

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



Nature's Blueprint Cow
Wholly Cow Genetics
Bulls Bred to Breed Cows
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Creating Profitable and Sustainable Farming Enterprises.

John O'Brien's 50 years of experience in the cattle industry began with milking cows on the family farm at age 6. Based in Melbourne, Australia, his experience covers every aspect of the Australian and International Dairy and Beef Cattle Industries, from importing and exporting live cattle and frozen genetics, breeding stud and commercial cattle, consulting to cattle breeders in Australia, New Zealand and the U.S.A. on genetic selection and design, as well as designing Profitable Farming Systems.

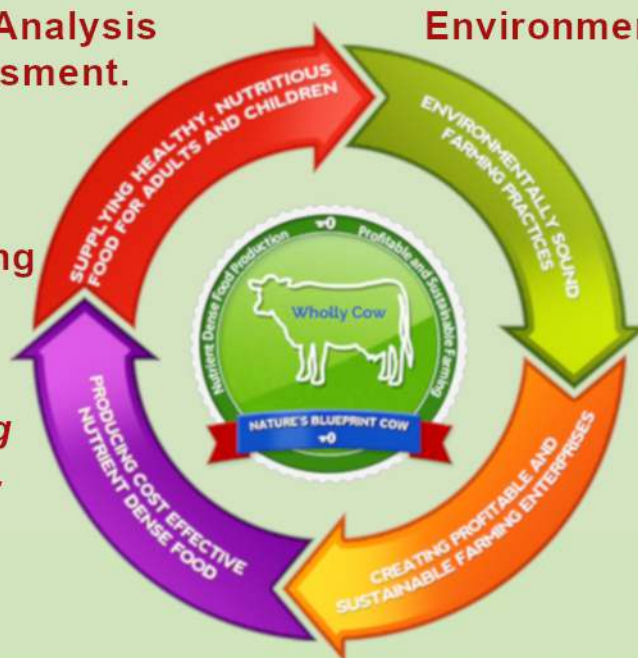
One of John's priorities has been the study, research and analysis of the economic functionality of the 'modern' bovine species and farming systems. Combining active hands on participation with passionate, relentless, independent and accurate research. This extensive investigation has been conducted in several countries, including, Australia, the USA, New Zealand, South Africa, England, Ireland, and several European Union countries.

Efficiency of production and quality of final product (Nutrient Dense Food) are a big part of this investigation. This research combined with 40 years of intense observation and analysis culminates and confirms the belief: the key to your sustainable profit level is the accurate design of your cow herd.

All Dairy Cattle and Beef Cattle operations are specialized. Implementing profitable biological farming practice means identifying and designing profitable genetics as well as accurately identifying, evaluating and allocating available resources. Planning and implementing in unison for the big picture will generate maximum, sustainable profit levels.

General Enterprise Analysis & Production Assessment.
Strategic Review, Evaluation & Implementation.
Enterprise Monitoring & Ongoing Support.

Refining & designing production systems.



Environmentally Sound Practice.
Nutrient Dense Food.
Genetic Blueprints.

Healthy cows provide healthy food & healthy profits.

Sustainable practice & planning provides long term rewards.



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