

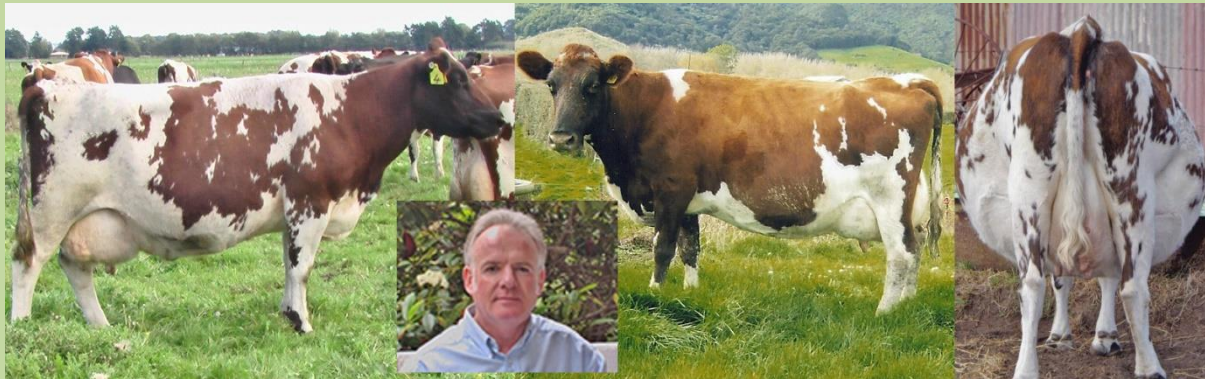
JOHN O'BRIEN

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Nature's Blueprint Cow, Wholly Cow Genetics and Profitable Cattle.

Specialising in dairy and beef cattle selection and genetic design.

GENETIC DESIGNER / MASTER BREEDER / DAIRY & BEEF SPECIALIST



"We come from a background of using mainstream genetics, so when we met John O'Brien and listened to his beliefs and philosophies we entered a very new (for us) breeding paradigm.

***We were looking for an alternative and John's sire selections offered this.** We now have daughters of John's sires on their 2nd calf and it is clear what he was (and still does) espousing.*

***Low maintenance, productive, fertile and easy to look at females.** We now understand the correct size a functional cow should be in our herd."*

—Peter Doyle, Organic Farmer, Cohuna, Victoria, Australia

Profile - John O'Brien

Over 40 years in the field has led to a great understanding of land qualities and values; providing a great knowledge platform and resource for those requiring accurate information on land potential.

Extensive and intensive observation and involvement in research into every aspect of the worldwide dairy & beef cattle industries underpins my expertise.

Decades of hands on participation has led to a great understanding of the key principles of really profitable & sustainable farming with an excellent understanding of genetics.

Embracing the principles of organic farming is the only sustainable way forward for the farmer and the consumer. My strategy is holistic in principle, working with the interactions of all parts of the whole to achieve proven results. Proven personal beliefs are the fulcrum of my action. 'A hands-on approach' is the best approach, that's my philosophy, belief and practice.

Beliefs

A very clear understanding of what is required to turn around spiralling costs of production in bovine production system is the accuracy and proven knowledge to identify superior genes by the visual and physical assessment.

Combining experience, know-how and technology of animal husbandry creates an ability to apply rock solid accuracy which can only benefit the commercial farmer and increase the margins of profitability.

Correct genetic design is the key to maximising the effective and efficient conversion of available resources into high quality products and P.P.I.P. (Putting Profits in Pockets).

Accuracy; Observation; Identification; and Design breeds profitable cattle and puts profits in pockets. Understanding and Analysis; before you can accurately identify what will work you must gain a clear understanding of why it isn't working.



“We have known John O’Brien for over 7 years; initially we engaged his services to help us improve our dairy herd. We were in a frustrating position where we were stuck with cows that were difficult to maintain and prone to sickness, to slowly turning it around into cows that suited our farming system – through Johns input. Not only did he provide the bulls but also valuable advice and support to follow through with our decision to completely change the type of cattle for our farming system.

There are few people in the industry who we trust and respect their opinion. John O’Brien has definitely been a valuable source of information to our farming business. Not only with the cow genetics but also with management decisions, and this and has helped us to achieve our goals.”

—Randall & Karen Buys, Organic Dairy Farmers, Yarram, Victoria, Australia

Special General Skills

Ability to gain a clear understanding of customer requirements and consistently deliver what is requested.

Ability to create strategic plans to assist in enabling a business to meet long & short term objectives.

Results driven, hands on management style, with strong leadership, communication & negotiation skills.

Highly developed sales & communication skills with the ability to liaise & negotiate at all levels.

A lateral independent thinker who uses an analytical approach to problem solving.

Very good computer skills. Effective co-ordination, organisational & time management skills.

Visionary, passionate, dedicated to excellence.

