GROWING THE SIRE SHOOTOUT CONCEPT

The success of the inaugural Sire Shootout has already prompted discussions around how the event can grow in 2021.

In response to COVID-19 restrictions ACM created T*he Land's* 2020 Beef Battle and Sire Shootout as online platforms for exposure. Almost 90 per cent of ACM's audience is involved in the beef industry offering a targeted audience to view stock offerings and progress to sale leads.

ACM's studstock business development manager Kirra Kelly said entrants could trust their stock would be showcased at a top level and commentary from renowned judges gave buyers the knowledge to inspect with confidence.

"With the pandemic pushing livestock sales into the online world and grooming buyers to inspect their next sire through video, competitions like the Sire Shootout provide a cost effective platform for breeders to showcase their stock and buyers to inspect and compare," she said.

GDL's Harvey Weyman Jones previously told ACM the Sire Shootout could become a major feature of the stud selling season.

Speckle Park takes most popular gong

Come from behind win for top NSW bull

BY **LUCY KINBACHER**

HE MAY have been late out of the blocks but a Speckle Park bull made a speedy surge to victory in the Sire Shootout viewer's choice competition, receiving more than twice as many votes as his closest rival.

Minnamurra Plunderer P196 from Minnamurra Pastoral Company at Coolah in New South Wales was unsuccessful in placing during the British bull judging last Tuesday night but he gained the appreciation of viewers from across the world.

The son of Canadian bull Redneck JSF Whiskey 4B, owned by Minnamurra, out of Minnamurra 300X Teressa J97 who goes back to another Canadian high performer in Spots 'n Sprouts Stands Alone, will be offered for sale at the Minnamurra Speckle Park sale on September 4.

Not yet two years old, the sire in the making had estimated breeding values landing either in the top one or five per cent of the breed across the board.

Across the competition votes were received from within Australia and as far as Canada, New Zealand, Norway, Portugal, South Africa, Spain, Timor, United Kingdom and the United States of America. British and European class judge Steve Crowley of Tycolah Poll Herefords praised the bull in his Sire Shootout appearance and said he was well worth a look at for his carcase traits.

"He is very well muscled and a great carcase bull," he said.

"He would have one of the bigger eye muscles areas of all these British bulls I think."

Plunderer had been taken straight out of the paddock, washed down in the yards, and captured on film for his Sire Shootout debut.

Director David Reid and general manager Dennis Power were honoured and over the moon at receiving the news of their win. Mr Power said they entered not just for themselves, but to showcase the young breed that was gaining popularity.

"Obviously there are more people who realise these Speckle Park bulls are better than what we thought," he said.

"He has really surprised us. It is very humbling to think those people out in the beef industry are interested in them and are getting to know more about them."

The runner up in the viewer's choice was the Droughtmaster bull, Minlacowie Zander 9208, from the Spann family of Jambin, Qld, with 7.8 per cent of the votes.

Bos indicus class winner Somerton Lazarus exhibited by the Dunn family, St Lawrence, Qld, was third with 7.09 per cent of votes.

He was followed by three Droughtmaster bulls in Glenlands J Ambassador from Glenlands Droughtmasters, Bouldercombe, Qld, Oasis Rooster from the Geddes family, Wandal, Qld, and interbreed top six finalist Bryvonlea Thor of the Heck family, Glastonbury, Qld.

Seventh place was *The Land's* 2020 Beef Battle champion bull Nicneil Sugar Daddy from Neil and Nicole Gibbs, Coalstoun Lakes, Qld, followed by Sire Shootout champion K.B.V. Penfold from Marty Rowlands and Stephen Lean, Toowoomba, Qld, grey Brahman bull Crinum Quintrex from the Randells of Tieri, Qld, and Bundy Ironstone from the Fleming family, Bundaberg, Qld, rounding out the top 10.

Minnamurra Plunderer P196 won the Sire Shootout viewer's choice competition with 15.13 per cent of the vote.

Global audience eyes Aussie bulls

POTENTIAL bull buyers from across the globe cast their eyes over entrants in the Sire Shootout last week with the catalogue, online stream and voting poll all garnering international attention.

The three night online judging event attracted more than 12,400 views online and on Facebook with an audience from around the world including United States of America, Canada, Cambodia, Egypt, New Zealand and South Africa. In addition to this, the online catalogue was read more than 2300 times while the viewer's choice polling page received at least 24,000 page views.

Sire Shootout was seen as one of ACM's best livestock marketing opportunities and a chance to gain exposure beyond local districts especially during COVID-19 restrictions.

Interbreed judge David Bondfield of Palgrove stud in Queensland had sold bulls across the world. He said disruption was the word of the year and Sire Shootout was an opportunity to continue to showcase the industry.

"We are going to change the way we market our product not just in agriculture but in most products throughout the world," he said.

"This is just a great concept that will build and we will see changes that will be permanent as a result of what has happened this year."

British and European bull judge and Tycolah Poll Hereford stud principal Steve Crowley agreed. He knew the feeling of travelling far and wide to inspect animals, some that don't meet expectations. He believed Sire Shootout was a cost effective tool that would continue to grow into the future.

"The beauty about this competition is all of those bulls have that exposure and from the safety of your lounge room you can see those bulls and then you can make up your mind which bulls you like," he said.

"A lot of these bulls come from all over the country and you have the ability now to see a bull from King Island, Western Australia to the top of Queensland and you haven't spent a dime at this stage."

– **LUCY KINBACHER**