

NATURE'S BLUEPRINT COW

AUSTRALIAN CATALOGUE APRIL 2018

EXCLUSIVE DAIRY SEMEN CATALOGUE



FOR **HEALTHY KIDS**

Is your herd functioning economically for you...or are you in the **"Profitless Production Syndrome"** of **"buying"** production through purchased inputs? How efficiently your herd converts available resources into a sale-able product is the key to your **sustainable profit levels**. Introducing genetics into you herd which have been selected with a high emphasis on the Economic Relevant Traits of Profitable and Sustainable Farming is the foundation for sustainably raising your profit levels.



Nature's Blueprint Cow

Wholly Cow Genetics

Bulls Bred to Breed Cows

www.naturesblueprintcow.com

John O'Brien phone: +61 410 273 887 email: contact@naturesblueprintcow.com

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REAL GENETICS for the REAL WORLD

Selected to return Productivity Gains measured by relating quantity and quality of outputs compared to inputs=efficiency of production

High Emphasis on the Economically Relevant Traits of Profitable Farming:

*Fertility *Forage Efficiency *Longevity *Temperament *Immunity
*Strong Body Conformation *Structural Soundness *Predictability
*Milk Components *Moderate Mature Size *Maternal Vigor
*Adaptability *Pre Potency *Repeatability *Low Maintenance

Key Selection ⇒ Efficiency of Production ⇒ Increased Margins via Decreased Cost of Production:

- ✓ Functioning efficiently; in 100% commercially operated farms; evolving from nutritional environments commercial farmers can afford to provide
- ✓ Ability to carry fat within the muscle and produce – productive, easy doing and low maintenance
- ✓ Bred and selected for Economic Function: Longevity, Fertility, Predictability, Pre-Potency, Adaptability and Repeatability, versus “Fashion” and Marketability (Promotable Genetics for the seller)
- ✓ Genetic evaluation and selection never done using Computer Generated Breeding Values (Promotable Genetics for the seller versus Profitable Genetics for the end user)
- ✓ Extensive raw data analysis always incorporated in evaluation and selection
- ✓ 100% Grazing
- ✗ No “Profitless Production” - (i.e. no “Buying” of Production)
- ✗ No Feet Trimming
- ✗ No confusing FRAILTY with genuine dairy character
- ✗ No photo-shopping pictures! All pictures unprofessionally taken and unretouched
- ✗ No quoting unrealistic production figures produced in non-commercial environments

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THE RESULTS



2 y.o. heifers sired by WCG Ayrshire bulls from cross bred cows, calved 4 months and bred back



In same herd heifer sired by mainstream Holstein sire



Compare Paroa Jumball Campbell daughter (on left) with mainstream Holstein daughter



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WHO, HOW & WHY?

I am 65 years and when I look back I got here real quick. My mother said from an early age “Once John saw his first cow it was all over.” From as far back as I can remember I have been fascinated by cows. Once I missed school for several days after my favourite cow had died. Dad promised to spread her remains on our farm. Not sure it happened but I felt a little better.

On our family farm ear tags were not required as I knew ‘everybody’ by sight. Leaving school with the instilled belief ‘You must get a good job’ my Mum was very happy when I scored at job in the local Hospital in the Pathology Department . My Dad said nothing and it was only when (18 months later) I voiced to him I had to go and work with cows; he smiled and said “I knew this would happen.” Mum was shattered.

And so I took a job as a Livestock Agent with a small firm, a job which I instigated. The manager did not take me seriously when I first approached him as he thought I already had a great job! This Agent ’s position afforded me the greatest learning platform I could have had. Continually visiting many different farms; observing many different breeds of dairy and beef cattle; functioning in many varied nutritional environments: what a real and relevant research centre.

And some of the greatest learning was in observing the ‘ones’ that came to the sale as culls because : before you can learn what does work you must learn what doesn’t work. And if you keep your eyes open the learning (good and bad) all happens in front of you. When I began working as an Agent the district was full of Hereford cattle and from what I observed the Angus were better stock. Within 10 years I had influenced much change in the beef herds in the district.

