



# HICKS BEEF

## Spring 2020 Newsletter

Andrew Hicks: 0427 147 258

Tom Hicks: 0448 796 124

[www.hicksbeef.com.au](http://www.hicksbeef.com.au)

## SPRING BULL SALE: Wednesday 2nd September, 2020

1.00pm "Annandale South" Holbrook NSW

65 BLACK & RED COMPOSITES & RED ANGUS BULLS  
AUCTIONS PLUS • ALL LOTS ON VIDEO

## Hicks Beef Black Sale Bulls - Top 5% For Profit

**Hicks Beef Black Sale Bulls** are in the elite top 5% of the two IGS Profit Indexes. These indexes are from a databank of over 18,000,000 cattle that includes 16 breeds and their crosses. The Hicks Beef Black sale bull averages are possibly unsurpassed worldwide. The profit indexes are calculated on real value inputs and outputs for two different markets.

**I.G.S. International Genetic Solutions** was formed by 16 like-minded cattle breed associations from the US and Canada and now includes some Australian breeds. Performance figures specific to one breed give no cross reference to other breeds, making it difficult for commercial cattle breeders to compare breeds directly.

**The All Purpose Index** relates to cow - calf profits where you are retaining your females and marketing both heifers and cows.

**The Terminal Index** is calculated on selling both steer and heifer offspring.

**Hicks Beef Red Sale Bulls** are no slouch either with a top 20% for both All Purpose and Terminal Indexes, still an outstanding result.

The index figures calculate both input and output figures so that commercial cattle producers can make better decisions. When presented with a large range of figures it is difficult to balance up how much an extra calving ease or an extra carcase unit is actually worth. These indexes are calculated using real input and output values to make bull buying simpler and more accurate.

## HICKS BEEF OPEN DAY Wednesday August 12th

Sale Bulls on Display  
from 9.00 am to 4.00 pm



Hicks Beef Black Composite Sale Bulls



Hicks Beef Red Composite Sale Bulls



# Beacon - "The Best in a Lifetime"



Extravagant praise for Hook Beacon, a bull extensively used in the Hicks Beef program, by co-principal Andrew Hicks, with close to 50 years in the seedstock industry.

Here are Andrew's comments on Beacon.

We have had outstanding sires before, but Hooks Beacon is way out by himself in that he is the total economic performance bull on very sound legs and feet.

We are giving our bulls more criteria to meet as we record more economic traits and this bull meets the lot. From a top 1% calving

ease and birth weight his progeny grow to a top 15% weaning and yearling weight. This is hard to achieve as we know that high growth bulls often have high birth weight, or low birth weight have lower weight gains. This bull is a real curve bender, with over 90% accuracy to prove his numbers.

Then we look at his carcass, where he stands at the top 1% of the 18 million cattle in the world's largest data bank, for both muscle and intramuscular fat. To top that off he has top 5% meat tenderness and high fat - top 1%.

Beacon's final economic marvel is that his females as well as having good tight udders will stay in your herd longer with a top 10% stayability index. This means they are fertile and sound. This could be his best asset.

These traits should be enough to convince most people, but you still have to look at the progeny, and if you like thick, easy doing cattle without too much frame, that are sound, you will probably be very happy with Hooks Beacon progeny. This bull is one of the reasons why Simmental females are increasing market share in the U.S.

We are offering 9 sons of Beacon in the Spring Bull Sale.



PO Number:	209667	Purchase Date:	6/05/20	Purch Type:	Per KG	MSA Standard:	Meat Colour:	1B-3	Fat Colour:	0-3
Carc.Trim:	Standard	Fat Site:	Rump	PC:	Part Condemned	Butt:	A-C	P8 Fat:	5-22	

TOTAL:		\$125,903.70		FEEDBACK																					
Body Details																						MSA Grading Results			
Body	Eartag	Sex	Dent	Fat	Butt	Bru	PIC	RFID	PCC-Code	Hot	\$/KG	\$	Hump	Oss	Mb	MSA Mb	FC	MC	Rib	pH	EMA	Index			

Date Killed: 8/05/20  
MSA Cattle  
YGMSA Yearling M

Feedback sheets can be as interesting as studying the telephone book numbers to some, but they are the life blood of our existence as beef cattle producers.

