

AUSTRALIAN LIMOUSIN BREEDERS SOCIETY

2025 ANNUAL MAGAZINE

LIMOUSIN

AUSTRALIA - NEW ZEALAND

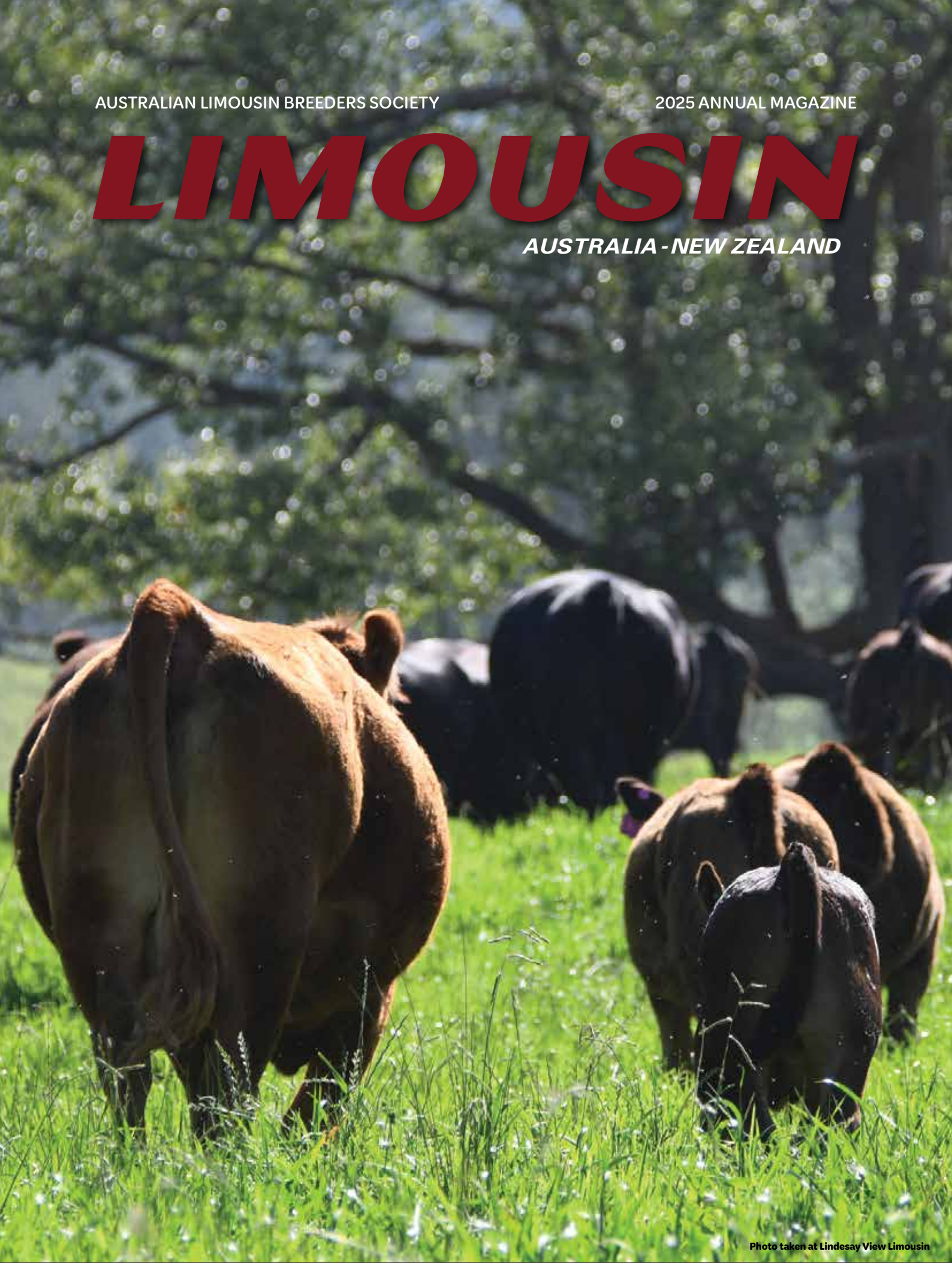


Photo taken at Lindesay View Limousin

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From the President

John Mellino
President, Australian Limousin Breeders Society



As we draw the curtain on 2025, it is both an honour and a pleasure to reflect on the past year for the Australian Limousin Breeders Society (ALBS). This year has once again highlighted the resilience, passion, and unity of our members across Australia and New Zealand. Despite a mix of challenges, both environmental and economic, our Limousin community continues to demonstrate its strength, adaptability, and dedication to excellence.

Across our regions, 2025 has been another year of climatic contrasts. In parts of Southern and Western Australia, long, dry spells tested both pastures and patience, while Eastern areas and New Zealand faced an extended period of wet conditions. These challenges reminded us of the diversity of environments in which Limousin breeders operate and of the adaptability of both our members and the cattle they raise.

Through careful management, forward planning, and collaboration, members have navigated these seasonal swings with characteristic resilience. The Limousin breed has once again proven its ability to thrive in varied conditions, delivering strong fertility, feed efficiency, and carcass performance despite environmental pressures. It has been heartening to see breeders sharing knowledge and supporting one another, reinforcing the community spirit that defines our Society.

Beyond the climatic challenges, 2025 also brought broader pressures, rising input costs and fluctuating cattle prices. Yet, amid uncertainty, our Limousin breeders have shown determination and innovation. Across both countries, more producers are embracing data-driven breeding, genomic tools, and technology to make confident decisions. This proactive approach reflects a clear focus on progress and long-term sustainability.

Resilience is more than enduring a tough season, it's about adapting, improving,

and finding opportunity through change. This has been a hallmark of our members throughout the year.

Our breeders have enjoyed many highlights this year, both in the paddock and in the public eye. Limousin have continued to perform strongly at royal and regional shows, carcass competitions, and on-property sales. The breed's trademark muscling, yield, and feed efficiency are being recognised and rewarded, both by judges and commercial buyers.

A key factor in this ongoing success has been the advancement of the breed through our partnership with NextGen Agri. Their expertise in data analysis, and breed development has provided our members with access to world-class breeding tools and performance insights. This collaboration strengthens our ability to identify and promote elite genetics through EBV's with the addition of the Dairy Beef and Sustainability Index, ensuring Limousin continues to open more doors to move forward with confidence and clarity.

One of the most positive stories of 2025 has been the growing engagement of our youth and grassroots members. The enthusiasm and capability of young breeders are shining through at junior shows, and development camps. Their willingness to learn, compete, and contribute to the breed's future is inspiring to witness.



Our youth programs continue to build skills, confidence, and leadership. They not only prepare the next generation for success within the breed, but also help create lifelong networks and friendships. It is particularly encouraging to see experienced breeders mentoring and supporting young members, ensuring the knowledge, ethics, and pride of our community are passed on.

At the same time, our grassroots breeders remain the backbone of the Society. These members are true ambassadors for Limousin, proving their dedication and representation of the breed within their regions and at a national level, play a vital role in promoting Limousin's reputation. Congratulations on another successful year.

The Board continues to focus on commercialisation and breed relevance, ensuring Limousin maintains and strengthens its position in the wider beef industry. The breed's efficiency, high yielding carcasses, and superior feed conversion position it well to meet the increasing demand for sustainable, high-quality beef.

Our strategic direction is clear: We aim to make Limousin the breed of first consideration for commercial profitability and performance. Through partnerships, industry collaboration, and targeted marketing, we are building recognition of the economic advantages Limousin bring to both stud and commercial herds.

2025 also saw continued progress in promotion and education. The ALBS webinars and podcasts have been well received, connecting members and sharing practical insights from genetics to market trends. These platforms were designed to strengthen our sense of community and keep members engaged and informed.

You will have noticed an increased exposure and awareness of Limousin over social media this year, highlighting the breed's performance and suitability for commercial operations. Through digital channels, we have been able to showcase real examples of Limousin and Limousin infused cattle in commercial systems, demonstrating their efficiency and capacity to enhance profitability. This has been a key step in positioning Limousin as a commercially relevant and forward-thinking breed.

A particular highlight is the development of our new on-brand promotional video, due to be released by the end of 2025. This project is aimed to capture the modern, professional image of Limousin cattle, highlighting their performance, temperament, and versatility and will be an important tool in lifting the breed's profile across digital and industry channels.

Together, these initiatives help us share the Limousin story more effectively, reaching new audiences and reinforcing what existing breeders already know, that Limousin are a powerful, profitable, and progressive choice.

I would like to sincerely thank our Board, Lyn Ralph, Brett Tindal, Colin Rucker, and Ben Passmore, for their dedication, insight, and leadership throughout the year. Their commitment ensures our Society remains progressive and focused on delivering support and value for members.

A special thanks also to Genetic Hub, led by Kate and her excellent team, for their ongoing professionalism and support. Their efficiency, attention to detail, and communication with members provide an invaluable service to the Society.

Finally, to all our members across Australia and New Zealand, thank you. Your ongoing support, participation, and belief in the Limousin breed underpin everything we strive to achieve. As a long-standing breeder, a new member, or a young person starting your journey, you are part of a strong and passionate community.

It has been a pleasure meeting so many of you throughout the year, and I look forward to connecting with more members in 2026. The year ahead holds great promise, with continued focus on genetic progress, market awareness, and member engagement.

Together, we will keep building on the proud legacy of the Limousin breed, one that stands for performance, adaptability, and excellence.

On behalf of the Board, I wish all members a successful and prosperous 2026. Thank you for your commitment to the Australian Limousin Breeders Society and to the remarkable Limousin breed.

Australian Limousin Breeders Society

2026 Important Dates

9TH JANUARY

2026 Membership invoicing to be issued.

30TH JANUARY

2026 Autumn Inventory Notice

9TH FEBRUARY

2026 Membership due

13TH MARCH

2026 Autumn Inventory due

WEEK COMMENCING 16TH MARCH

Autumn Inventory Invoicing

WEEK COMMENCING 20TH APRIL

Autumn Invoices Due

3RD JULY

2026 Spring Inventory Notice

14TH AUGUST

Spring Inventory Due

WEEK COMMENCING 17TH AUGUST

Spring Inventory Invoicing

WEEK COMMENCING 21ST**SEPTEMBER**

Spring Inventory Invoices Due

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On a mission

Birchwood Limousins

By Clare Adcock

When Jenny Lamb and Andrew Porter set out to establish a breeding herd in 2018, no other breed would do; it simply had to be Limousins.

On a mission to breed exceptionally docile cattle with a yield to please the butchers, the couple initially planned to buy a Limousin bull to put over a mob of F1 Angus cross heifers.

Their first purchase, however, were six Limousin heifers from a local stud, Billy Creek Limousins, who would be the founding members of their Birchwood stud herd.

This led to the couple securing their first bull from the Pelican Rise stud, who was, at that point, a calf at foot of a “beautiful heifer” who would become the matriarch of their stud.

Jenny spoke very fondly of this female who went on to produce three of their succeeding stud sires, and is the grand dam to a large proportion of their breeding females.

“It was her first son that spoilt us for docility, scoring in the top one per cent for docility,” Jenny said.

“He set the bar high and showed us how good it could be to have calves that are born quiet, not trained quiet.”

Since then, the Birchwood herd has expanded to 45 purebred Limousin, breeding females, 20 of which are stud registered, and bulls that they sell annually out of the paddock.

Originally involved in a dairying operation in Victoria’s Gippsland region, Jenny said she had insisted on the inclusion of Limousin genetics in the pair’s new venture due to their high growth rate and even temperament.

“I’d previously used Limousin bulls in the dairy as mop up bulls, and found them the best out of all the bulls that we used,” Jenny said.

“The calves were in a higher demand, and we always got more money for the bobby calves that had Limousin in the crosses.

“They came out easy, they grew really fast, and they were very trainable.

“We just love the look, the build, everything about them.”

This distinct focus on docility is what has set the Yinnar South stud apart, with Jenny noting the importance of attracting attention in today’s stud market.

“That’s what really got us hooked, the temperament of them,” she said.

“We’re very, very big on docility because you want to be able to handle your animals and handle them safely.

“If the bulls so much as look at us the wrong way, we do not sell anything that we would not feel comfortable being around.

“We’re restricting the number of bulls so we only can sell the best of the best. We want to stand by the docility.

“You have to find that point that makes you stand out amongst the rest, so as well as having nice quality cattle, we also want to have the most docile animals as well.”

In addition to pursuing their stud herd, the couple continue to produce high quality, high yielding commercial cattle, a practice which Jenny describes as their “bread and butter.”

Aiming to turn cattle off at 450 to 500 kilograms, they sell directly to a local abattoir who supplies the Sydney restaurant scene, and have produced carcasses yielding up to 64 per cent.