My life feels as though it has been (and still is) a continual quest of identifying the most economically functional cow. I have always been drawn to the moderate framed, wide based cow (whether dairy or beef) because all my observations reveal this body type (in every breed) does well in all environments. Have seen many changes over the decades – most not very good. The type of Angus cow I fell in love with is very hard to find these days.

It is very refreshing and pleasing to see there is finally great consumer interest in real grass fed milk and meat products. The availability of genetics which will function efficiently in grass based environments is now very low. Today there are too many ‘smoke and mirror’ assessments and evaluations and very little respect given to true knowledge, instinct and gut feeling. Sadly I have learned that people are much easier to deceive than to enlighten.

As well as great cows farmer profitability has always been a high priority and I firmly believe efficient cow design is the key. **My passion never wains and is always refired when I find a superior cow - of any breed.** I will not give up. Looking forward to working with you on your journey.

Yours sincerely, John O'Brien

Nature's Blueprint Cow ~ The Design Which Nature Intended



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VALENDALE INTERNATIONAL (A2A2)



In					val
6					
5					
4y				351	298
3y				4.87	381
2yr		221		4.77	298
A	7370	3.65	269	4.57	337

Carrying the best
NZ Ayrshire Genetics

In 3 generation pedigree
all cows 8 or more lactations



Price: \$45/straw
(plus GST)



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ROSEMOOR MATCH (A2A2)

Bred and built for grass based production



Bred to Breed

Match at 3 y.o.

Dam at 13 y.o. calved every year since 2 y.o.

Dam's production - NO GRAIN - 11 lactations average 4,802 Lt 4.56% BF 3.5% Protein in 253 days - NO GRAIN

In 3 generations only

SOLD OUT

Full sister 4 y.o. calved @150 days NO GRAIN - 21 Lt 5.0% BF 3.8% P

No North American, Finnish, Danish or Swedish bloodlines

*Ideal for instilling conformation, components, constitution and calving interval

Carrying the best NZ Ayrshire Genetics

Price: \$25/straw (plus GST)



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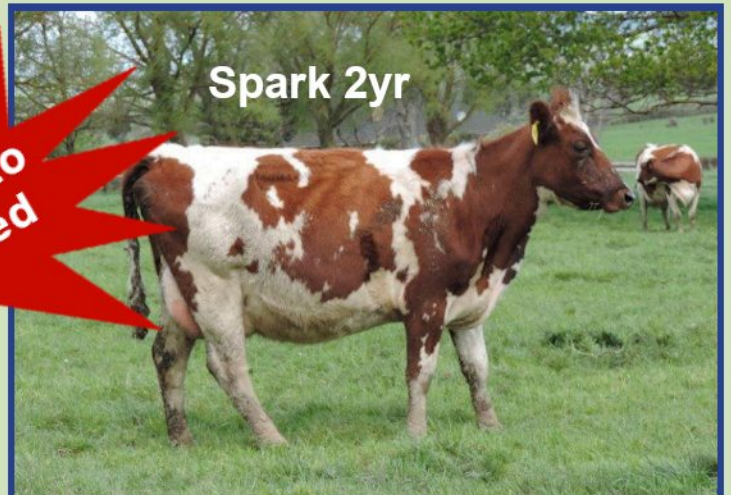
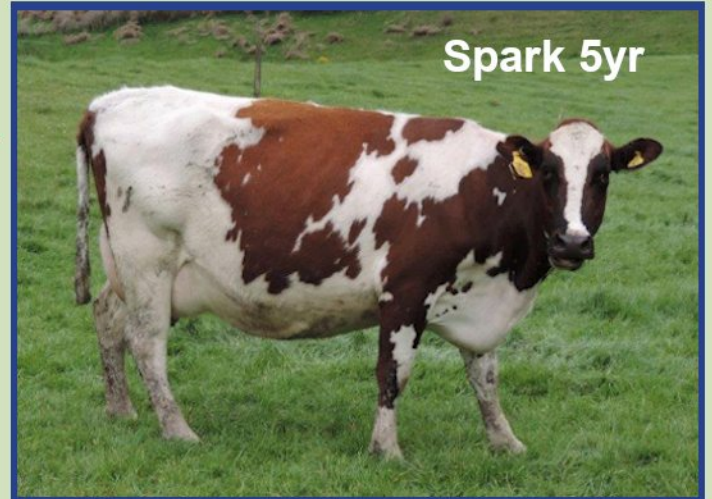
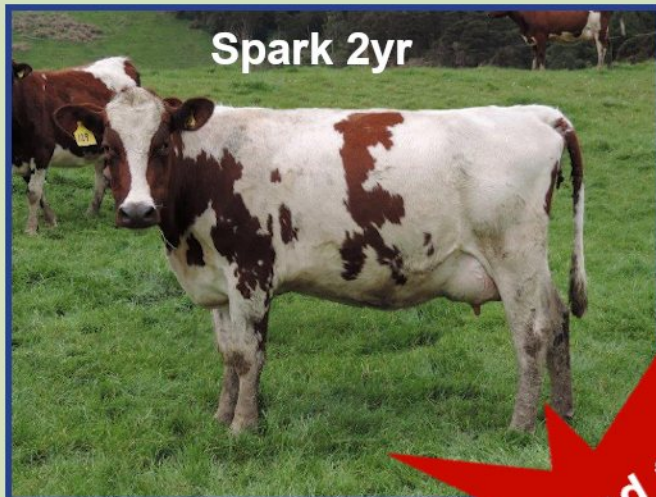
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ROSEMOOR SPARK (A2A2)