Index Class:

352

F

2

10

C

0

0

3

CPNW167

982

123545167600

316.5

\$5.85

\$1,851.53

60

140

6

830

0

2

7

5.5

70

67.76

343

F

0

11

C

0

0

3

CPNW167

982

123545167600

316.5

\$5.85

\$1,851.53

60

140

6

830

0

2

7

5.6

70

64.91

325

F

0

11

C

0

0

3

CPNW167

982

123545167600

359.5

\$5.85

\$2,103.08

50

190

5

720

1

2

8

5.6

68

64.52

346

F

0

14

C

0

0

3

CPNW167

982

123529989564

343.5

\$5.85

\$2,009.48

55

190

5

760

1

2

6

5.6

72

64.34

332

F

2

16

C

0

0

3

CPNW167

982

123726762469

325.0

\$5.85

\$1,901.25

50

170

3

580

0

2

9

5.6

65

63.96

350

F

0

16

C

0

0

3

CPNW167

982

123726762469

325.0

\$5.85

\$1,901.25

50

170

3

580

0

2

9

5.6

65

63.96

297

F

0

10

C

0

0

3

CPNW167

982

123726762469

306.0

\$5.85

\$1,790.10

50

190

5

700

0

2

6

5.5

70

63.74

299

F

0

10

C

0

0

3

CPNW167

982

123726762469

306.0

\$5.85

\$1,790.10

50

190

5

700

0

2

6

5.5

70

63.74

295

F

0

10

C

0

0

3

CPNW167

982

123726762469

306.0

\$5.85

\$1,790.10

50

190

5

700

0

2

6

5.5

70

63.46

318

F

0

10

C

0

0

3

CPNW167

982

123726762568

306.0

\$5.85

\$1,790.10

50

190

5

700

0

2

6

5.5

68

63.41

344

F

0

10

C

0

0

3

CPNW167

982

123726762568

306.0

\$5.85

\$2,041.65

70

190

3

550

1

2

11

5.6

80

62.94

337

F

0

24

C

0

0

3

CPNW167

982

123721223397

303.0

\$5.85

\$1,772.55

50

190

4

600

0

2

8

5.5

70

62.67

354

F

0

13

C

0

0

3

CPNW167

982

123720388524

301.0

\$5.85

\$1,760.85

50

170

2

490

0

2

10

5.5

68

62.55

355

F

0

8

B

0

0

3

CPNW167

982

123708275917

349.5

\$5.85

\$1,795.95

50

160

2

410

1

3

15

5.5

73

62.33

304

F

0

8

B

0

0

3

CPNW167

982

123708275917

349.5

\$5.85

\$2,044.58

50

170

2

480

1

3

6

5.5

73

62.32

298

F

0

17

C

0

0

3

CPNW167

982

123708275527

346.5

\$5.85

\$2,027.03

50

190

3

520

0

2

9

5.6

82

62.28

322

F

0

23

C

0

0

3

CPNW167

982

123722102146

342.0

\$5.85

\$2,000.70

60

160

1

380

1

2

15

5.6

70

62.12

305

F

0

26

C

0

0

3

CPNW167

982

123708275812

311.5

\$5.85

\$1,822.28

45

190

3

530

0

2

10

5.5

77

62.10

From Hicks Beef to Greenhams Gippsland - Due to the bushfires we sold off a group of mostly red heifers to Greenhams:

66 Heifers Average Body Details and MSA Grading Results:

Sex	Dent	Fat	Butt	Hot Carcase	\$ value	OSS	Mb	MSA Mb	MC	Rib	pH	EMA	Index
F	0	16.6	Cs (6 Bs)	326 kg	\$1907	185	2.21	452	2	9	5.6	71	61.01

See the entire feedback sheet on the Hicks Beef web page.

Thanks to Greenhams for this feedback and the photo below.