“I suppose what we’re trying to do is build the ideal carcase animal, the carcase characteristics of Limousins are fantastic



from that commercial point of view; the yield percentage of the carcass.”

“We generally average between 58 and 62 per cent and that’s where we want to sit, with that bit of softness to them, and being able to store those fats as well.

“When we do send our cattle through the markets, they always get the highest price, because the buyers are looking at how much they’re laying down the fats and what the carcass is going to be.

“You don’t have that many Limousins going through the markets because it’s predominantly Angus in this area, but every time they do, they always get the top dollar.”

“We’re trying to breed for bigger eye muscle, getting that bit of chunkiness, slightly less height and more width. Breeding a shorter, wider and deeper animal improves the carcass percentage,” Jenny said.

“We really enjoy doing the selective matings, working through the assessments on our own cows, and then seeing the results of that come to fruition.

“It’s great when you’ve got the selection right, and you’re looking at the calves, and thinking ‘that’s perfect, that’s just what we wanted.’

“We love just being around the cows and being able to walk amongst them in the paddock, they make it a pleasure.”

Jenny and Andrew take a selective mating approach when implementing AI into their breeding program, purchasing bulls that will complement the strengths of their females and pass on the desired traits to their progeny.

As they aim to breed an animal that is particularly suited to the Australian Market, the couple are moving in a direction they can both be proud of and are enjoying the process along the way.

Jenny credited the Gippsland Limousin Breeders Promotional Group, and the wider breeding community, for their key role in inspiring a lifelong passion for the Limousin breed.

“This group was very welcoming, and the comradeship was amazing,” she said.

“The members helped us along the way as we all shared the passion for the Limousin breed.

“The people that we have met through the Limousin Society, including the former president, Chris Meade, have truly been encouraging and supportive of our dream.”

Tangible life-skills and real-world connections

Tenterfield High School

By Clare Adcock

Despite most teenagers' attention being held by information on a screen, schools like Tenterfield High School are still placing a high emphasis on tangible life-skills and real-world connections, such as those taught through the study of agriculture.

With a very popular agriculture and prime industries program, as well as a successful show team and school-based Angus stud, students at Tenterfield HS are provided with ample opportunities to learn and engage with the beef industry.

Agriculture teacher Phillip Jones said that agricultural studies is offered from grades 9 to 12, with more than half of the student body electing to study the subject, and many also choosing to participate in the extra-curricular activities that involve working with cattle, the pinnacle being the show team's annual trip to the Brisbane Exhibition.

The school has witnessed their fair share of successes on the Ekka stage over the years, including a broad ribbon for Grand Champion Led Steer Carcase with a Limousin-Angus Cross, asserting their dominance in not just the schools section, but the open arena.

"The Ekka is the big highlight, and over the years, we've been really successful," Mr Jones said.

"We usually take about 24 kids to the Ekka, and usually a dozen head of cattle in the led steers competition.



"We have about 20 to 25 led steers and heifers each year go through the system, so that's fairly full on."

When asked about the inclusion of Limousin-cross cattle in their show team, Mr Jones said that their carcase traits not only showed results, but also provided ample learning opportunities for students when assessing data.

"With the Limousin cross cattle, it's mainly the carcase assessment, that's the big thing, and the meat yield," he said.

"The Limo cattle yield well and eye muscle area is such an important part of the grading and judging of carcase.

"We try to source cattle with big eye muscle, and they've got to be soft enough and easy enough to finish."

Mr Jones said that the school had established many positive and mutually-beneficial relationships with local beef producers and stock agents which had contributed to the success of the school's programs, allowing them to source quality, local stock for their show team each year.

"We tend to source local cattle, and I think that's really important for a school to source local cattle if they're available, because you get all your producers on board and they support us, and it also gives them carcase feedback," he said.

"We've got a really good relationship with our local producers, and also our agents in town. We usually get six to 10 steers and heifers from Jennifer Smith, a local producer, each year.

"APL sponsors us, and quite often Ben Sharpe will ring and say 'there's a steer out here in the yards coming up for sale tomorrow, come and have a look at him', so I've got plenty of eyes out looking for me.

"They're getting harder to get, show cattle, because there's a real resurgence in showing cattle again, it's becoming more and more popular, which is great."

Aside from the enjoyment of travelling to shows and competing alongside their classmates, Mr Jones said that participating in led steer and carcase competitions presented a learning opportunity for students when analysing their results, particularly those from bigger shows such as the Ekka.

"The feedback you get from carcase judging, we analyse all of that and work out how we can improve, looking at our feeding programs and our breed selection," he said.

"That's so important, to analyse all of the carcase feedback we get, and see what we've got to try and fix up for the next one.

"You can go to all your little local shows and win all the big, broad ribbons, but you've got to test yourself and go against the best and see how you stand up when competing on the big stage."

Mr Jones credited the success of the school's agriculture programs to the dedication of his fellow teachers, Olivia Parker and Tim Clay, farm assistants Hugh McCowen and Brett Pitken, and the support of Tenterfield HS's leadership team.

"Ag is the biggest elective, and it's the one they all want to do," Mr Jones said.

"It's fantastic and the kids really enjoy it. You talk to kids after they've left school, and they always bring up the Ekka and all the shows we go to.

"We get a lot of support from the school itself and our principal really values ag. He's really supportive, which is great and makes the job a lot easier.

"The support from the school and the executives is really, really important and really valued."



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Going from strength to strength

Centenary Heights SHS

By Clare Adcock

In just three years, the Centenary Heights State High School show team has gone from strength to strength, a feat that was made possible through the efforts of a group of dedicated staff and students, and an invaluable partnership with a local Limousin stud.

Based in Toowoomba, the show program was established by show team co-ordinator Lee Zampech, starting with one animal and a couple of students keen to have a crack at handling cattle.

In 2024, the school formed a partnership with Athol-based stud Lamel Limousins, a connection that Agricultural Assistant Madilan Heaven says was the catalyst for their program's growing popularity and success.

The stud, which is run by Larry and Melissa Pappin, originally offered a heifer, UR a Jaygirl, to the school for students to break in and show, and in 2025 added another five animals to the Centenary Heights show stable.

Miss Heaven said the arrangement not only provided students with the opportunity to work with quality, docile cattle, but also formed an important connection between the school community and local beef producers.

"Larry brought his cattle in for our students to show and they've done an incredible job," she said.

"The students have been absolutely loving it and they've been winning ribbons, left, right and center. It's been a pretty impressive thing for them to experience.

"That partnership with a person outside of the school community has been great, with building the relationship between the students and a local farmer.

"Larry wanted to show the cattle, but he personally didn't have the time, so finding a school that was willing to do that is really great for his side of things.

"It's been a bit of a wild ride, but it's just really good for schools to find outside community members and start building those connections."

While the team, which now consists of 18 students, has been attending many local shows around the Darling Downs region,





they plan on expanding their numbers and hope to make their debut in the Ekka show ring in the coming years.

“It’s been a very successful year, with ribbons for the students and the Limos, and that’s really good for Larry,” Miss Heaven said.

“He’s really enjoying it, so he’s breaking in some more cattle over the Christmas holidays for us, and we’ll kick off with them again next year.

“Considering, when we first started it, there were only a handful of kids and this year we have 18, it really is growing and becoming more popular.

“We’re looking to expand that next year so more and more students can come on board.”

Miss Heaven, who is also a member of the Limousin Youth Association herself, joins the students in participating in the showing and

judging competitions, something which she says has been a very worthwhile experience.

Having started with Lowlines, Miss Heaven said the addition of the Lamel Limousin cattle has been extremely beneficial to the students’ progress as handlers, given their ideal temperament and size.

“That’s one thing that Lee and I do find in the Limos, is that they have a nice temperament towards the students,” she said.

“They’re not pushy and shovey, they’re very relaxed and good with the kids, so they are more confident around them.

“We find that Limos are a really good breed and the kids are progressing more with the Limos when they want to be a bit more challenged.

“You definitely see the experience that the kids have with them, and that’s probably the thing that brings the most joy is seeing them in the ring, having the time of their lives.”

Not only have the students gained a lot of enjoyment through their participation in the show program, but Miss Heaven says the personal growth and development of each child has made the whole endeavour extremely worthwhile.

“There’s been some students that you can see a completely different side to when they’re at a show,” she said.

“Especially the kids that are more hands on, you definitely see the change, the shift in their attitude and their behavior, it’s really great.

“Every single one of those students on the show team absolutely love it and give it 110%; they’re always willing to give everything a go.

“They do find it really beneficial.”

The Branch Limousin







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Superior muscling and carcass

Tara Limousins

By Clare Adcock

While some cattlemen chase trends, the Kupsch family of Tara Limousins believe that the superior muscling and carcass relevance of Limousin cattle has cemented the breed's place in their operation for almost 30 years.

Established by Peter and Celine Kupsch in 1996, the Allanooka based stud is now run by their son Brad Kupsch, where they aim to breed commercially relevant cattle to suit herds throughout Western Australia.

Initially, the stud focused on French genetics, primarily based on those of the White Lakes and Wilson Downs studs, driven by Peter's affinity for the breed's all-round doing ability, a breeding philosophy which Brad says still shapes their focus today.

"They bought a bull by the name of Pacesetter (White Lakes), and he probably was the first benchmark bull we used that put us on a track that we found was relevant," he said.

"He kept the thickness of the Limousin breed, kept the performance, and he's got growth data that, for a 25-30 year old bull, is still relevant today.

From then, Bulls such as Wulf Xtractor and Romn Justice have helped to moderate, soften and quieten the breed, and help shape them to what we see today."

"The Tara Limousin focus has always been to breed commercially relevant cattle that retain the Limo characteristics of well muscled, with a good butt and good structure.

"Their ability to maintain muscle, but to still be able to have a carcass that was slaughterable and relevant to the Australian beef industry, with that ability to lay fat down early as well, I think that appealed to him.

"We just keep our customers at the forefront with the type of genetics we chase and make sure that they're relevant to the markets

they're trying to hit, and specifically relevant to the midwest of Western Australia."

The perfect balance between muscle and fat coverage is an ongoing pursuit for the stud, who look to capitalise on the high yields that are characteristic of Limousin carcasses.

"Sometimes you go with too much muscle, and they become a bit raw, and sometimes you chase a bit too much softness, and they lose a bit of muscle.

"That balance is something that I think has been relevant ever since Dad started, and can be applied to most traits in cattle"

Brad says the Kupsch family has always placed a large emphasis on selecting for temperament, in addition to breeding early-maturing cattle.

"We've always had a massive focus on temperament, that's been at the forefront of our selection criteria," he said.

"There's never a reason not to cull an animal if it's problematic.

The breed has come a long way with temperament, but you can never be complacent.

"We've also been trying to target early-maturing, early-growth cattle that hit the ground easy, and turn them out fast."

In terms of their female herd, Mr Kupsch said they aimed to breed an animal that was functional and could thrive in the tough climate of the midwest.

In 2007, the Kupsch family looked to diversify their breeding operation, purchasing quality genetics from the White Lakes Angus

dispersal sale, establishing the Tara Black Angus stud in an endeavour to meet the demands of their existing client base.

Mr Kupsch said while their Angus stud sires often produce more sale-topping figures, the output from their Limousin cattle across a diverse range of markets has secured their place in the herd going forward.

“A lot of people ask us if we’re going to get out of the Limos, but we still see what they do commercially. I’ve got a lot of passion and belief in the breed,” he said.

“The performance in the feedlot, particularly of the progeny from a limo bull over and angus cow, and the ability to sell pure Limousin females as a premium slaughter option far outweighs the lesser price received for stud bulls.

“If a stud doesn’t focus on the commercial relevance of its genetics, I overlook them as a potential stud sire. Ribbons don’t make money”

The addition of Angus genetics has also provided the Kupsch family with the opportunity to produce some high-quality cross-bred, Lim-Flex animals on occasion.

While Peter and Celine began their stud sale venture selling two bulls a year at the Midland Cattle Breeders Association bull sale, they now offer around 30 sires through the ring at the annual Gingin Bull sale in March, in addition to private sales.

He said that seeing their cattle thrive, within a client’s operation or in the feedlot, was something he continued to value as a breeder.

“The best part about breeding stud cattle is probably your client’s success with their operations,” Mr Kupsch said.

“One of the big parts I still love about Limousins is that crossbred carcass that we put through the feedlot.

“Year on year, our Limousin-cross calves are the best performers in the feedlot, and they’re the best feedback we get from our carcass customers as well. That’s why we have ventured down the direct to consumer line with Tara Beef, which is mostly pure Limousin or Limousin infused genetics.



