

MEDIA RELEASE:

3R Cattle Auction

30th April is D-Day – Deal Day for northern cattle producers.

The 3R Cattle Auction on 30th April will provide cattle producers with the opportunity to broaden the genetic base of their herds with stock especially suited to the harsh conditions of Northern Australia.

Vendor Jim Sullivan's Boran-cross herd bulls and heifers, and the pure-bred Brahmans of the O'Brien family's Coodardie Stud, have been all selected for robust traits that enable them to thrive in tough conditions.

"This wet season has been pretty patchy for some properties, who will now have cattle struggling to make it through the dry," Jim Sullivan said.

"But Boran-cross cattle are better able to cope with these conditions, and have better fertility as well. They are more likely to shrub browse, are disease resistant, adaptable and have better mothering ability," he explained.

"They provide the opportunity to introduce hybrid vigour into the herd because of their different genetic base."

Mr Sullivan is offering 40 Boran Cross bulls and 50 Boran Cross heifers at the 3R Cattle Auction in Katherine.

The before-mentioned survival and reproductive traits, plus genetically quiet disposition, are characteristic of Guest Vendor, the O'Brien's Coodardie Brahmans. They will offer 40 Brahman Herd Bulls, 3 Brahman Registered Bulls, 50 Brahman heifers and 2 Brahman Registered Heifers to complete the sale draft.

"The 3R Cattle Auction is an exciting new initiative," said Moira Lanzarin (nee O'Brien) of Coodardie Brahmans.

"No one has been game to present paddock condition bulls through auction before – but we all know that is what most producers need.

"They need cattle that are used to grazing the native pasture of our tropical savanna.

"Unfortunately, cattle which may be in prime conditions for shows need extra time to be slowly hardened up to paddock conditions – time that producers can ill afford.

"This, combined with the low minimum price (only \$1200 plus GST for bulls) offers extreme value and opportunity for everyone from the small blockie to the largest of cattle producers."

The 3R Cattle Auction conveniently coincides with the Katherine Country Music Muster, from April 30 to May 2, allowing people to easily attend both events.

For further information; contact Moira Lanzarin on 08-89754460 or Jim Sullivan on 89754330.

SAMPLE PHOTOS, Page 1:

For JPG file of desired photo please contact Moira Lanzarin, moira@coodardie.com.au



Photo 1: Grey Boran cross herd bull at Cave Creek Station



Photo 4: Mike O'Brien and grandson Caleb looking over the Coodardie draft of Brahman sale bulls



Photo 2: Boran cross herd bulls on mineral supplement lick.



Photo 5: Coodardie Brahman red and grey herd bulls



Photo 3: Young Boran cross heifers



Photo 6: Coodardie Brahman registered stud heifers (natural poll in foreground)

For JPG file of desired photo please contact Moira Lanzarin, moira@coodardie.com.au



Photo 7: Dunn Boran cross herd bull



Photo 10: Mike O'Brien and grandson Caleb looking over the Coodardie draft of Brahman sale bulls



Photo 8: Red Boran cross herd bull



Photo 11: Coodardie Brahman registered natural poll bull, Coodardie Big Bear



Photo 9: Boran Droughtmaster cross herd bull



Photo 12: Mike O'Brien with grandson Caleb and the genetically quiet Coodardie Brahman herd bulls