

AUTHOR



GEOFF BRYANT has been a professional writer and photographer for more than 20 years. He has written a dozen books and been a technical editor, contributor and photographer for many more. While his main interest has always been horticulture, he is also involved with farming through Country, Farm and Garden (cfgphoto.com), the internet photo library he runs with Claire Selby.

After several years of visiting farms and taking photographs across many rural subjects for the photo library's collection, Geoff felt he knew New Zealand farmers well. However, travelling the country for the *Black Angus* project, meeting farmers and their families, and photographing their magnificent animals and farms, will give new depth to that understanding. He anticipates writing about and photographing a tough, resourceful and determined breed, and expects to find another – the New Zealand Angus farmer.

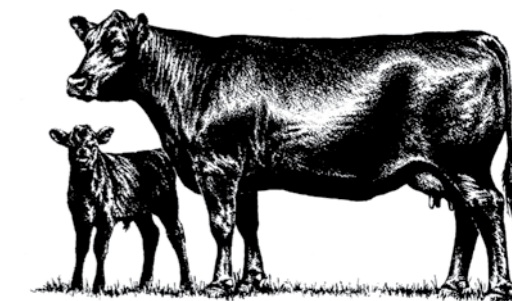


A CELEBRATION OF NEW ZEALAND'S MOST
POPULAR BEEF BREED AND THE STORIES OF
THOSE WHO HAVE FARMED ANGUS IN THIS
COUNTRY FOR 150 YEARS.

BLACK ANGUS

150 YEARS IN NEW ZEALAND

THE YEAR 2013 marks the 150th anniversary of the arrival of Aberdeen Angus cattle in New Zealand. It's also the year that the World Angus Forum will be held here. *Black Angus: 150 Years in New Zealand* is being published to acknowledge both of these events, and to honour those involved in the development of Angus in New Zealand over those 150 years. The book also gives special recognition to the Angus Association, now Angus New Zealand, which, since its inception in 1917, has seen Angus become our premium beef breed. Above all, *Black Angus* is the story of the New Zealand Angus farmer.



BOOK SPECIFICATIONS

Standard Edition

270 x 270 mm
160 pages on quality 157 gsm matt art paper
Approximately 50,000 words and 200–250 photographs
Section sewn and hardback with jacket

Deluxe Limited Edition

Also being produced as part of the 150th anniversary celebrations is a Deluxe Limited Edition of *Black Angus*. Limited to a print run of only 250 numbered copies, this superb book will be a hardback bound in goldfoil-blocked cloth and presented in a goldfoil-blocked cloth slipcase.

Published by David Bateman Ltd.
Publication date: January 2013



CONTENTS

PART 1: ORIGINS

History of the Breed

A brief history of the Aberdeen Angus breed, from its Scottish ancestry through to its arrival in New Zealand.

Establishing Angus in New Zealand

The early significance of the breed to the national herd and how that has changed over time. Focusing on the people, their animals and their stories, this chapter covers from 1863 to the formation of the New Zealand Angus Association in 1917.

PART 2: DEVELOPMENT

The New Zealand Angus Association Story

The story of how the New Zealand Angus Association was formed in 1917, and its development through to 2009, when it became Angus New Zealand.

Raising and Selling Angus Breedstock

The Angus Stud

Ultimately, raising the best Angus breeding stock is the key to producing the best Angus cattle for New Zealand conditions and the best Angus beef for the marketplace. This chapter introduces the many personalities, farms and bloodlines involved.

Saleyard Milestones

The saleyard is not just a place where animals and money are exchanged, it's also a meeting place for an endless supply of characters (farmers, auctioneers and stock agents – and cattle) and their stories.

Farming Angus for Beef

Commercial Angus beef farming, looking at some large-scale enterprises, both current and past, with the emphasis on the people involved, their reasons for farming Angus, how they came to be where they are, anecdotes from years on the farm and their thoughts on the industry.

Angus Women and Their Families

Women have always played a vital, and often underrated, part in farming, showing, farm life and the establishment of farming dynasties. In this chapter they tell their stories, many of which provide a different perspective on farm life.



The Show Ring

A look at shows from the Royal to the rustic, describing the dedication and sacrifices that showing requires.

PART 3: PRESENT AND FUTURE

New Zealand Angus Around the World

New Zealand Angus are highly regarded overseas and are exported as genetic material (semen and embryos) as well as live animals. This section examines how our cattle have shaped, and continue to shape, some of the world's Angus herds, and includes stories from those involved.

Breeding

Genetics, constitution and structural soundness are the keys to success for today's Angus farmers. This chapter assesses genetic evaluation and performance recording, inspection and carcass scanning. It also covers the rise and rise of Performance Beef Breeders.

Branding

The development of the AngusPure Brand, Certified Angus Beef New Zealand and other brands and their impact on marketing quality beef to the New Zealand consumer.

Angus People: Today and Tomorrow

The current and recent past leaders of the industry, breed and brand, and the paths now open to aspiring Angus farmers through programmes such as Angus Youth, Future Beef and Summitcrest Scholarships. This final chapter will also look at the latest business plans for Angus and their missions and visions for the future.



IN 1863 NEW ZEALAND was a nation of immigrants looking for a new land and a new start. Prominent among those European pioneers were Scots, who knew with a native practicality that a new beginning didn't mean abandoning the tried and true.

New Zealand was a land with abundant opportunities for farmers and they would make the most of them with hard work and natural stockmanship.

New Zealand had great potential but much of the land would require years of backbreaking toil to create good pasture. Farmers hoping to successfully run beef cattle would need animals that could thrive regardless of the conditions. The breed of choice was obvious to the Scots: the Aberdeen Angus.

When those first animals arrived 150 years ago, they were outsiders. But with farming you soon become part of the land, and as the early farming families settled and grew into their adopted home, so too did their cattle.

The story of Angus cattle in New Zealand is the story of seven generations of Angus farmers. Some of the tales told here look back at families that have bred Angus for almost that long. These pioneers may have come and gone but they, and later generations, made an impact and staked their futures on Angus.

Black Angus is also the story of an industry that has grown from providing essential nutrition for a few early settlers to feeding an ever-growing national and international market. The herdsmen, who worked largely from instinct, became stockmen who understood the value of selection and record keeping. Today's farmers also need to be veterinary scientists and geneticists, as well as guardians of their environment.

The passing years have seen country towns, businesses and processors grow up around the farming industry while cities thrive on its profits. These rural communities and the farmers they serve are the foundation of our nation. For many readers, *Black Angus* will cover familiar ground, as well as including much to surprise and delight, bringing back fond memories of people, places and moments which shaped our history.

ORDER FORM

I/we wish to subscribe to and support the celebration of 150 years of *Black Angus in New Zealand* by purchasing

1 2 3 (please circle your choice)

Black Angus 150th Celebration Packages @ \$300.00 inc GST each

My cheque for \$_____ is enclosed payable to the Angus NZ 150th Book account.

I/we understand that the Celebration Package will contain 1 x **Deluxe Limited Edition*** and 2 x **Standard Edition** copies, which will be delivered free of charge within New Zealand on completion of publication early in 2013.

Name _____

Signed _____

Address for delivery _____

Please detach this form and return to:

Angus New Zealand,
PO Box 503,
Feilding 4740

Upon receipt, a GST invoice will be mailed to you by return.



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