Master Breeder Roger Hancock says of Rosemoor Spark
"Undoubtedly the best bull I have bred. Spark excels in consistently transmitting capacity, constitution, temperament, type, fertility and superior production."

**"Equates to:
High Economic Function
= More \$\$\$ in YOUR Pocket!"**



Bred to Breed

**Spark Daughters pictured at
ROSEMOOR being fed
NO GRAIN**

**Price: \$25/straw
(plus GST)**



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ROSEMOOR JIMBOB (A2A2)

**Bred to
Breed**



Pure Ayrshire genetics bred and selected for profitable and efficient grass based production of high quality milk products

Bred by a 2nd generation breeder whose total focus is breeding functional cows

Dam has produced 7861L 4.11% 323kg BF 3.73% 293kg P in 293 days NO GRAIN

Ideal for instilling conformation, constitution and calving interval

Rosemoor Herd Cows - NO GRAIN



**Price: \$25/straw
(plus GST)**



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KENARIE GUSTO (A2A2)



Dam at 10 y.o.



Bred to Breed

Grand Dam

Bred by an 83 year old (2nd Gen) Jersey Breeder whose only focus is breeding functional cows



Dam

Full Sister

Kenarie Gusto at 16 months

Dam has produced 7962L 6.05% 482kg BF 4.63% 369kg P in 305 days

Line bred to the Cow which started the famous Francliffe Jersey Stud

Enormous capacity
and doing ability

6.05% BF
4.63% P

4 Direct Dams average
9 lactations

Price: \$25/straw
(plus GST)



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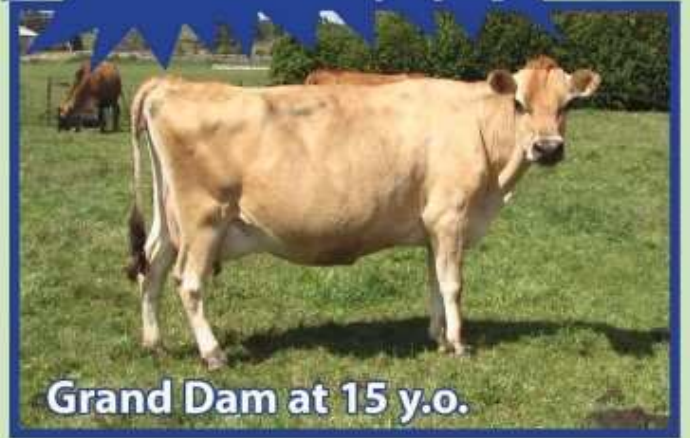
RANGELANDS FAIR SAM (A2A2)

Bred to Breed



Dam at 5 y.o.