“Regardless of whatever else is going on, the Limousin carcass and that Limousin eating quality is what I still get a kick out of.”

Family - the greatest reward

Lindesay View Limousin Stud

By Clare Adcock

Big prices and broad ribbons would be at the top of most stud breeders' bucket lists, and while those have been a reality for Lindesay View Limousin stud principal Josh Sawtell, sharing those moments with his family has been the greatest reward.

Mr Sawtell runs a pure Limousin herd, consisting of 150 stud and 150 commercial females, alongside his wife Kirsty and their children Spencer and Bonnie, based at Kyogle in the Northern Rivers region of New South Wales.

It's been a big couple of years for the Sawtell family as they collected a number of notable accolades both, in the show ring and over the hook, starting with a Supreme Champion Bull victory at BEEF 2024.

The Sawtell's, in partnership with the Eagleson and Vogt families of Ulster Limousins and Red Oak Genetic, respectively, were the proud owners of Oakwood Cutright, a 28-month-old show-stopper who blew the judges away for his muscle, fat coverage, depth and length of body.

Several steers from the Lindesay View herd have also earned acclaim for their tremendous carcass traits and commercial viability, taking home top honours in the 2025 Ekka jackpot carcass competition, as well as back-to-back Grand Champion led steer titles at Casino Beef Week in 2024 and 2025.

Their 2025 winner not only secured the Grand Champion title, but also smashed the previous steer sale record by almost 2000c/kg, setting a new benchmark of 5000c/kg.

The show steer market has also proven financially rewarding for the Sawtells, with their past two led steer champions making over \$20,000 each in prize money and consequent sales, and a large contingent of their progeny selling to producers who are interested in entering steer and feedlot competitions.

Mr Sawtell noted the marketing benefits of showing cattle, a process that he said would not be possible without the help of friends and fellow Kyogle breeders, the Nicholls family of Tookawhile Show Steers, who have been presenting the Lindesay View cattle for several years.

While the ribbons are a gratifying bonus, Mr Sawtell said he has also gotten a lot of satisfaction from improving his breeding program since establishing the stud in 2014, with the aim of "always trying to breed the perfect animal."

"We try to breed something that's definitely true to the Limousin breed, something that's got plenty of horsepower," Mr Sawtell said.

"We aim for a high yielding animal that also has the correct temperament and structure - I'm trying to loosen them up a bit at the moment, make them a bit deeper in the flank.

"We're seeing a type now that's coming through that we really are proud of and that has been successful for us."

It was these carcass traits and the high potential for returns that first drew Mr Sawtell to the Limousin breed many years ago.

After his parents decided to leave the dairy industry in 2001, Mr Sawtell said they began breeding Limousin bulls with their dairy females to produce bucket calves who were always seeing solid returns through the saleyards.

"Limos are always making good money at the other end, they're pretty hard to go around," he said.



"You can sell them as weaners, you can sell them as butcher calves, or they can go to backgrounders or into feedlots, and whenever they get killed, they always meet the right specifications.

"Our cattle are raised on the coast here and once they hit that Western grass and they seem to really take off."

Commercially, the Sawtell's sell direct to a number of local butcher shops, with any influx of numbers going through the Casino sale yards.

While they sell the best of their male progeny as bulls at the Performance Limousin sale each year, Mr Sawtell said there was plenty to be said about the female contingent of his pure Limousin herd.

"We mainly sell the heifers to supply the butcher trade, because they yield just as well as the steers," he said.

"Straight off the cow, the heifers dress down at around 180-220 kilos and that's \$1600 at the moment, straight into the butcher shop. So it's no different to the steers, they get the same price.

"The commercial females also make fantastic cows. They're very fertile, milk well and raise a good calf."

This year's crop of calves are no exception and Mr Sawtell said there was a lot to look forward to, particularly with both of his children now showing a keen interest in cattle from a young age.

"Seeing the calves that are hitting the ground now, it's pretty exciting," he said.

"I enjoy seeing the cattle get better and the calves going from strength to strength.

"It's been very rewarding and enjoyable, and it's something we're very proud of.

"It's good to have something to show for all your hard work."

Retired on their own terms

Mistletoe Limousin Stud

By Clare Adcock

Establishing a stud is not a business venture for the faint of heart, and not many breeders can say they've built their herd from the ground up, achieved what they set out to do, and retired from the industry on their own terms.

However, Mistletoe Limousin stud principal Denis O'Connor has done just that, and will soon hang up his hat after more than three decades of breeding.

Based near Greta in north-eastern Victoria, Mr O'Connor and his wife Pam began their venture in 1993, and will see the last of their stud bulls sold at the Victorian Beef Week field days in January 2026.

The O'Connors will make their final appearance at the Elmore Field Days in October, where they typically sell their bulls each year, in addition to Victorian Beef Week and the Limousin National Sale.

At the age of 74, Mr O'Connor said the biannual calving periods and AI programs were becoming an arduous task, but both had been a highlight for him over the years.

"We've used a lot of AI, testing different sires, so you're seeing what's really worked well and what hasn't worked quite as well," he said.

"I think that's one of the thrills with every stud, it doesn't matter what breed; when you use AI, if it's a new bull or one you haven't used before, the calves come out and you're waiting for them to see how they're going to do and whether they'll be like the advertising claims are or not.

"It's been most rewarding. We wouldn't have stuck at it for so long if we weren't happy with what we were doing and it's been great, the rewards we've gotten out of it."

The O'Connor's have been familiar faces around the ring at the National Show and Sale for more than twenty years, and have had a stellar run in recent years.

Winning Senior Champion Bull at this year's show, and both Junior Champion

and Reserve Senior Champion female in 2024, they reached the pinnacle at the 50th anniversary show in 2023 with a Supreme Exhibit victory.

Mr O'Connor said that, while the champion in-calf heifer, Mistletoe Sweet Cake, was a special animal, she was typical of the type of cattle that he had set out to produce, consistently, over the past 30 years.

"Consistently, we've bred really good animals that do really well," he said.

"They're really well structured. They've got to be sound and they've got to be able to walk.

"They're not pampered stud animals, just made for the show ring; they survive out in the paddock.

"And they've got to grow on the grass that you give them, not have to have too much supplementary feed, and that's what ours have done."

This objective of breeding well-structured, hardy, commercially viable cattle has proven a successful formula for the O'Connors, and is one he hopes other breeders pursue with the aim of infiltrating the commercial market.

"As we've retired our females out of the herd, we've tried to sell them to commercial buyers," Mr O'Connor said.

"We've sent them into the store sales so that we're starting to get Limousin cattle out there for the commercial farmer, rather than just being a stud breed, because until we get herds of Limousin cattle in commercial areas, we'll still be a niche breed."

This is something Mr O'Connor is particularly passionate about, given the superior carcass traits that the breed has to offer commercial cattlemen.



“Limousins are renowned for their carcase traits and that should definitely be pushed for, particularly in the female section,” he said.

“If you’ve got a Limo bull over your Angus or Hereford, whatever it is, the female section of your herd will sell as well as the male section; there will be very little difference in cents per kilo.”

Temperament being another trait that is increasingly sought after by seedstock producers, Mr O’Connor believes that the Limousin breed has it in spades.

“When we first started off, the docility system was brought in, and now they’re probably one of the quietest breeds going around,” he said.

“You can walk in amongst them and talk to them, and you’ve got to be careful you don’t run into one of them because they won’t get out of your way, they’ll just stand there.”

Mr O’Connor has been a stalwart within Limousin circles throughout his time working with the breed, including a stint as Victorian president for four years, and attributed many of his fond

continued next page



Mistletoe Limousin Stud cont.



memories to the people he dealt with and worked alongside.

"I remember when we first started off in the early 90s, Alex McDonald, the General Manager, coming and saying hello," Mr O'Connor said.

"Everybody goes in thinking they're going to make a fortune out of it, because they're reading in the paper that a Brahman has sold for \$250,000 and an Angus has sold for \$300,000 and they think alright, I'll go and breed one of those, but it just doesn't happen like that."

"I thought that was pretty impressive, and that was one of the things that we enjoyed, the inclusiveness you felt, like you were part of it, rather than just on the outside.

"At that stage, I wasn't really much of a breeder, I was only battling along, trying to find my way.

"Alex, he was just that type of person, but it did a lot for the people to have somebody come and say hello to them.

"I'd like to thank all the people who helped while I was president. I just really appreciate that time, all of the assistance and the enthusiasm from the people there.

"That was another thing that I did really enjoy."

While it is the end of an era for the O'Connors, the Mistletoe herd will continue to breed on, in the safe hands of GFK Livestock's Kory Graham and family, based at Yaven Creek, NSW.

The Graham's, obviously impressed with their purchase of a cow and calf from the Mistletoe stud at this year's National Sale, expressed their interest in the entire herd, and while it was earlier than Mr O'Connor had anticipated his dispersal, it was an offer he simply couldn't refuse.

Although it would be difficult to part with the breeding program he had invested so heavily in, Mr O'Connor said he was keen to see what the Grahams were able to achieve with the cattle.

"It is exciting, and it's also sad," he said.

"I'm pleased they're going to one person, because that means they will breed on, and I believe they're a very good group of cattle.

"Kory is just a youngster, and he really is passionate about Limos, so I hope he does very well.

"I think we've been very fortunate to be able to go for over 30 years, because I think the average life of a stud is about seven or eight years now.



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ACM Agri

2025 Kewpie Stockfeeds

National Limousin Junior Show



In 2025, 90 competitors and their families came together in Pittsworth, Queensland, for the Kewpie Stockfeeds National Limousin Junior Show. It was a particularly exciting year, as the event returned to the north for the first time in many years, giving youth members and supporters a new experience in a different part of the country.

The LYA Committee were thrilled with the turnout and the enthusiasm shown throughout the week. Events like this simply wouldn't be possible without the backing of Limousin breeders and supporters nationwide, and their contribution ensures young people continue to have access to valuable learning and networking opportunities.



A special thanks goes to Kewpie Stockfeeds for stepping up as the naming partner of the 2025 show. Their commitment and generosity played a major role in making the junior show such a success.

At this year's Junior Show, the Heifer Jackpot was a crowd favourite, drawing over

35 impressive heifers between 8 and 24 months of age.

With more than \$1000 in prize money up for grabs, competition was fierce, and the quality of entries kept the judges on their toes.

After much anticipation, Keajura Park Krystal Rise V30 was crowned champion, an outstanding heifer bred and exhibited by Hamish Maclure and the Maclure Family of Keajura Park Limousins. Proudly owned by Simon Vogt of Red Oak Genetics.

Judged by Cyé Travers, Kirrily Iseppi and Leanne Ridley.



Our judge, Kim Groner, was tasked with sorting through the cattle classes, which showcased more than 90 entries.

From this impressive lineup, the Calf Champion, TCW Valentine, exhibited by Grace Newcombe and owned by TCW Livestock, rose to the top to be awarded Supreme Exhibit.

2025

Scholarships & Award Recipients



Limousin Youth International Travel award received by Chloe Bailey



Sapphire Livestock SA Junior Heifer Expo award received by Caylie Edwards



Limousin Youth Ambassadorship award received by Sienna Pearce



Summit Livestock Most Potential Breeder award received by Dusty Dull



Brentvale Limousins School Steer award received by Proston State School



Paradise Enterprise Feedlot Internship award received by Bailey Whitton

Encouragement Award:

Awarded to Jack Randle, receiving a \$200 prize pack

Best Maintained Stall:

Awarded to the Kalara Livestock team (Kynan & Blake Petroff, Dusty Dull and Jock McDonald)

Best Presented Animal:

Awarded to Kalara Fookin Sassy V005, exhibited by Kynan Petroff, receiving a \$50 Limitless Show Supplies voucher

TAS Junior Beef Expo Entry:

Awarded to Grace Newcombe, kindly supported by Kanangra Cattle Co

Most Successful Competitor:

Awarded to Grace Newcombe, receiving a set of clippers kindly donated by Thunderbird Ag

5th Place:

Runl Justified 364 (progeny: MCL Venus V10, MCL Venus V15 and MCL Vogue V18)

GRAND CHAMPIONS - each receiving a commemorative belt buckle:

Grand Champion Parader:

Maddox Forman

Grand Champion Junior Judge:

Chloe Bailey, also receiving an entry to the Tocal Beef Cattle Assessment Course

Grand Champion Herdsperson:

Hamish Maclure, also awarded the Austin Steer Memorial Award and an entry to the 2026 National All Breeds Junior Heifer Show, proudly supported by AJ & TJ Livestock.