From Hicks Beef to Greenhams Gippsland - Due to the bushfires we sold off a group of mostly red heifers to Greenhams:

See the entire feedback sheet on the Hicks Beef web page.  
Thanks to Greenhams for this feedback and the photo below.



Hicks Beef Heifer sold to Greenhams

Hicks Beef seasoned and ready to hit the pan – delicious!



# This Year's Spring Sale

We are not sure what Covid-19 restrictions may be in place for our Spring Sale which will be held on Wednesday 2nd September. We are planning to meet all possibilities.

Our Spring 2020 Bull Sale will be held in our new, purpose built sale barn. The new sale barn will provide shelter, comfort and room for social distancing if needed.

This Spring we will be providing a short video of all bulls, rather than running the bulls through the sale ring. This format has been adopted by many other sales and it will work in well with our Auctions Plus format. It will also allow us to have a sale entirely on Auctions Plus if the Covid-19 requirements become more stringent.

We encourage clients to physically inspect the bulls one on one with us at your convenience prior to sale day if you prefer and bid on Auctions Plus from the safety of your own home. If you are not familiar with Auctions Plus their friendly staff will guide you through the process of registering and bidding. The team at Elders will also be able to help you with Auctions Plus.

# If you are buying on-line

1. All bulls are assessed through the world's most sophisticated data system for cattle breeding evaluation and compared to 18 million others worldwide.
2. All bulls are genomically tested to verify parentage and increase accuracy of performance figures.
3. All bulls are independently assessed for structure and foot and leg scored by one of Australia's leading assessors, Liam Cardile.
4. All bulls assessed for breeding soundness by Holbrook Veterinary Clinic.
5. All bulls are backed by Hicks Beef Breeding Soundness guarantee.
6. All bulls are available for inspection prior to the sale. If state border closures prohibit inspection you may be able to get a friend or agent from NSW to inspect on your behalf.
7. Hicks Beef has been selling bulls on Auctions Plus for many years, with some sales selling 20% of the offering through Auctions Plus.
8. When bidding on Auctions Plus be prompt with your bid. There is a delay as bids are relayed back and forth between Auctions Plus and the sale.





## In Memory of a Volunteer Firefighter

On the last day of 2019, a lightning strike started a fire North West of our farm at Jingellic. The results were catastrophic. We were one of the first farms burnt out.

Unfortunately, the conditions were very severe, and the extreme heat caused a pyro-tornado to form. The tornado flipped the Culcairn fire truck from end to end on our farm, killing volunteer fire fighter Samuel McPaul and injuring fire captain Andrew Goode and fire fighter Rodney O'Keefe.

We had the great privilege of meeting with Sam's mother Christine, together with Andrew and Rodney, to plant a tree to commemorate Sam and the great but dangerous work of volunteer fire fighters.

The local community of Jingellic is planting an avenue of trees along the River Road as a tribute to Sam and all firefighters who give so much to their communities.



## Hicks Red Angus 71 out of top 100

The current Red Angus Breedplan figures show that out of the top 100 Red Angus Supermarket Index, 71 come from the Hicks Beef herd. We believe our strong commercial bull sales reflect that our clients are reaping the benefits of more live calves that gain weight quickly and have the carcass that the market is looking for.

At Hicks Beef we believe the only way to improve economic traits is to measure them. If we do not measure it makes it very hard to know if we are making progress.



Hicks Henry H61 - a proven performance sire



# RED ANGUS

SOCIETY OF AUSTRALIA



The Victorian On Farm Challenge is returning in 2020 after quite a long hiatus. It has been re-introduced to allow Red Angus breeders both stud and commercial to show case their herd at their place, no need to travel long distances to display their cattle. It is envisaged that cattle from all over the state will be entered and in variable conditions. The judge for the event will be Mark Llewellyn from South Australia.

Also in the pipeline is an all-breed carcass competition which will run later in the year. More information about this in the coming weeks.

For more information about the On Farm Challenge visit the Red Angus website - <http://www.redangus.org.au/victorian-farm-challenge/>

For more information contact Kevin Heggen 0428 565 530.