**Dam & Grand Dam
super Cows**



Grand Dam at 15 y.o.

Dam 4 y.o. production 404kgs milk solids (5.42% B.F. & 4.19% P) in 269 days - NO GRAIN



2 y.o. daughters calved 3 months - NO GRAIN

Very quiet and performing very well averaging 5.4% B.F. and 3.9% Protein

**Bred and built to
produce off grass**

**100% Pure New Zealand
bloodlines**

**Price: \$25/straw
(plus GST)**



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VALENDALE INTERNATIONAL DAUGHTERS



ROSEMOOR MATCH DAUGHTERS



RANGELAND FAIR SAM DAUGHTERS



Compare the Pair!

Do not fall for the promotional bull s...t. New Zealand farmers are now heavy feeders. New Zealand is the biggest importer of Palm Kernel in the World. Genuine 100% grass based production genetics are very, very scarce in that country now! Look at the examples below of two 4 y.o. Cows in Australia running together : calved the same time and receiving no supplementary feed . Look at their body conformation.



4 generations of WCG
Ayrshire genetics selected
for economic function

4 generations of LIC Jersey
genetics bred for numbers

Which is the most efficient Cow for you to farm?



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VALEN (A2A2)

**BRED
TO
BREED**



VALEN at 12 months

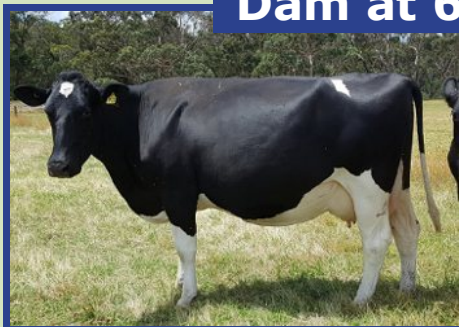


G Dam at 15 yo

Adding strength (economically) through correct body conformation will raise the economic function and hence productivity.

1. Valen's dam is a strong, fertile, consistently high PI, low BMCC cow in a very commercial environment.
2. Her dam was the same and was milked until 16 yo
3. Daughters of Valen's sire are functional, fertile, productive females
4. No feet trimming required
5. 8.0% plus milk solids is throughout the pedigree
6. Valen has worked in a large herd for 16 weeks without requiring resting or being lame where many other bulls had to be changed regularly

Dam at 6 yo



**8.0%+
milk solids
throughout
pedigree**

Treating the cause (not the symptoms) is the only sustainable and profitable way forward.

**Price: \$25/straw
(plus gst)**



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Paroa Jumbal Campbell (A2A2)

**Bred to
Breed**



**Capacity; Strength; Dairy
Character; High Components**

Daughters - **NO GRAIN** - n.b the length of Grass and the Body Shape



**Daughters in Austalian herd
averaging 501 kgs m.s. in 283 days
with very high fertility rates**

**Price: \$25/straw
(plus GST)**



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JUMBAL JUNIOR



**Just finished 1st lactation
NO GRAIN - high components**

**Bred in Australia in the real World
- a commercial herd**

**Dam milked until 15 y.o.
calving every year since 2 y.o.**

Paternal Sisters



**All related females very fertile, very
high components and easy keeping**

**Price: \$15/straw
(plus GST)**



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SATURN: Say No More



Longevity, Strength
and Quality!

Dam, Grand Dam & Great Grand Dam all still producing.

Where do you find a Bull backed by 3 generations of Cows
ALL STILL IN PRODUCTION?



This Cow family must have Conformation, Constitution, Adaptability,
Fertility, Longevity and Structural Soundness.