SIRES & DAMS PROGENY

1st Place:

Benjarra Railwayman (progeny: Kalara Fookin Sassy V005 and Kalara Lady Teraz V002)

2nd Place:

Keajura Park Krystal Rise (progeny: Keajura Park Krystal Rise V30 and Keajura Park Value Packed V28)

3rd Place:

Benjarra Railwayman (progeny: Kalara Queen Donna V006 and Kalara Miss Tearz V003)

4th Place:

Jen-Daview Mr Pinnacle (progeny: Jen-Daview Victor V21 and Jen-Daview Victoria V24)



Limousin Youth Australia -

BUILDING beef LEADERS for the FUTURE

Limousin Youth continues to champion the next generation of cattle enthusiasts through its flagship event, the National Limousin Junior Show. This youth-led initiative provides young people with the opportunity to develop industry-relevant skills, gain hands-on experience, and promote the Limousin breed on a national stage.

Each year, the Junior Show delivers far more than a competition. It creates a supportive and engaging environment where participants can broaden their knowledge of the beef and agricultural industries, showcase their cattle, and build valuable connections within the wider livestock community. Limousin Youth remains committed to fostering youth involvement, providing a platform for young people to grow both personally and professionally, while highlighting the strengths, versatility, and contributions of the Limousin breed to the beef industry.

The 2025 National Junior Show was a landmark occasion, proudly held in Pittsworth, Queensland — marking the first time in many years that the event has travelled this far north. The show drew more than 90 competitors from across Australia, all of whom embraced the opportunity to compete, learn, and connect with like-minded peers. Over several days, the program featured a diverse schedule including cattle preparation and handling classes, junior judging, educational workshops, and social activities. This balance of competition, education, and networking created a well-rounded experience that not only tested skill and knowledge but also built confidence, friendships, and leadership.

The Youth Committee sincerely acknowledges the ongoing support of Limousin breeders, industry mentors, and sponsors, whose

involvement plays a vital role in guiding and inspiring the next generation of cattlemen and women. Their generosity of time, knowledge, and resources ensures the success of events like the Junior Show and provides youth with a strong foundation to pursue future opportunities in agriculture. A special thanks is extended to Andrew Stumer, Ben Passmore, and Bec Skene for their support and guidance over the past 12 months.

Limousin Youth also extends heartfelt gratitude to all event sponsors, volunteers, and current award sponsors, whose contributions are the backbone of the Junior Show. From major supporters to local businesses and families, every level of sponsorship makes a meaningful difference. Volunteers who give their time and energy — whether in the ring, behind the scenes, or coordinating logistics — ensure the smooth running of the program. Likewise, the generosity of award sponsors provides recognition and encouragement to participants, adding real value to their involvement. Without this collective effort, the Junior Show would not be possible, and we are truly thankful for the ongoing commitment of its supporters.

Looking forward, the newly appointed committee is determined to build on this momentum. With renewed energy and enthusiasm, they aim to introduce fresh initiatives that engage a broader audience, further strengthen educational opportunities, and enhance the visibility of the Limousin breed. At the same time, the committee remains committed to upholding the strong foundations and traditions that have made the Junior Show such a celebrated event.

Bailey Whitten

LYA President



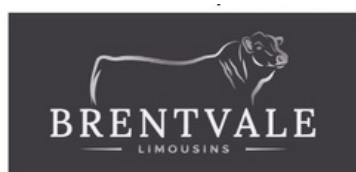
2025

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LYA Domestic Travel Award

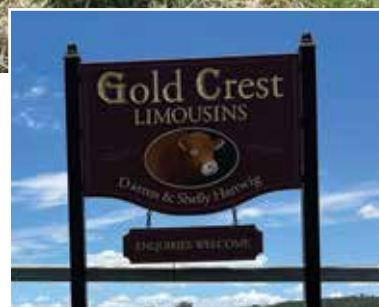
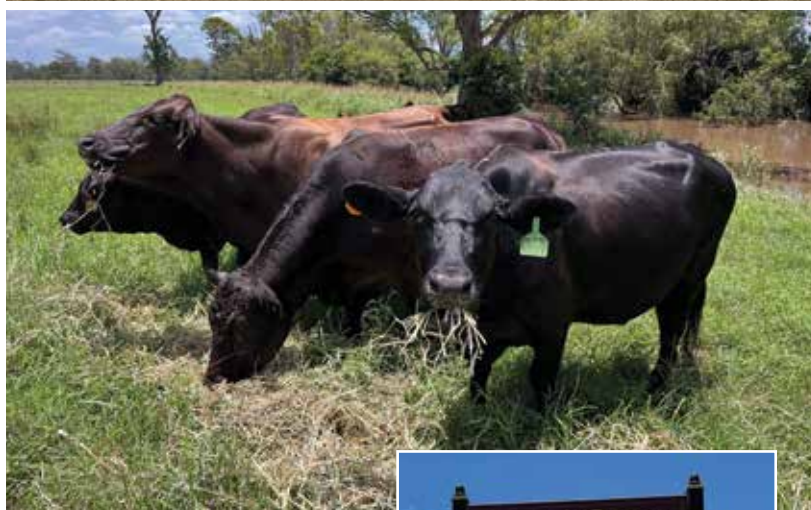
Chloe Bailey

Last year I was fortunate to be awarded the Limousin Youth Domestic Travel Award, an initiative that provides financial support to a young person to broaden their knowledge of the breed, strengthen industry connections, and further develop their own program. I am incredibly grateful to have received this opportunity, which allowed me to travel more than 4,000 kilometres over 10 days through South-east Queensland, visiting seven Limousin studs along the way.

Like many travel plans, mine needed a little flexibility. Heavy rainfall across the region meant I couldn't quite reach every destination on my original itinerary. However, it was heartening to see such valuable rain falling, and the studs I did manage to visit more than made up for any changes.

I owe a huge thank you to the breeders who opened their gates and generously gave their time: Silverleaf Livestock, Provenance Limousins, Jen-Daview Livestock, Gold Crest Limousins, The Downfall Limousins, Benjarra Limousins and O'Sullivan's Limousins. Each operation showcased not only impressive cattle but also a genuine willingness to share their experiences and advice. I thoroughly enjoyed connecting with new members of the society while also spending time with familiar faces who have supported my journey so far.

What stood out to most was the depth of the conversations I had along the way. Beyond looking at cattle, we discussed genetics, marketing strategies, business management, and youth involvement. These discussions reinforced the fact that success in the seedstock industry is about more than breeding good cattle, it also requires strong networks, thoughtful decision-making, and a clear long-term vision.



Perhaps the most important lesson was the reminder that the

Limousin breed is supported by a community of passionate, generous people. Everywhere I went, breeders were willing to share their knowledge and encourage the next generation. It's this spirit of collaboration and mentorship that makes the Limousin community so special and ensures that our breed continues to move forward.

I am extremely thankful to Limousin Youth Australia for supporting this initiative. I would encourage other young members to apply, the experiences you gain and the people you meet will stay with you long after the journey ends.

A message from The Chair

Colin Phillips



Hello from the Deep South of New Zealand.

With 2025 drawing to a close, time has definitely flown by very quickly. Our weather here has been up to its unpredictable self, having a warm, dry winter but a wet, windy spring.

On October 23rd, a storm of fierce winds struck many regions of New Zealand with Southland being one severely hit. Power was out from power poles blown over and trees downed upon them. Roofs off buildings and cell towers out causing no communication. Town water supply and sewerage out. Dairy cows not getting milked, freezers thawing and no fuel supply at the pumps. The BBQ's got dusted off early, lanterns and candles came out, generators got cranked up, billy's boiled and a game of cards for some good old fashioned fun camping style. Many of the region's parks and cemeteries closed for the months ahead while the clean-up still goes on. Three weeks on now and there is still a small number of people without power. What a wake call to how prepared we are in this type of event and how much we rely on modern day technology.

In July, the annual Otago Southland Beef Carcass Competition was held. The event judges the animal both on the "Hoof" and "Hook" with the ultimate goal of producing superior carcass production. Judging criteria can include eating quality, which is determined by factors like marbling, eye muscle area and pH. Congratulations to Loch Head Limousins for being in the top results of this competition.

We would like to extend a warm welcome to Owen Clements and son Kyle and family to Southland after a move from Northland, with their cattle, to a farm at Kaiwera, Gore. It's great to have another Limousin breeder in the province. Hopefully the weather hasn't been too much of a culture shock to you all!

With beef prices at an all-time high, high demand at sales for quality beef continues

to soar. Limousin continues to shine in the sale yards. Recent sales saw Limousin sell for record prices blitzing all other lots on the per kilo basis. At the Coalgate weekly sale on the 6th of November, 107 yearling bulls and heifers were put under the hammer. The bidding was vigorous with a pen of heifers selling for a whopping \$6.49/kg and bulls \$5.42/kg. Well done to Ben More and Piwakawaka Studs for this fabulous result. That's got to be some great advertising for Limousin. Long may it continue.

Sean and Steph Roberts, who are based at the rugged inland Waikura Station on the North Islands East Coast, will be offering Limousin/Angus cross cattle for sale at the stations on farm sale on the 9th of December. There will be 800 yearling steers and heifers offered up for sale. Previously they had been sold as weanlings, but a change was made to carry them through to the spring/summer. What a great time to be selling and be promoting the crossing yield of the Limousin. All the best Sean and Steph. Look forward to seeing the sale results.

Calving will be all but over for most now apart from a few cows dragging the chain. From most reports calving has gone well for most people, and we look forward to seeing the new genetics developing on the ground. Many will now be in full swing with AI, cedars and synchronising, and bulls will be out for natural mating. All the best to those trying new bulls and semen and just stepping out of the box from the normal breeding program.

Take care, best wishes
Colin Phillips



The change you see in **Limousin Marketing**

By Brett Tindal, Vice President ALBS

Marketing is a key component to the success of any business and here at ALBS we are no different.

In 2025 as the new elected board rolled into position, we set a very clear direction to significantly improve the marketing of the breed to align with our strategic plan.

The plan has many facets to it, as the breed itself covers so many aspects for not only the beef industry, but also the members that contribute to the success of the breed.

You may have already seen changes in the way we are marketing the breed to date, with a focus on more commercial results from saleyards, store sales and online platforms.

The exciting component to this, has been the discovery of the price premium that Limousin infused cattle are commanding across the country and especially the eastern seaboard.

In some cases that have been analysed we have seen Limousin infused cattle selling up to 60c/kg above the national young cattle

indicator sent out weekly by MLA.

We encourage all members to talk to their agents and get on board to send market results through to marketing@limousin.com.au to keep pushing this message out to industry that Limousin cattle are demanding a premium above other well know breeds, with prices as high as \$5.60/kg for feeder weight steers.

Since July, ALBS have engaged with a digital marketing agency to help drive our social media footprint with great success, seeing growth of our followers from 3.2k to just shy of 5k followers in five months.

The exciting component to this is the increase in all aspects of our engagement with not only current followers, but we have seen the ability to engage consistently with non-followers and convert them to become followers.





Here are some statistics to give you an insight into the grow and engagement from July 1 until present:

- Increased followers from 3.2k to 5k (average benchmark for other breeds is 2.9k)
- 312k views, 4.7k interactions with the page and over 600 links provided have been clicked on.
- Averaging 50 -60k page views per month
- The top content traffic has increase 93.3% compared to Jan to June 2025, while monthly

views are up 156.7% and 189.1% across the content interactions for the same comparison period.

The content that is being viewed the most is event coverage, which ticks the box for the membership that is using these platforms to showcase the breed.

Continued next page



Limousin Marketing cont.

The content that is being engaged with the most is the market reports, as followers and non-followers continue to talk about the attributes of the breed that the commercial industry is chasing, which ticks the box for the commercial aspect of our marketing strategy.

ALBS have recently undertaken a trip to produce content to create a promotional video for you the members, as well as gather promotional material to use for promotional purposes across the next couple of years. The video is currently in production stage and will hit your screens very soon and we can't wait to see the final product.

Rounding out the last six months in the marketing strategy, ALBS undertook a series of branded content story pieces through the Australian Community Media Agricultural network of printed papers and online platforms, with some cut through but something we will be reanalysing in 2026.

Looking to 2026, some exciting times are ahead with a big focus to shift our audiences engagement even further, increase

marketing opportunities for both stud and commercial operations and continue to push the Limousin premium conversation with the media and align you as the members to that messaging.

2026 will see a shift in opportunities for you as members to market through ALBS and we encourage you to include ALBS marketing channels into your marketing mix when setting your budgets for next year and beyond.

The goal is to develop marketing packages that you as members will be able to engage with through the Genetic Hub, with inclusions like bundle deals on website advertising, EDM's, newsletter placements, paid content on the social pages and much much more.

