistic recently that 70% of the global beef cattle population are now located within the Tropics, between the Tropic of Cancer and Tropic of Capricorn. Yet over 90% of the research and development into beef production, efficiencies, reproduction and environmental management of beef cattle has occurred outside of the Tropics on non tropical cattle in temperate zones in the US, Europe, New Zealand and Southern Australia. R&D will be critical for tropical cattle producers moving forward and our ability to tell a story through science, not emotion. Can tools like Repro BI begin to fill the void and improve efficiencies in the North, especially for fertility and female selection and can we start bench marking production now to tell a story on the future?



The introduction of the European Union Deforestation Regulation (EUDR) is going to impact beef exporters into the EU, especially EU accredited beef from Australia. In a time where vegetation management remains relevant across Western, Central and Northern Queensland, what will processors and exporters be asking of producers in the coming years to ensure product fits export criteria, and will producers be paid for it? Global consumer's are now demanding products be produced in certain ways, so we will need to understand and adapt to buyer/ consumer sentiment in order to maintain market access.



RCB 2025 Yearling Bulls

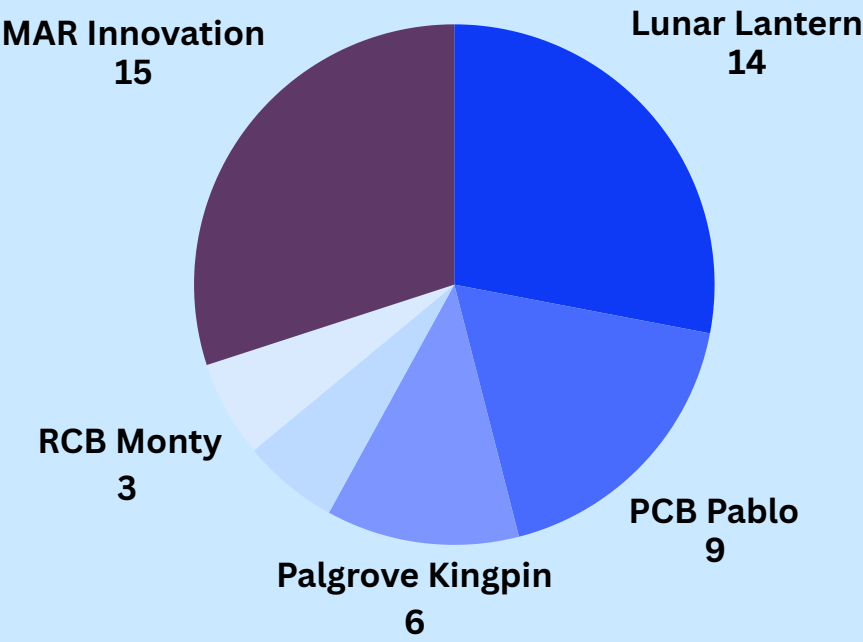
Our yearling's on offer in 2025 have been one of our most successful groups to date with consistent performance since weaning. With a decision to supplement the entire age group on Lucerne silage in 2024 through the spring period, we have noticed a definite increase in growth and muscularity which we are pleased to pass onto clients.

True to our values, the group have always remained in a paddock environment in a large contemporary grouping. We believe this is the difference when we look at longevity and bull breakdowns within commercial herds and what we are striving to eliminate from ours! We also understand that the only way to improve our herd performance is to record live animal traits and benchmark this against ourselves into the future. Furthermore, our clients can't improve if we don't offer this information to them also!

"You can't improve what you don't measure!" – Peter Ducker

Trait	Group Average
Age	16 Months
Kg	458kg
ADG since weaning	1.06kg/Day
Average Semen %	70%

2025 Sire Lines



2025 - THE FUTURE!!!



After time on the road visiting clients, overseas trips, conversations with agents, processors and industry leaders in 2024 its evident to see the paradigm is shifting for the Beef industry. We have more pressure now then ever to meet consumers needs whilst also adhering to environmental outcomes and most importantly, running profitable and efficient beef business's.

But with all the expert's predicting strong global demand for Aussie beef, the seasonal outlook looking very promising, the time to be in Beef has never been better. To our eye's, its only a decision to tell our story with science and speeding up genetic gain to validate what we all as cattlemen say and believe. This will be the point of difference in the future.

With the use of IVF, ET, AI, performance pastures, carbon accounting and recording our story has never been easier to tell and offer to those who wish to hear.

If anyone ever has any questions please reach out to us. We love understanding other people's challenges and collaborating with each other to find positive solutions for the future!



Contact Information

Feel free to reach out if you would like any more information!

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