“We have been using Nature’s Blueprint Sires for the last six years with offspring in their fourth lactations. It is evident that these cows have the genetic makeup to perform well on an all-forage diet. We expect to rely on Nature’s Blueprint bulls for providing the genetic foundation of our herd.”

—Nathan Weaver, Canastota, NY, USA



“John O’Brien understands full well the challenges we face as grass-based dairymen.

He has with great skill cultivated the right sires to move our herd forward. The quality of the cattle that we use in our grass-fed system is critical to our farm’s future. At Dharma Lea we have been breeding our best cows to his A2/A2 sires for the last two seasons and based on the results we will continue to do so.”

—Phyllis and Paul Van Amburgh, Dharma Lea, Sharon Springs, NY, USA



Work History 2001 – Present; Director of Profitable Cattle Pty Ltd

Extensive work with Organic Dairy and Beef farmers in redesigning herds targeting efficient and profitable production of high quality products.

Extensive research and evaluation, in several countries, of the lack of gains in production efficiency experienced by both beef and dairy farmers and identifying reasons for this global problem.

Developing Infant Formula & UHT products for exporting into the Peoples Republic of China.

Evaluation Omega 3 & 6 ratios in Grass Fed & Lot Fed beef.

Exporting Beef and Dairy Genetics to United States of America.

Consultation with Chinese businessmen re importation of dairy cattle to China.

Specialist identification and selection of dairy and beef genetics for United States customers.

Researching and identifying the problems of the ‘modern’ dairy cow.

Completed The Christopher Howard Master Results Certification Training in Neuro-Linguistic Programming.

Importation and distribution of frozen genetics from New Zealand into Australia.

Further identification of livestock nutritional and health issues in embryo production.

Selection of genetics (Australian) for production of embryos and frozen semen for exportation to the United States.

Research and development of a physical livestock evaluation system specifically designed to identify animals which are superior performers in grass based environments.

Research and analysis of computer generated evaluating systems.

Consultation to dairy and beef farmers in Australia, New Zealand, United States and England on genetic selection and animal health.

Developing production systems and identifying genetics for the supply of high quality grass fed beef.

Writing articles for Unites States and Australian farming newspapers.

Developing ecologically sustainable production farming systems for both dairy and beef cattle.

Researching the problems in animal and human health – and the connection to both – due to mineral deficiencies in soils.

1998 – 2000 Self Employed

Travel to the United States to consult to US cattleman.

Identification and selection of US donor females and sires for the production of frozen embryos.

Importation of large quantities frozen embryos from the United States to Australia.

Researching the link between high quality/quantity embryo production and donor health status.

Researching the link between embryo conception and recipient health status.

Travel to the United States to study high quality beef production (CAB) and identify potential markets for high quality beef.

Researching the links between genetics, nutrition and meat quality.

Import high marbling Angus genetics.

Lot feeding of cattle for high quality beef production.

The design and implementation of feed rations targeting quality beef production.

Development and production of very high quality marbled Angus beef - O'Brien's Prime Black Angus.

Designing Beef Concept Stores.

Supply leading Melbourne restaurants very high quality Angus beef.

The consultation and supply of genetics to the Australian Angus seed stock industry.

Breeding seed stock Angus cattle.

Consulting to Australian farmers on dairy genetic selection.

Development and production of company prospectus.

1993 – 1998 Elders Ltd

Victorian and New South Wales Stud & Commercial Dairy Cattle Division

Position: Manager

Extensive travel throughout Victoria, New South Wales, Queensland and Tasmania listing and conducting auction and private sales of high quality dairy cattle.

Co-ordinated and personally performed the selection of all animals for Elders Ltd's first export shipment of Holstein heifers to Mexico. No person inspected this consignment on behalf of the purchasers. The success of the above led to many, many more shipments over subsequent years and still today.

Advise clients on dairy cattle genetic selection and purchase on their behalf.

Advertise, promote and conduct high profile dairy cattle auctions – both commercial and registered cattle.

Staff and livestock co-ordination finance control.

Development and implementation of business operating systems focused on increasing profit.

Responsibility of budget forecasts and attaining sales projections.

Qualifying each client's viability for finance applications.

1973 – 1992 Positions held in the Victorian Stock and Stationary Agency Industry

Advising clients in designing and breeding of both dairy and beef herds.

Auctioneering dairy and beef cattle.

Established and successfully ran own livestock marketing agency.

Conducting private sales of both dairy and beef cattle.

Genetic selection and purchase on behalf of dairy and beef farmers.

Designing and breeding elite Angus seed stock herd using intensive embryo transfer procedures.

Importing live cattle and frozen genetics from the United States.

Assisting clients in the marketing and purchasing of cattle.

Co-ordinating purchasers and freight of dairy and beef cattle.

Conducting weekly cattle auctions.

1972-1973 The Colac and District Hospital

Pathology Department Position: Laboratory Technologist



For further details contact:

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