The packages will be built around what will give you as a member, whether having a bull/female sale, private sales, multi-vendor sales or wrap ups from show successes the ability to reach an audience in a bundled package that will drive audience and engagement for your stud and brand across a multi-faceted approach.





ALBS in 2026 will have an experienced and dedicated marketing manager to grow and drive our brand through our partnership as a shareholder with the Genetic Hub.

As members you will see a shift in the marketing opportunities through ALBS and have the ability to engage on a more frequent basis.

Sheree Kershaw, a highly qualified marketing specialist in her own right with more than 15 years' experience in rural and regional advertising and marketing and formerly of Queensland Country Life will take up this position in mid-January with Genetic Hub.

Once Sheree has her feet under the desk and inducted into the Genetic Hub business, ALBS will sit down with her to develop a marketing strategy for 2026 and beyond, with a goal to deliver significant grow across all aspects of ALBS marketing.

In 2026, ALBS will be looking to potentially run two commercial online Limousin infused cattle sales through either Auctionsplus or StockLive.

You will see a survey hit your inbox very soon for member engagement and feedback, as to how you as members would like to see these sales conducted.

The goal here is to continue to build our brand and showcase Limousin infused cattle and the demand that is out there for them across the commercial industry.

BEEF 2027 is only just around the corner and ALBS will be working with the regions and members to have a strong presence at the event, the lead up and post the event to continue to drive the interest in the breed.

More information will come to hand in 2026, with opportunities for you as members to be part of the BEEF 2027 promotions and representing the breed.

ROYAL CANBERRA SHOW

By Charlotte Nugent

Starting the 2025 Royal Show season on a high note, 18 Limousin breeders from across New South Wales gathered in the capital to represent the breed during two action-packed days of judging.

Continuing last year's strong form, Limousins dominated the interbreed ring. Grand Champion Limousin Female and Supreme Limousin Exhibit, *Summit Temptress T39*, went on to be crowned Supreme Beef Exhibit for Canberra Royal 2025.

The success continued with Summit Livestock's team claiming the prestigious Interbreed Breeders Group

title. Junior Champions *Summit Gold Rush U443* and *Lynbrook Nightingale U9* also teamed up to secure the Junior Champion Interbreed Pair award.

Momentum carried through into the jackpot competitions, where *Brentvale Gayle U44* was awarded the Junior Heifer Jackpot title early in the show. Congratulations to Layla Den of Mac River Limousins, Narromine, who claimed this victory while making her stud show debut.

OTHER STUD CLASS RESULTS:

Junior Champion Female: Lynbrook Nightingale U9, Annette Barham & Murray Sowter, NSW

Reserve Junior Champion Female: Keajura Park Red Satan V6, Keajura Park Limousins, NSW

Senior Champion Female: Summit Temptress T39, Summit Livestock, NSW

Reserve Senior Champion Female: Garren Park Jewel S54, Anne Hutchings, NSW

Grand Champion Female: Summit Temptress T39, Summit Livestock, NSW

Junior Champion Bull: Summit Gold Rush U443, Summit Livestock, NSW

Reserve Junior Champion Bull: Rosora Volton V3, Sienna Manning, NSW

Senior Champion Bull: Kyanne Titian, Kyanne Limousins, NSW

Grand Champion Bull: Summit Gold Rush U443, Summit Livestock, NSW

Sires Progeny: Kia Ora Limousins (Warrigal Queue Up Q36), NSW

Breeders Group: Summit Livestock, NSW

Pair of Heifers: Keajura Park Limousins, NSW

Pair of Bulls: Summit Livestock, NSW

Supreme Champion Limousin Exhibit: Summit Temptress T39, Summit Livestock, NSW



Supreme Beef Exhibit *Summit Temptress T39*, Exhibited by Summit Livestock, NSW
Photo: Supplied by Summit Livestock

LED STEER COMPETITION

Limousin genetics held their own across the led trade and purebred steer and heifer classes at this year’s Royal Canberra Show. A strong presence in the led classes saw two Limousin steers awarded tri-coloured ribbons in their respective divisions.

The young black Limousin steer bred and prepared by Wingrove Limousins was named Champion Led Trade Steer, while the apricot steer prepared by St John’s College, Dubbo, took top honours in the purebred led classes. Ultimately, it was the steer from the purebred section—affectionately named Tank and destined for the Sydney carcass competitions—that edged out the trade steer to claim the prestigious Grand Champion title.

The breed’s carcass attributes shone in the chillers, with Limousin steers placing first and second in the export class. A steer prepared by St John’s College, Dubbo, was also awarded Reserve Champion Carcass Overall.

RESULTS:

Middleweight Champion: St Paul’s College, Walla Walla (Limousin X, bred by Keajura Park Limousins)
Heavyweight Champion: Wingrove Limousins, NSW (Purebred Limousin Steer)
Export Champion: Keajura Park, Mandayen & Brentvale Limousins (Purebred Limousin Steer)
Grand Champion Trade Steer or Heifer: Wingrove Limousins
Purebred Non-Kill Middleweight Champion: The Riverina Anglican College (Purebred Limousin Steer)
Purebred Non-Kill Heavyweight Champion: St John’s College Dubbo (Purebred Limousin Steer)
Purebred Non-Kill Export Champion: Scots All Saints College (Purebred Limousin Steer)
Champion Purebred Steer: St John’s College Dubbo
Reserve Champion Purebred Steer: Scots All Saints
Grand Champion Steer: St John’s College Dubbo



Champion Trade Steer, Wingrove Limousins
Photo: Supplied by Wingrove Limousins



Grand Champion Led Steer, Exhibited by St Johns College Dubbo.
Photo: Branded Ag



Grand Champion Bull,
Summit Gold Rush U443,
Exhibited by Summit
Livestock, NSW
Photo: Supplied by Summit
Livestock

SYDNEY ROYAL EASTER SHOW

By Charlotte Nugent

Presided over by Mr David Smith, Limousin breeders from the eastern seaboard gathered on the lawns at the 2025 Sydney Royal Show to once again showcase the breed's quality. The apricot cow *Summit Temptress T39*, exhibited by Summit Livestock, NSW, received top accolades in the female competition, being awarded Grand Champion Limousin Female before going on to be crowned Supreme Limousin Exhibit. Sienna Manning also impressed, exhibiting both the Junior and Grand Champion Limousin Bull, *Rosora Volton V3*.

Summit Missive U174, the Junior Champion Limousin Female exhibited by Four Chase Limousins of Victoria, received top honours in the Supreme Beef Interbreed Heifer judging, selected from an exceptional line-up of young heifers representing their respective breeds.

ADDITIONAL AWARDS:

Pair of Heifers: A. Barham & M. Sowter, Werai, NSW

Pair of Bulls: Flemington Limousins, Batlow, NSW

Dam's Progeny (Birubi Nightingale N50): A. Barham & M. Sowter, Werai, NSW

Sire's Progeny (Cole Genius 34G): Keajura Park Limousins, Tarcutta, NSW

Breeders Group: Flemington Limousins, Batlow, NSW

Most Successful Limousin Exhibitor: Keajura Park Limousins, Tarcutta, NSW

Best Maintained Limousin Team (2-5 head):
A. Barham & M. Sowter

Best Maintained Limousin Team (over 5 head):
Cassalee Limousin

RESULTS - FEMALE AND BULL CLASSES:

Junior Champion Female: Summit Missive U174, Sienna Manning, NSW

Reserve Junior Champion Female: Lynbrook Nightingale U9, A. Barham & M. Sowter, NSW

Senior Champion Female: Summit Temptress T39, Summit Livestock, NSW

Reserve Senior Champion Female: Flemington Temptation T9, Hartfield Limousins, NSW

Grand Champion Female: Summit Temptress T39, Summit Livestock, NSW

Junior Champion Bull: Rosora Volton V3, Sienna Manning, NSW

Reserve Junior Champion Bull: Flemington Grid Iron U87, Flemington Limousins, NSW

Senior Champion Bull: Cassalee Unfinished Business, Casandra Coombe, NSW

Reserve Senior Champion Bull: Willow Glen Universal U2, Willow Glen Limousins & Holt Trinity School Inverell, NSW

Grand Champion Bull: Rosora Volton V3, Sienna Manning, NSW

Supreme Limousin Exhibit: Summit Temptress T39, Summit Livestock, NSW



Supreme Limousin Exhibit *Summit Temptress T39*, Exhibited by Summit Livestock, NSW
Photo: Supplied by Summit Livestock

HOOF AND HOOK COMPETITION

Renowned as the “kings” of hoof and hook competitions, this year’s Sydney Royal was no exception. Dominant across all divisions of the led purebred steer classes, Limousin steers excelled both in the show ring and in the chillers.

Limousin steers exhibited by St John’s College, Red Bend Catholic College, New England Girls’ School, St Joseph’s Catholic College, D & S Riley, Ed’s Cattle Company, W Davis & J Davis Livestock, Calrossy Anglican School, and Keajura Park Limousins claimed top honours across various weight divisions. However, it was the Limousin steer Cyclone, exhibited by Calrossy Anglican School, that secured the prestigious Grand Champion ribbon both in the ring and on the hook, ultimately being named Supreme Exhibit in the purebred steer section.

The strength of the Limousin breed was further demonstrated during the sale. The black Limousin steer—earlier named Reserve Champion Lightweight Steer and exhibited by Scots All Saints College—soared to a sale-topping 2000c/kg, purchased by Yarraglen Pastoral.

Demand for Limousin steers remained strong, with the Champion Middleweight Steer (also exhibited by Scots All Saints College) achieving the second-highest price of 1590c/kg, sold to Kingsley Steakhouse, Sydney. Limousin steers also secured the third, fourth, and fifth top prices of the sale.



Grand Champion Led Steer and Grand Champion Carcase Exhibit 1215, Exhibited by Calrossy Anglican School, NSW
Photo: Branded Ag



Supreme Junior Interbreed Champion Female Summit Missive U174, Exhibited by Four Chases Limousins Victoria
Photo: Supplied by Summit Livestock

LED STEER RESULTS:

Champion School Steer: St John’s College Dubbo, bred by Sarana Limousin Stud

Reserve Champion School Steer: Scots All Saints College Bathurst, bred by L & C Kirk

Champion Lightweight Steer: Calrossy Anglican School Tamworth, bred by TCW Livestock

Reserve Champion Lightweight Steer: Scots All Saints College Bathurst, bred by L & C Kirk

Reserve Champion Middleweight Steer: Scots All Saints College Bathurst, sired by Mandayen Jackeroo

Champion Heavyweight Steer: Calrossy Anglican School Tamworth, bred by TCW Livestock

Reserve Champion Heavyweight Steer: Keajura Park Limousins, bred by Keajura Park

Grand Champion Led Steer: Calrossy Anglican School Tamworth, bred by TCW Livestock

CARCASE RESULTS:

Champion School Carcase: Red Bend Catholic College, bred by Berdihold Limousins

Reserve Champion School Carcase: New England Girls’ School, bred by Clifton Cattle Co.

Champion Lightweight Carcase: St Joseph’s College with D & S Riley, bred by D & S Riley

Champion Middleweight Carcase: Ed’s Cattle Company, bred by Warrigal Limousins

Reserve Champion Middleweight Carcase: W Davis & J Davis Livestock, bred by Deepfield Limousins

Champion Heavyweight Carcase: Calrossy Anglican School Tamworth, bred by TCW Livestock

Reserve Champion Heavyweight Carcase: Keajura Park Limousins, bred by Keajura Park

Grand Champion Carcase: Calrossy Anglican School Tamworth, bred by TCW Livestock



Grand Champion Limousin Bull, Rosora Volton V3, Exhibited by Sienna Manning, NSW
Photo: Branded Ag

EKKA 2025

By Charlotte Nugent

Under the adjudication of Mr Ben Passmore, the apricot cow exhibited by the Evans family of Jen-Daview Livestock stood out in the female judging. The young cow, sired by their own bull, Jen-Daview King George, and out of a Mandayen Krystal cow, was awarded both Senior and Grand Champion Female. The Relf family of Warrigal Limousins also enjoyed success with their heifer, Warrigal Krystal V8, which was named Junior Champion Female.

In the bull judging, the black senior bull, Mervale Lone Star U14, impressed both the judge and the audience to claim the Senior and Grand Champion titles. Sired by Richmond Crusader SRD 53C and out of the Mervale Black Chyna cow, the young sire narrowly outshone his stablemate, Mervale Dillinger U13, to secure the honours. Jen-Daview claimed the Junior Champion ribbon with their young sire, Jen-Daview Victor V21.