SATURN - Say No More

Price: \$10/straw
(plus GST)



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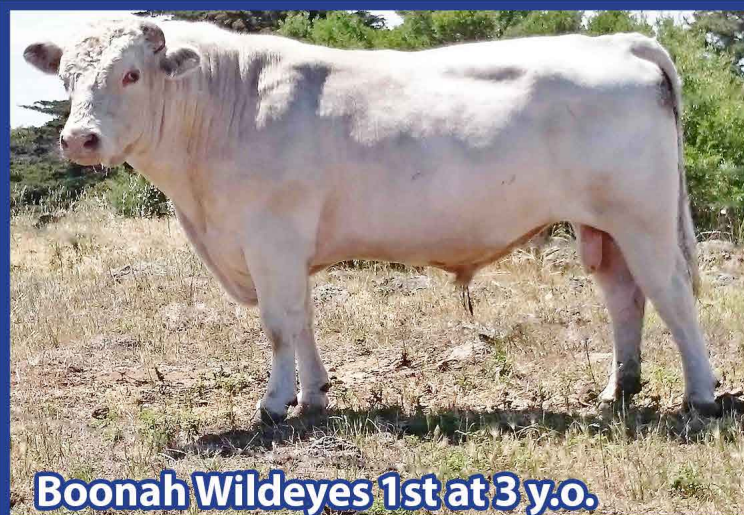
BOONAH WILDEYES 1ST



Longevity and Quality!

Dam at 15 y.o. sired by Willow Park Stockman 211

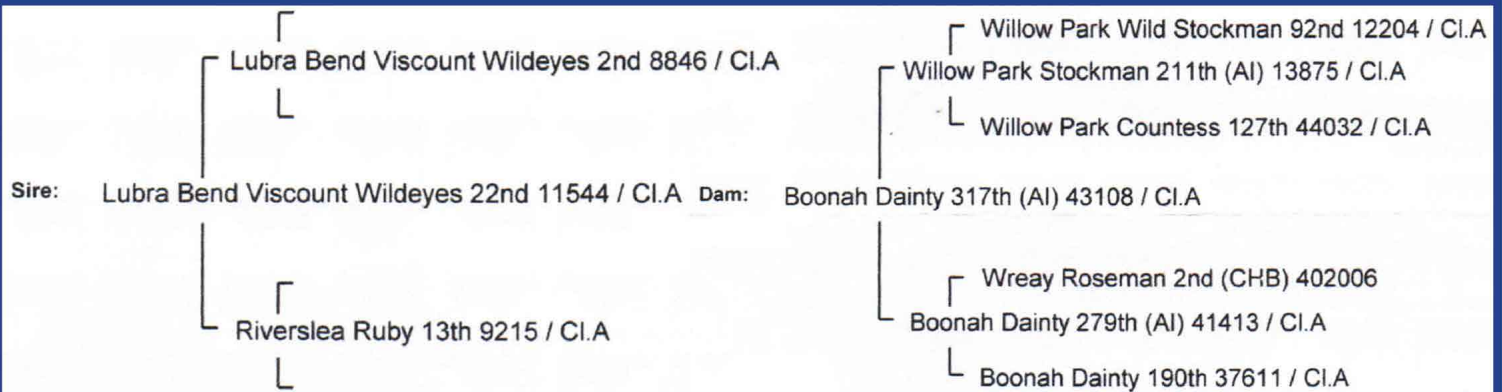
Carrying the best bloodlines of the Australian Dairy Shorthorn breed



Boonah Wildeyes 1st at 3 y.o.



Daughter



Price: \$25/straw (plus GST)



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TREGEAR GRAND ROYAL

Hinxhill Grand Royal Daughters



Grand Dam on right with 3/4 Sister



From same Cow family



Tregear Grand Royal
at 22 months



Dam at 15 years old

**Double Bred to Hinxhill
Grand Royal**



Grand Dam of Sire



Dam of Sire

Price: \$25/straw (plus GST)



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Analysis of Dairy Industry statistics in Victoria 1999-2012 reveals:

1. Actual production per Cow rose by 9%
2. Amount of purchased feed per Cow rose by 100%
3. 9 week in calf rate fell by 12%

You will not need a calculator to work out how this is not working for your Dairy Industry!

The Cause: Inefficient Genetic Design

YOU COMPARE FOR YOURSELF



Same age; same calving; same herd
This is not about nutrition ...
it's about **GENETIC DESIGN**



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