

Speckle Park International Inc

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Dear Members,

I think that the Speckle Park breed in Australia has come of age in 2011.

The breed had its first Interbreed Champion in Australia which occurred at the Melbourne Royal Show. It won the Calgary Carcase Competition in Canada again. It also won the Bega Carcase Competition again. The number of members of SPI reached 58 at the start of December. I see that members now are in a position to market, advertise and sell which is building momentum for the breed.

The board this year has considered issues such as temperament (distributing a report to members for feedback), the status of black animals and DNA testing. SPI is now a member of ARCBA and is in a position to start providing input to the cattle industry more generally. It has developed and issued a brochure for use by members. This brochure is now on the website and can be purchased. The board has also commenced the development of manuals through the medium of guidance notes which are also available on the website. The Canadian Society has undertaken to make its revamped manual available for our use where applicable.

Don't forget BREEDPLAN as a selection tool. We are hamstrung because Canada is still not providing data for BREEDPLAN and our numbers are still too small for reliability.

Some of our members have commenced using Speckle Park as a branded meat. This is clearly the direction SPI should focus on as it will pull potential bull buyers to the breed. The Board at its last meeting agreed to endorse Speckle Park Supreme marketed by Village Meats as the official branded beef for its members subject to Speckle Park Supreme supplying to SPI \$0.50 for each carcass sold under that banner and the provision free of charge to SPI for its members use a brochure addressing specifically the meat quality of the Speckle Park breed. Speckle Park Supreme is aimed to be a global brand. Village Meats is operated by two of our members, Bimbadeen Speckle Parks and Ebbx Speckle Parks, the principals of which also form part of the directors of Six Star Speckle Parks and are directors on the SPI Board. I shall provide more details on this soon however the Board believes that it will provide useful revenue and assistance to augment future marketing efforts.

The next AGM will be held at the Sydney Showground on 7th April 2012. Before that there will be a call for nominations for directors. I anticipate that the next two years will be even busier and the Society will require significant input from its directors and members to take advantage of the opportunities that I believe will present themselves. The call for nominations will occur in early January and, if a ballot is required, this will occur prior to the AGM.

Merry Christmas

Mark Baker
President