OTHER STUD CLASS RESULTS:

Junior Champion Female: Warrigal Krystal V8, Warrigal Limousins, NSW

Reserve Junior Champion Female: Alsace Natisha V19, John Devlin

Senior Champion Female: Jen-Daview Krystal S13, Jen-Daview Livestock, QLD

Reserve Senior Champion Female: Warrigal Tiger Lily T32, Warrigal Limousins, NSW

Grand Champion Female: Jen-Daview Krystal S13, Jen-Daview Livestock, QLD

Junior Champion Bull: Jen-Daview Victor V21, Jen-Daview Livestock, QLD

Reserve Junior Champion Bull: Mervale Radio Star V5, Mervale Livestock, QLD

Senior Champion Bull: Mervale Lone Star U14, Mervale Livestock, QLD

Reserve Senior Champion Bull: Mervale Dillinger U13, Mervale Livestock, QLD

Grand Champion Bull: Mervale Lone Star U14, Mervale Livestock, QLD

Pair of Bulls: Mervale Livestock, QLD

Breeders Group: Jen-Daview Livestock, QLD

Progeny Stakes Group: Darren & Shelly Hartwig



Grand Champion Limousin Female *Jen-Daview Krystal S13*, Exhibited by Jen-Daview Livestock, Kingaroy QLD
Photo: Signature Ag Marketing

LED STEERS

Success came in tricolours and record-breaking sales on the lawns at this year's Brisbane Royal. Earlier crowned Lightweight Champion, the black Limousin steer weighing 376kg and exhibited by Anthony, Sarah, Hudson and Hugo O'Dwyer, went on to be sashed Grand Champion Led Steer. Later, it broke the existing steer sale record, selling for \$81/kg (dressed) during the auction. Limousin steers also claimed the prestigious champion titles in both the middleweight and heavyweight divisions.

Proving once again that Limousins wear the crown in the chillers, carcass quality, yield and efficiency were all on full display. In a remarkable story, the steer awarded Grand Champion Carcass had been purchased at the QLD Youth Show by a syndicate of past youth members — Blake and Tegan Dawson, Stephen Lean and Marty Rowlands — as a way of giving back to the youth program.

Limousin steers continued their dominance, with the lightweight, middleweight and heavyweight carcass titles all being awarded to Limousin entries.

JACKPOT WINNERS:

Lightweight Hoof: Anthony O'Dwyer

Mediumweight Hoof: Integrated Pastoral Company & J Willcocks

Mediumweight Carcass: Coulda Shoulda Woulda Syndicate

Heavyweight Carcass: Holy Trinity School & Mr Nash Tome

Overall: Lindsay View Limousins & Tookawhile Show Steers



Grand Champion Led Steer, Exhibited by Anthony, Sarah, Hudson and Hugo O'Dwyer, Bell QLD. Sold at auction for \$81/kg dressed. Photo: Signature Ag Marketing



Grand Champion Limousin Bull Mervale Lone Star U14, Exhibited by Mervale Livestock, QLD
Photo: Signature Ag Marketing

LED STEER CLASS RESULTS:

Lightweight Champion: Exhibit 304 – Anthony, Sarah, Hudson and Hugo O'Dwyer, Bell QLD

Reserve Lightweight Champion: Exhibit 110 – Hayden Beattie & Travis Luscombe

Middleweight Champion: Exhibit 623 – Integrated Pastoral Company & J Wilcocks

Heavyweight Champion: Exhibit 905 – Jen-Daview Livestock, Kingaroy QLD

Reserve Heavyweight Champion: Exhibit 821 – CCJ's Limousins, Willowbank QLD

Grand Champion School Steer: Exhibit 1705 – Jessica Cooper

CARCASS RESULTS:

Grand Champion Led Steer Carcass: Coulda Shoulda Woulda Syndicate

Champion Junior Led Heifer Carcass: Scots All Saints College, Bathurst NSW (Tie-break: ELMY)

Reserve Junior Led Heifer Carcass: Hudson O'Dwyer & D & S Riley (Tie-break: ELMY)

Champion Junior Led Steer Carcass: St Joseph's Catholic College, Aberdeen

Reserve Champion Junior Led Steer Carcass: Boonah State High School

Champion Lightweight Carcass: Lindsay View Limousins & Tookawhile Show Steer

MSA Class 2 Winner: Lindsay View Limousins & Tookawhile Show Steers

MSA Class 3 Winner: Bundaberg Christian College

Champion Mediumweight Carcass: Coulda Shoulda Woulda Syndicate

Reserve Mediumweight Carcass: Luke & Emily Kahler

MSA Class 5 Winner: Tookawhile Show Steers (MF & NJ Nicolls)

Champion Heavyweight Carcass: Holy Trinity High School & Mr Nash Tome

Reserve Heavyweight Carcass: M & P O'Dwyer & Ben O'Dwyer (Tie-break: ELMY)

MSA Class 7 Winner: Holy Trinity School & Mr Nash Tome

MSA Class 8 Winner: Bundaberg Christian College

MSA Class 9 Winner: Ben O'Dwyer & Sarah Benbow

ROYAL ADELAIDE SHOW

By Charlotte Nugent

Consistency always proves key, and the line-up at this year's Adelaide Royal was no exception. Under the adjudication of Mr Glenn Trout, Limousin breeders from across the country's south ensured the crowd had plenty to talk about.

In the centre ring, the apricot cow *Brentvale Stella T38*, sired by RPY Paynes Cracker 17E and exhibited by the Foote family of Brentvale Limousins, rose to the top to claim the prestigious red and white ribbon for Supreme Limousin Exhibit. Her stablemate and half-sister, *Brentvale Stella V14*, was sashed Junior Champion Limousin Female, also exhibited by Brentvale Limousins.

Aruma Vitus V3, a young black Limousin sire by Balamara Rare Gem Stone and presented by Peter and Phoebe Eckermann, achieved distinction in the bull division by securing both the Junior Champion and Grand Champion titles.



Junior Champion Limousin Female, *Brentvale Stella V14*
Photo: GB Creative

RESULTS:

The Aruma Limousin Prize, Junior Champion Limousin Female: *Brentvale Stella V14*, Brentvale Limousins, SA

Senior Champion Limousin Female: *Brentvale Stella T38*, Brentvale Limousins, SA

The Asure City & Rural Trophy, Grand Champion Limousin Female: *Brentvale Stella T38*, Brentvale Limousins, SA

The Lakota Livestock Prize, Junior Champion Limousin Bull: *Aruma Vitus V3*, Aruma Limousins, SA

The Maryvale Prize, Grand Champion Limousin Bull: *Aruma Vitus V3*, Aruma Limousins, SA

Breeders Group: Aruma Limousins

Sire's Progeny: Aruma Limousins

The Brentvale Limousin Prize, Supreme Limousin Exhibit: *Brentvale Stella T38*, Brentvale Limousins, SA



Junior and Grand Champion Limousin Bull, *Aruma Vitus V3*
Photo: GB Creative



Grand Champion Limousin Female and Supreme Limousin Exhibit, *Brentvale Stella T38*
Photo: GB Creative

LED STEERS

Limousin genetics stood out in the first week of the Adelaide Royal as schools and breeders from South Australia demonstrated that Limousins excel when red meat matters.

In the centre ring, the black Limousin steer exhibited by Mount Compass Area School and bred by Pelican Rise Limousins was awarded the Thomas Foods International Grand Champion Led Steer title, after first receiving the Champion Light Domestic Purebred Steer award. In the same weight class, another Pelican Rise-bred steer, exhibited by Glental Partnership, received the Reserve Champion ribbon. Limousin steers also claimed the Champion and Reserve ribbons in the Purebred Heavy Domestic Led Steer category. The Champion was another Pelican Rise-bred steer, shown by Glental Partnership, while

Sapphire Livestock exhibited a home-bred steer to receive the Reserve ribbon.

Three Limousin steers exhibited by Glental Partnership were also awarded top honours in the Led Steer Team Championships.

The success for Limousin genetics continued on the lawns as competition moved into the crossbred steer sections, with Limousin-cross steers taking out Champion or Reserve Champion ribbons across each weight category.

On the hook, Limousin bodies showcased the breed's carcass strength, claiming the Champion and Reserve Champion ribbons in the Heavy Domestic category, as well as the Reserve Champion ribbon in the Export section of the Purebred competition.

PUREBRED STEER RESULTS: ON THE HOOK

Champion Light Domestic Purebred Steer: Mount Compass Area School, bred by Pelican Rise Limousins

Reserve Champion Light Domestic Purebred Steer: Glental Partnership, bred by Pelican Rise Limousins

Champion Heavy Domestic Purebred Steer: Glental Partnership, bred by Pelican Rise Limousins

Reserve Champion Heavy Domestic Purebred Steer: Sapphire Livestock, bred by Sapphire Livestock

Grand Champion Purebred Steer: Mount Compass Area School, bred by Pelican Rise Limousins

PUREBRED STEER RESULTS: ON THE HOOK

Champion Purebred Heavy Domestic Carcass: Glental Partnership, bred by Hearnden Farms

Reserve Champion Purebred Heavy Domestic Carcass: Sapphire Livestock, bred by Sapphire Livestock

Champion Purebred Export Carcass: Blue Gum Hills Limousins, bred by Blue Gum Hills



Grand Champion Steer on the Hoof, Exhibited by Mount Compass Area School and bred by Pelican Rise Limousins
Photo: GB Creative

MELBOURNE ROYAL SHOW

By Charlotte Nugent

Rounding out the Royal Show circuit for 2025, Limousin breeders headed south to showcase their finest exhibits. Under the adjudication of Mr Glenn Trout and his associate, Ms Alicia Trovatiello, the young apricot cow, Lynbrook Niceity U1, exhibited by Lynbrook Limousins' Murray Sowter and Annette Barham, was awarded Supreme Limousin Exhibit, later going on to be crowned Reserve Senior Champion Beef Interbreed Female of the show.

Lynbrook Limousins also exhibited the Grand Champion Bull, Lynbrook Victor V5, who had earlier been named Junior Champion Bull. After taking top honours in the Limousin Breeders Group class, Lynbrook Limousins capped off a successful show, securing the Supreme Beef Interbreed Breeders Group title. Their winning team featured both Grand Champions and their Junior Champion Female.

OTHER STUD CLASS RESULTS:

Junior Champion Female: Lynbrook Krystal V12, M Sowter & A Barham, Lynbrook Limousins, NSW
Reserve Junior Champion Female: Lynbrook Krystal V14, M Sowter & A Barham, Lynbrook Limousins, NSW
Senior Champion Female: Lynbrook Niceity U1, M Sowter & A Barham, Lynbrook Limousins, NSW
Reserve Senior Champion Female: Summit Krystal U219, Four Chases Limousins, VIC
Grand Champion Female: Lynbrook Niceity U1, M Sowter & A Barham, Lynbrook Limousins, NSW
Junior Champion Bull: Lynbrook Victor V5, M Sowter & A Barham, Lynbrook Limousins, NSW
Reserve Junior Champion Bull: Berdihold Vagabond, Berdihold Stud, NSW
Senior Champion Bull: Cassalee Unfinished Business, Cassandra Coombe, Cassalee Limousins, NSW
Reserve Senior Champion Bull: Cassalee Undercover Forest, Cassandra Coombe, Cassalee Limousins, NSW
Grand Champion Bull: Lynbrook Victor V5, M Sowter & A Barham, Lynbrook Limousins, NSW
Supreme Exhibit: Lynbrook Niceity U1, M Sowter & A Barham, Lynbrook Limousins, NSW
Limousin Breeders Group: Lynbrook Limousins, M Sowter & A Barham, NSW
Most Successful Exhibitor: Lynbrook Limousins



Supreme Champion Interbreed Breeders Group Lynbrook Limousins, M Sowter & A Barham, NSW

LED STEERS

The proof is in the pudding, as they say — with Limousin genetics shining through in a highly competitive hoof and hook competition at this year's Melbourne Royal.

In the Led Steer classes, under the adjudication of Mr Glen Waldron, a homebred Limousin steer from Marcona Limousins rose to the top, claiming the tricoloured Grand Champion ribbon after earlier taking out the Led Domestic Champion title. In the middleweight domestic classes, the

Champion sash was awarded to a black Limousin-cross steer bred and prepared by Mr Scott Myers, out of his Limousin cow *Myers My Fair Lady Q6*. Another Limousin-cross steer, prepared and exhibited by Billabong High School, was named Led Export Champion.

Congratulations to Lockhart Central School, Grant High School and Marcona Limousins, who proudly represented the Limousin team in this year's Borthwick Trophy team judging, being crowned Champion Team of Three in the chillers on judging day.



