

MEDIA ALERT

That's Ekka

MOU Signing Tuesday August 14

Time: 10.15am

Venue: Beef Cattle Experience, Animal Boulevard, RNA Showgrounds

A Delegation of 11 Parliamentarians, Industry leaders and officials from the Malaysian state of Sabah, will visit the Brisbane Royal Show on Tuesday to sign a Memorandum of Understanding with the Australian Brahman Breeders' Association.

The Delegation is being led by Hon. Datuk HJ Abdul Rahim Ismail, Minister of Agriculture and Food Industry, in Sabah.

Australian Brahman Breeders' Association President Rodger Jefferis, Elrose Brahman stud, Cloncurry, said the Departments Veterinary Services and Animal Industry division is responsible for livestock industry development in the state of Sabah. The department policy is support the cattle and palm oil integration and increase the productivity and profitability of cattle integration grazing projects as well as the productivity and profitability of other beef cattle enterprises.

Mr Jefferis said the Association is seeking to contribute Brahman genetics and Australian beef cattle technology to the Government breeding stations in Sabah to improve the rate of genetic gain within these herds and thereby improving the productivity and profitability of the beef cattle industry in Sabah through the bulls they supply to the wider industry.

The MOU will see the Association and Department co-operate in an evaluation of the resources of the Government breeding stations and the identification and recording of suitable animals on the Associations pedigree and performance database.

These animals will be bred to Australian Brahman genetics to develop pedigree linkage between the Departments five breeding stations and the Australian Brahman Breeders' Association database. This will be achieved by the department importing Australian Brahman semen, bulls and registered females.

Following the recording of Sabah bred progeny in the Government herds, performance information will also be entered and analysed in the Associations Genetic Evaluation, Brahman Breedplan.

"This will produce Estimated Breeding Values (EBV's) which will be directly comparable with all of the animals in the Australian evaluation," Mr Jefferis said.

Mr Jefferis said that in addition to providing the Sabah breeding station mangers with opportunity to make faster genetic progress through improved selection accuracy within their own herd, it will also give us the opportunity to identify the bulls in Australian which are best able to contribute to their genetic progress.

Mr Jefferis said we aim for the Sabah herds to be able to showcase the quality and capacity of Australian Brahman cattle in the Asian environment.

The Delegation list includes:

1. Hon. Datuk hj. Abdul Rahim Ismail
Minister of Agriculture and Food Industry, Sabah
2. Hon. Datuk Japlin Hj. Akim
Assistant Minister of Agriculture and Food Industry, Sabah
3. Mr. Pg. Morsidi Pg. Omar
Confidential Secretary to Minister of Agriculture and Food Industry, Sabah
4. Datuk Gregory Joitol
Permanent Secretary, Minister of Agriculture and Food Industry, Sabah
5. Datuk Hj. Awang Sahak Awang Salleh
Director, Department of Veterinary Services and Animal Industry, Sabah
6. Mr. Mohd. Mohid Hamzah
Director, Malaysian Agricultural Research and Development Institute, Sabah
7. Mr. Noor Azman Ahmad
Manager, Agriculture Bank, Sabah
8. Mr. Zainal Ali
Director, Fishery Development Authority of Malaysia, Sabah
9. Mr. Ibrahim Mahmood
Director, Federal Agricultural Marketing Authority, Sabah
10. Mr. Kamarul Badri Mat Ali
Manager, Farmer Organisation Authority of Malaysia, Sabah
11. Dr. Punimin Abdullah
Department of Veterinary Services and Animal Industry, Sabah

For further details please contact:

John Croaker

General Manager

Australian Brahman Breeders' Association Mobile No. 0417 76 3336

Rodger Jefferis
President
Australian Brahman Breeders' Association Mobile No. 0417 468 467