



Background

Tim and Megan run a breeding and backgrounding business that sells cattle in a variety of markets, ranging from store, live export and bullocks on-sold to meat works. With the on-going goal to improve productivity and profitability, Tim and Megan were introduced to the Rockley family's stud farm that offers Red Brahman herd bulls of noted high quality.

Tim and Megan recognised the need to continue to build a more resilient herd with specific Brahman traits that Rockley bulls provide. They required bulls that could maintain condition in the extreme heat of North Queensland, tolerate ticks and survive on pasture that at times lacked nutrition and protein. They needed stock that could be easily and safely handled in all situations from the paddocks to the plate including feedlots and being trucked or shipped as live export.

Our Solution

Rockley's breeding program over 60+ years has allowed us to become well-known for breeding high-end herd bulls who produce large numbers of good quality progeny that replicate and/or enhance their traits and become saleable articles of value for our clients.

Chris and I first met Tim at Rockley's Cedars in 2007. Tim's approach was 'hands-on' and we were able to accommodate his preference for being in the pound with the bulls and physically selecting those he wanted to purchase.

While Tim inspected the cattle at close range, we were able to offer information, if required on the genetics, traits and history of each bull. We had shortlisted Rockley herd bulls with good length to width ratio, structural soundness and clean underlines. The combination of length and width in our cattle adds weight to each animal's carcass which, in turn, delivers increased profitability. Of course, structurally sound cattle pass on this trait to robust progeny who last longer in herds, while those inheriting clean underlines are much less likely to be injured, especially during handling and transportation.

Since the first introduction of the Rockley genetic to their herd, Tim and Megan have found the Rockley herd to have a do-ability and quiet temperament, important breeding attributes on the top of their list. They are also two of the seven elite breeding attributes we have benchmarked at Rockley Brahman.

The progeny of Rockley herd bulls have a strong do-ability to handle harsh landscapes comfortably and adapt well to extreme climates without losing significant condition, which is a much-needed requirement for cattle that will eventually end up in the difficult conditions of Australian and Asian climates. In addition, the progeny of cattle that have been specifically bred to be calm and relaxed will easily integrate into existing herds, be fed and handled more easily, and importantly, enable handlers to manage and transport them safely.

The Outcome

To date, Tim and Megan have purchased over 80 Rockley herd bulls who have adapted and performed well on their property. As expected, the Rockley bulls have consistently produced a large number of progeny of the same high standard, or better. They have retained condition in the North Queensland climate and have consistently handled well.

We have developed a respectful relationship of mutual trust with Tim and Megan, to the extent that on the occasions when Tim has not had the time to visit Rockley to select bulls, he has left it in our experienced hands to do so on his behalf.

Tim and Megan are well on their way to achieving the goals they had set for their cattle business.

Here's what they had to say:

We would like to commend the Rockley family on the exceptional quality of the bulls we have purchased this year and previously. These bulls are impeccably bred, functional for our region and a delight to muster (by bike or horse). As beef producers it is paramount that our progeny do well at all stages, from calf to ox - this is what we are in business for!

Rockley provides a real bull for real cattlemen that are suited for all areas. If you want to improve or add both body and vigour to your existing herd, Rockley bulls won't disappoint you.

Postscript

In January 2016, Tim and Megan received Rockley's first consignment of cattle since we were placed under movement restrictions following BJD in 2012. We gratefully acknowledge this demonstration of their faith in the quality of the Rockley product.