Grand Champion Led Steer - bred, prepared and exhibited by Marcona Limousin Stud, VIC



Grand Champion Limousin Bull Lynbrook Victor V5, M Sowter & A Barham, Lynbrook Limousins, NSW



Reserve Senior Champion Beef Interbreed Female Lynbrook Niceity U1, M Sowter & A Barham, Lynbrook Limousins, NSW

PERTH ROYAL SHOW

By Charlotte Nugent

The Terpstra family once again flew the flag for the Limousin breed at this year's Perth Royal Show. With only three exhibits, it was a case of quality over quantity.

The Senior Champion Female, Aldgate Rio, went on to be named Grand Champion Female and Supreme Limousin Exhibit, ahead of her stablemate and Junior Champion Female, Aldgate Valentine. Aldgate Rio, alongside her calf at foot, Aldgate Where's

Wally, performed strongly in the beef interbreed competitions — with Rio placing in the top three in the Beef Interbreed Female class and her young bull calf taking second in the Interbreed Calf Competition.

Aldgate also exhibited three purebred Limousin steers, which each stood out in their respective Lightweight, Heavyweight, and Export classes — all taking home ribbons.

OTHER RESULTS:

Junior Champion Female: Aldgate Valentine

Reserve Junior Champion Female: Aldgate Violet Crumble

Senior Champion Female: Aldgate Rio

Grand Champion Female: Aldgate Rio

Supreme Limousin Exhibit: Aldgate Rio



Aldgate Limousins, show team 2025.





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NATIONAL SHOW AND SALE

A new location brought with it plenty of enthusiasm as Limousin breeders from across Australia kept a watchful eye on Albury Showgrounds for the Annual Show and Sale, held on April 26.

In the judging classes, it was the black Limousin heifer *Summit Cauliflower V34* that rose to the top of the female section, edging out her stablemate *Summit Genius U087* to be named Supreme Exhibit of the show. The young black Limousin bull was awarded both Junior and Grand Champion Bull, marking a highly successful day for Summit Livestock in the show ring.

Moving into the sale arena, quality females were in high demand, with two proven matrons equally topping the sale at \$16,000. The first, *Warrigal Tilly*, owned by Kia Ora Limousins, was purchased by Keajura Park Limousins. Following suit, *Summit*

Meadowgrass R46, rearing twin heifer calves, was knocked down to Unison and Red Oak Genetics.

In the bull draft, the young apricot calf *Summit Gold Rush U443*—earlier named Reserve Junior Champion Bull—topped at \$11,000, selling to Burcher Pastoral of Queensland.

The top-priced genetic package was the pick of the 2024 calf drop offered by Summit Livestock, purchased for \$10,000. Semen packages sold for \$175 per straw, and an embryo package fetched \$900 each.

The sale was conducted by Nutrien Stud Stock Southern Region.

A sincere thank you goes to all our vendors, purchasers, and underbidders for their continued support.

SALE RESULTS:

Bulls: 9/12 sold to a top of \$11,000, averaging \$6,111

Cows & Calf Units: 6 sold to a top of \$16,000, averaging \$9,083

PTIC Heifers: 2/6 sold to a top of \$11,000, averaging \$7,500

Unjoined Heifers: 7/11 sold to a top of \$5,500, averaging \$4,214

CLASS RESULTS:

Junior Champion Female: Summit Cauliflower V34

Reserve Junior Champion Female: Bushpark Special U11

Senior Champion Female: Morrisvale Upperclass Lady

Reserve Senior Champion Female: Bushpark Fifi U9

Grand Champion Female: Summit Cauliflower V34

Junior Champion Bull: Summit Genius U807

Reserve Junior Champion Bull: Summit Gold Rush U443

Champion Senior Bull: Mistletoe U404

Reserve Senior Champion Bull: GL Livestock Ultimate Revelation

Grand Champion Bull: Summit Genius U087

Supreme Exhibit: Summit Cauliflower V34



Top-priced bull *Summit Gold Rush U443*, with stud principals Hayden and Jasmin Green (Crookwell, NSW) and Peter Godbolt (Nutrien Stud Stock). Photo: Signature Ag Marketing



Equal top-priced female *Summit Meadowgrass R46*, with stud principals Hayden and Jasmin Green (Crookwell, NSW) and Peter Godbolt (Nutrien Stud Stock). Photo: Signature Ag Marketing



Equal top-priced female *Warrigal Tilly*, with Sienna Manning, Mick and Mary Parsons (Kia Ora Limousins), Peter Godbolt (Nutrien Stud Stock) and purchasers Hamish Maclure and Bek Bayly (Keajura Park Limousins, Tarcutta NSW) Photo: Signature Ag Marketing



Supreme Limousin Exhibit *Summit Cauliflower V34*, with stud principal Hayden Green, Judge Mr Peter Sykes and Associate Judge Harrison Rees. Photo: Signature Ag Marketing



COMPLETE FEMALE DISPERSAL



On Property Sale
Saturday 7th February 2026

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Sale Reports

FEBRUARY

Tanybryn Park Limousins Valentines Day Full Herd Reduction Sale

The Valentines Day sale was the first time that Tanybryn Park Limousins had held a standalone sale. We were battling the misery of an historic drought in southern Australia, and then additionally had been told that our lease property would be put up for sale, so clearly we had to reduce numbers.

The Tanybryn Park stud herd has always been small so this meant that most of the females were offered. The catalogue listed 28 female lots including donor cows and some with calves at foot. There was one pick of the pair, and 12 genetic lots. Of those, 25 female lots and the bull sold at or immediately after the sale and 9 of the 12 genetic lots sold.

Nearly all of the females went to other studs in Queensland, New South Wales, South Australia as well as Victoria. Thank you to the dozen or so studs who are now going on with our genetics. So pleasing that you have valued the work done here.

A few females went locally to commercial buyers, at stud prices. I was astonished to learn that a heifer that had been shown the year before was being added to a herd of just 3 Limos on 25 acres where they have a very privileged life! Some people just like to look out the window and see good cattle. As do I

I'll admit that it was a wrench seeing so many lovely females disappear up the driveway forever. But it's a continuing delight to hear about births and joining plans, flush results and show successes happening at their new homes. And there are still a few creaky old darlings here, calves on recipis, embryos in the tank, so hopefully I will continue to have a nice view from my window as well.

Helen Masters
Tanybryn Limousins

Mandayen Limousin & Angus Bull Sale

Bulls sold across all states on the main land bar NT. Demand was excellent considering the extreme drought conditions, that had impacted the southern states.

25/26 Bulls sold to a top of \$24,000 to average \$8920.

Top priced bull: Mandayen Hector U47 black, homopolled sold to Newday Limousins at Crookwell NSW. Mandayen Phoenix U3, apricot homopolled sold to Tara Limousins WA for \$16,000.

Gold Crest Limousins purchased 2 bulls, Mandayen King Maker U54 black polled \$10,000 and Mandayen Cookie Monster U51 black homopolled \$7,000.

Another volume buyer was Rockallen Pastoral Willalooka SA purchasing 4 bulls to a top at \$13,000 and an average of \$8750.

Classic & Huntley View Limousin All Black Herd Sale

Classic & Huntley View Limousin All Black Herd Sale was a success with out of 49 lots were sold.

- Top Price: \$8,100 for Lot 10 – Classic Peebie and her heifer calf, purchased by Matt Jones of Sheffield, Tasmania.
- The cattle were sold to a wide range of locations, including Western Australia, Tasmania, Queensland, and various regions of New South Wales.

Sale Averages:

- Cows and Calves: Averaged \$5,100, with a top price of \$8,100.
- Heifers: Averaged \$3,688, with a top price of \$4,900.
- 3 Bulls: Averaged \$5,100, with a top price of \$7,500.

The sale saw 296 registered bidders, 344 guest viewers, and 603 online bids. The onsite inspections received positive and complementary feedback, and the majority of purchases were made online.

Robbie and I reflect with pride and emotion on the 20 years spent building this exceptional herd. We are overjoyed to see our cattle being spread across the country to such enthusiastic and passionate breeders. We are confident that our bloodlines will continue to thrive and influence the industry for years to come.

With sincere appreciation,
Rob & Robbie Bennie
Nickie & Rob Greenough

MARCH

Chateau Limousins 11th Annual Sale

14/24 bulls sold to \$10,000 and averaged \$5900
7/14 females sold to \$7000 to average \$5100

The top-priced bull, Lot 2, Chateau JWMPU51, was bought by Bogong View, Tawonga South.

The top-priced female, Lot 39, Chateau JWMPV3, was an unjoined apricot homozygous polled heifer with several growth traits in the top 10pc of the breed.

Pelican Rise Limousins

26 Lots offered Bulls average was \$5611 Top \$8000 6 passed in with 3 bulls sold in following week.
4 Lots offered Heifers average \$4500 Top \$6000
2 lots offered Embryos average \$650 Top \$650 1 Lot passed in
4 Lots offered Semen Average \$50 Top \$50 3 Lots passed in.

Due to severe drought conditions the sale was tougher than normal however the positive side was that live lots went to South Australia, NSW, Qld and across Victoria. There was a mix of repeat buyers and new buyers.



Sale Reports

APRIL

National Show and Sale

9/11 bulls sold to \$11,000 (Lot 7. Summit Gold Rush U443 to Butcher Pastoral, Theebine QLD) & av. \$6111 and 15/22 females sold to \$16,000 twice (Lot 15. Summit Meadowgrass R46 (pic) to Unison Limousins, Boyanup WA & Red Oak Limousins, Kapunda SA and Lot 18. Warrigul Tilly T12 to Keajurra Park Limousins, Tarcutta NSW) & av. \$6733.

Pick of the Summit Livestock 2024 calf crop sold for \$10,000 to Kia Ora Limousins, Roslyn NSW.

Embryos sold to \$900/embryo & semen sold to \$175/straw.

Flemington Limousin & Angus Bull Sale

10/11 Limousin Bulls sold to a Top Price of \$17,000 Lot 2- FLEMINGTON UPROAR U74 with an average of \$10,000.

JUNE

Keajura Park Production Sale

The 2025 Keajura Park Limousins Production Sale was on 4 June 2025, offering a lot of commercial females joined to a Limousin bull, 8 females, 8 bulls, a steer and 4 semen packages. The commercial lot of 9 cow units sold for \$2,000 each to LNA Livestock. 7 females sold to a top of \$10,000, averaging \$4,916, with the top price heifer going to Red Oak Genetics. 2 bulls sold to an average of \$7,250, with the top price being \$9,500 to Back Creek Limousins. All seamen lots sold to a top of \$60.

We sincerely thank all the purchases, under bidders and people who showed interest in our breeding program this year. We appreciate your support and business. We look forward to next year's sale on 3 June 2026. Please contact Hamish on 0437 994 199 or Edward on 0448 413 939 if you'd like a herd tour at any time.

Elberta Limousin Online Full Dispersal Sale

31/52 lots offered were sold: including 10 Cow & Calf Packages and 6 Bull Lots.

Top Priced Bull: Lot 34 Elberta Revelation V2 \$5750
Top Priced Cow & Calf: Lot 2 Summit Exotic Q40 \$6,500
Top Priced Semen Package: Lot 49 Balamore Gryphon 930G \$330 per unit.

Elders Ag-Grow Elite Bull Sale

3/5 Limousin bulls sold to \$6000 3 times (Lot 154. Benjarra U13, Lot 156. Benjarra U30 & Lot 157. Benjarra U39) and averaged \$6000.

JULY

Performance Limousin Sale

The 4th annual Performance Limousin Sale has seen a strong demand, with a healthy 91% clearance, with many successful purchasers being repeat buyers. We are so pleased we have sold cattle into 3 States with a lot of strength throughout Queensland.

Now established we have had some encouraging feedback, with impressive weight for age and increases in cents per kilo were reflected. Customers have reported up to 22% weight premium with an improvement of fat coverage raising 3 mil better compared previous wieners. This gives us great confidence we are heading in the right direction.

Our results this year read as:

Bulls average \$7100
Top \$12000

Females Average \$7500
Top \$16000

Semen \$250 a straw
91% clearance

We would like to congratulate Wingate Limousins (Butcher Pastoral Pty Ltd) for their purchase of Oakwood Native Noodles 17month old Rrichmond GridIron, top Price female at \$16000.

Also congratulations to Wes and Vicki Radke for their purchase of the top

price Bull, Lindesay Viking, 15 month old GYF Gentry son for \$12000

Top price semen package \$250 a straw for Oakwood Cutright to Rhianna McIntyre Isobel limousins.

We look forward to seeing everyone next year, cheers,
Ulster Limousins, Oakwood Limousins and Lindesay View Limousins.

AUGUST

Northern Limousin Breeders Sale

This year's sale saw a strong crowd of 64 registered bid cards and additionally online registered bidders.

Where 8 studs achieved an overall bull sale average of \$11,511, and female average of \$4,375.

Top price Bull was Lot 8 Angledale Ugo U18 Angledale Limousins, selling for \$26,000 to Wayne Parkins, Murrurundi. Sired by Angledale President P5, at 24mths, U18 weighed in at 884kg with anEMA of 144, IMF of 4.5%, fat scan of 10/7 and scrotal size of 42cm.

4/5 Females sold to average \$4,375. Top price Female went to Lot 54 Amber Park Voodoo Magic, Amber Park Limousins, selling for \$5,000 to LAD Limousins of Horsley Park NSW.

2/2 Genetic Packages sold, Lot 56 3 x Embryos Balamore Endeavour 701E x Summit Meadowgrass H39, selling for \$1,300/ embryo. Lot 57 9 Semen Straws (3 x Goldenview Krugerrand 250K, 3 x Romn Justice and 3 x Refstrup Tabias), selling for \$100/ straw.

TCW Livestock – Tyson & Courtney Will of Delungra NSW, sold 1/1 bull for \$18,000 and 1 Heifer for \$4,500.

Angledale Limousins – Devine Family Partnership of Willow Tree NSW, sold 13/13 bulls, to average \$15,076, topping at \$26,000.

Junction Limousin – John and Sue Rodd of Tamworth NSW, sold 2/2 bulls to average \$13,000, topping at \$14,000. RiverView Limousin stud – Jerome & Andrea Simpson of Hillgrove NSW, sold 9/9 bulls, to average \$12,111, topping at \$16,000.

Sale Reports

Froghollow Limousin Stud –

Matthew Friend of Black Mountain NSW, sold 8/8 bulls, to average \$9,375, topping at \$14,000.

Clifton Cattle – Rosemary and Chris Clifton of Loomberah NSW, sold 5/6 bulls, to average \$7,000, topping at \$8,000. 2/2 Heifers sold for \$4,000 each.

Sherma Limousin Stud – John Hipwell of Dyrning NSW, sold 3/3 bulls, to average \$6,166, topping at \$7,000.

Amber Park Limousins – Ken and Kirstin Bisley of Wingham NSW, sold 1/1 bull for \$6,000 and ½ Heifers for \$5,000. 3 Embryos for \$1,300 each and 9 Semen Straws for \$100/straw.

New South Wales and Queensland again pursued an interest in this sale with almost half of the bulls sold under the hammer remaining locally in the Hunter and Upper Hunter region, bulls also travelled to the Central West, Northwest, Northern Tablelands, New England and Mid North Coast Regions of NSW as well as Qld.

Benjarra Annual on Property Sale

Looking back to our sixth Annual Benjarra Limousin On-Property Bull Sale that was held at 'Benjarra' Ellangowan on the 14th of August 2025. Was a very memorable day with many stud records broken for our draft of 37 bulls that were sold on the day.

Sale topped at a new stud record high price of \$25,000 for Lot 30 Benjarra U30 (PP A AA), a homo poll apricot young sire, sired by homebred sire Benjarra Renegade R5 (PP B AA) sold to Greg Wells, Rolleston.

Second top price bull was Lot 4 Benjarra V4 (P), the first 50% Angus 50% Limousin to be offered in the sale selling for \$22,000 to repeat buyers, JMC Grazing, Morven QLD. JMC Grazing were also volume buyers securing 6 bulls to average \$12,500 for their draft.

Other volume buyers were first time buyers M & K Hudson of Mitchell securing 5 bulls for an average of \$12,000 consisting of 4 black and 1 red sire. D & K York, Roma, purchased 3 sire averaging \$15,000, L Fielder, Aramac purchased 3 sires averaging \$8,000 and I & E Graham, Roma also secured 3 sires averaging \$7,667.

Other sale highlights was one of our show bulls Lot 6: Benjarra Up for Grabs (P R AA) selling for \$21,000 to Brian Grogan based at Tenterfield, and Lot 8: Benjarra Unstoppabull U25 (PP B AA) our black show bull who sold for \$20,000 to Noeline Coughran at Tenterfield also, both sired by Red Rock Jock N205, who keeps breeding such consistent types.

To say we are over the moon with the sale is an understatement. We were extremely proud of the line up we put in front of everyone on the day, and were pleased that everyone supported the bulls. Bulls that were bred for performance, easy doing ability and pure powerhouses! A draft that sold for a record average for our stud of \$12,083.

Thank you to all buyers, underbidders, and spectators on the day whether you were at home, came to visit earlier, or were viewing online.

Thank you to our agents Nutrien Ag Solutions and Elders for your efforts. To Kate from Stocklive, your presence at the sale was certainly something we needed.

Thank you to everyone who helped on the day, Matt and Shannon of Five Star Promotions for everything you have done to lead up to the day.

For now, thank you, we have been busy with weaning another drop of calves, tagging some new babies and calving out heifers.

Keep posted for some updates on what we will be up to in the near future.

BJF Limousin's Invitational Bull Sale

\$36,000 Ulysses sold to Alexander Downs at BJB Limousin Invitational Bull Sale

The annual BJB Limousin Invitational Bull Sale started with a hive of activity as commercial cattlemen bid strongly to secure their next herd sires.

It was Merriwa cattleman Robert Gill of Alexander Downs who paid the top price of \$36,000 for OSullivans Ulysses U23 (PP BB AA).

The Warrawindi Responder R6 (PP BB AA) son was out of OSullivans Pearl P20 (PP BB AC), a full sister to the 2022 sale topper OSullivans Radium R28 (PP BB AC).

Ulysses U23 ranked in the top 10pc of the Limousin breed for 200, 400 and 600-day growth, scrotal size and carcase weight, and in the top 1pc for docility.

Commenting after the sale, Mr Gill said, "I have not seen a bull as quiet as Ulysses in the 40 years I have been buying bulls".

Together, Alexander Downs and OSullivans offered a limited semen release on the sire following the sale, as Mr Gill felt "he is too good to be hidden away in a commercial herd, the Limousin breed needs this bull".

Following the initial release of Warrawindi Responder R6 sons in 2024 (12 averaged \$12,250), the sire was again in strong demand with six sons selling for an average of \$15,000.

The first release of bulls sired by OSullivans Radium R28 saw seven sons sell for an average of \$9,571, including the equal second top price of \$16,000 for BJB Jamdrop (PP B U).

Out of BJB Dilrook Jazzle R485 (P A U) he ranked in the top 5pc or better for 200, 400 and 600-day growth and carcase weight, and in the top 6pc for intramuscular fat.



Sale Reports

Jamdrop was purchased by Moura producers Leeson Cattle Co, who put together a pen of three bulls, including two Radium R28 sons, for an average of \$13,000.

The Downfall Ultimate U30 (PP BB AA) also sold for \$16,000 to Mizpah Grazing, Tenterfield.

An East Coast Hector 009H (PP BB AA) son out of OSullivans Black Moonbean R11 (PP BB U).

He ranked in the top 15pc or better for 400-day weight, scrotal size, carcass weight, rib fat and retail beef yield, and in the top 1pc for eye muscle area.

In total, sale hosts Bradley & Jodie Frohloff, BJF Limousin, Yarraman and invited vendors came together to sell 50 of the 69 bulls offered for a 73% clearance at auction, with further sales occurring directly after the sale.

As a group the vendors have continued to focus on breeding cattle that are commercially relevant. All bulls are performance recorded with 200 & 400 day weight, docility, scrotal size, and EMA, fat and IMF scans submitted to BREEDPLAN, as well as genotypes.

The 2025 sale presented great value with an average price of \$8,880 recorded across the draft, and 70% of bulls selling for \$8,000 or less.

Volume buyers released the value on offer with Miegunyah Grazing, Dirranbandi, purchasing six black bulls for a \$7,167 average.

While Nosivad Pastoral, Goondiwindi, averaged \$6,500 on four apricot/red bulls purchased via online interface AuctionsPlus.

Top Shelf Limousin Bull & Female Sale

27/29 Bulls sold | Top \$17,000 (x2) – Lot 19 Summit Genius U805 sold to M & K Hudson; Lot 28 Brentvale Genius V17 sold to Den Pastoral | Av. \$8,852

8/8 Heifers sold | Top \$7,500 – Lot 32 Kalara Fookin Sassy V005 sold to Bailey Whitton | Av. \$4,438.

Jen-Daview Livestock Invitational Bull Sale

36 Limousin Bulls sold at Coolabunia – 100% clearance with an average of \$10,167

Over 200 people filled the grandstands at this years Jen-Daview Livestock Invitational Bulls sale with 90+ registered bid cards plus online buyers. The commercial support for the sale was outstanding with bulls sold to producers from central QLD all the way down into NSW.

Top price bull was Lot 11 Mervale Lone Star selling to Lindsay View Limousins and Red Oak Genetics for \$30,000

HC Livestock – Chloe Plowman and Hamish McLachlan from Kingaroy Qld sold 2/2 for an average of \$6500 and a top of \$8000

Mervale Livestock – Sarah Benbow and Ben O'Dwyer from Mount Kilcoy Qld sold 9/9 for an average of \$12,222 and a top of \$30,000

MK Cattle – Taylor Family from Murgon Qld sold 1 bull for \$7000

Jen-Daview Livestock – Evans Family from Kingaroy Qld sold 24/24 for an average of \$9,834 and a top of \$17,000

All our vendors would like to thank everyone for your support and wish all purchasers every success with their new bulls. We would also like to invite everyone to our 2026 sale on the 15th August 2026 at the Coolabunia saleyards.

Gold Crest Limousin's Bull and Female Sale

A good attendance at the sale and online saw 21 bulls offered for sale with 17 selling to an average of \$7769 with a top price of \$12000.

Our home bred sires Gold Crest Milkshake and Gold Crest Jackaroo Quigley were the dominant sires in the bulls offered with good interest from commercial operators for the overall structural corrections and performance.

We had good support from repeat buyers with Haycott taking home 4

bulls and L & L Grazing purchasing another 3 bulls including the top price bull Gold Crest Mshake U53. They use these bulls over Santa females in the Brisbane Valley.

Our females were very solid with a 100% clearance selling from Blackall to Dubbo to stud and commercial operations. Top priced female sold for \$8500 to the Jen-Daview Limousin stud who purchased 4 lots. Second top price was a cow/calf unit Gold Crest L & L Quocktail which was purchased by Mervale Livestock.

We are thankful for the support from fellow breeders and commercial operators who have invested in the Gold Crest Genetics.

Crescent Nine Limousin Bull Sale

Bulls: 50% Clearance | Top \$10,000 – Lot 17 – Crescent Nine Jericho V79, sold to Minnamurra/Dixie Limousins, Springsure | Av. \$6,300.

SEPTEMBER

Graduates of Goldstein Park

From our family to yours we want to say a huge thankyou to the successful purchases and the underbidders of the 2025 Graduate of Goldstein Park Sale.

Once again, we are humbled by the loyalty of our repeat clients and delighted to also welcome new clients to our program, we look forward to seeing how our genetics contribute to your programs.

11/16 bulls sold to a top of \$11,500 (Lot 3. Sold to Four Mile Limousins, QLD) and averaged \$6,909.
7/8 PTIC heifers sold to a top of \$5000 twice (Lot 17. & Lot 24) and averaged \$4,285.
Semen lots reached \$100/straw and embryo lots topped at \$800/embryo.

Craig & Tamara Corby
Goldstein Park



4th INVITATIONAL SALE

Friday 27th February 2025 @ 3pm
325 Colac Ballarat Rd
Irrewarra VIC



Phone Number

Chris Meade - 0418 520 574
chris@pelicanrise.com.au



LIMOUSIN BREEDERS
INCLUDED IN THE SALE



Stephen Raskatos
Railway Limousin
PH: 0419 682 895



Lyn & Andrew Ralph
Toorongalimousin
PH: 0417 360 318



KEAJURA PARK *Limousins*

PRODUCTION SALE

3rd of June 2026

FEMALES | BULLS | GENETICS

OPEN DAY
23rd of May 2026

Hamish Maclure 0437 994 199
Edward Maclure 0448 413 939

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Genetic Hub is a collaborative organisation delivering comprehensive support services to breed societies, serving as a central, industry-focused hub that streamlines operations and enhances the overall member experience.

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- Breed Registry Services
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FLEMINGTON

Limousin & Angus

Established 1994

AUTUMN BULL SALE - 17th April 2026



Flemington Uproar U74 \$17,000 - Top priced bull at 2025 Sale. Sold to S & A Glynn, Batlow NSW

FEMALE SALE 2026

Watch out for details



Flemington Black Lynx S31 -Supreme Exhibit 2023 Melbourne Royal & 2024 Sydney Royal