

2019 / AUGUST

# DEVON

Yearbook



**12 |** Looking into the future of Devon.  
The opportunities and challenges we face everyday are many.

**26 |** Certified beef in search of new markets.  
Implemented in May 2017, the Certified Devon Beef Program completed two successful years with prospects of expansion.

# Devon Camboatã

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## **B**eef quality, credibility and recognition.

The Yearbook is a unique publication, a real portal with high-quality information and contents focused on beef cattle, quality of meat and a cuisine based on special cuts.

The expansion of the Devon breed in the Brazilian states is the ABCD's main goal. The investments in visual marketing actions, advertising and journalistic content are the means that will boost the expansion of the breed, as we begin to highlight the work of the farmers engaged with the association's activities, the genetic improvement, the zootechnical tests, the producers of award-winning bulls and the commercialization of genetic material.

Another determining factor is the importance of the regional centers for the outreach of these activities, bringing cattle breeders and farmers increasingly closer to the ABCD's development actions. It is crucial to reaffirm to our valuable readers that we are primarily dedicating ourselves to the breed's growth, the crossbreeding efforts, the high-quality beef production and the crossbreeding of Devon and zebuine breeds, paving the way for the development of the synthetic Bravon.

We have a successful case in Santa Catarina State that meets the need of a great portion of red meat

consumers. And the certified Devon is undoubtedly the best beef on the market! The meat-packing companies are focused on success and have shown interest in this market, which is faced with a growing concern, related to the selling of meat without any technical support confirming its origin. For Devon to receive a certified status, a number of criteria must be taken on account, from the racial pattern to traceability controls and the individual assessment of cattle based on age and carcass finishing. It stands out for the seal identifying the origin of each piece produced, the raisers' work and care to provide the program with the appropriate animals and also for the bonus received.

In this issue, we highlight those who are the hopes of a great future for Devon: our successors. This is the opportunity to know the vision of the ABCD's Young Leaders Committee members and also the other young people committed to take the breed's business and passion forward.



**Simone Bianchini**

President of the Brazilian Association of Devon Breeders.

We also thank all the interviewed for having accepted our invitation, trusted our team and shared their knowledge, discussing fantastic subjects like the crossbreed with zebuines, the breed's expansion into other Brazilian states and the suspension of the vaccine against foot-and-mouth disease in the Rio Grande do Sul. We also thank our advertisers, who made it possible for this to happen.

Finally, we thank all those who participated in, supported and trusted our work. We will continue in a transparent and loyal manner, with a view to a correct society. I conclude quoting English poet and playwright William Shakespeare: "Loyalty has a quiet heart." Thus we are gaining ground as high-quality meat producers, with a seal endorsed by the Brazilian Association of Devon Breeders

Always ask this seal, which ensures the tenderness, the marbling and the terroir from pasture to table! Enjoy your reading and see you next issue.

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Devon x Nelore in Mato Grosso do Sul State | Photo: personal files

## Devon conquers Central Brazil

Once a month, doctor Alexandre Ferrari leaves his home in São Paulo’s ABC Region and flies to Mato Grosso do Sul State. From the Campo Grande airport, it takes more than two hours’ drive to Santa Helena Pecuária, a company that operates farms from Alcínópolis and Figueirão cities – there, one of the main Devon herds in the Central Brazil is found.

Nearly 50 thousand acres are dedicated to cattle raising. “We’ve been in the region for 30 years. In the beginning, we bought calves and sold fed cattle. In 2003, we bought the Fazenda Planalto farm and decided to do everything, from growing to fattening, avoiding seasonality effects,” the rancher says.

The first contact with the breed was when Ferrari bought the Planalto farm with ‘closed gates’ – he received also 850 Nelore cows and

50 Devon bulls. “The previous owner run farms belonging to Ratinho (a famous TV host), who raised Devon, among others. It began this way, little by little,” he recalls.

Since then, the passion for the breed has only grown. Ferrari expanded the lands, investing on cows, always focused on crosses between the Devon bull and Nelore females. Today, 80% are through natural mating and 20% through artificial insemination.

The doctor says Devon is the only British breed that can be used in a breeding program in the Central-West. “With other breeds, you’ll need animals with 7/8 inheritance for the cross.” He highlights that reproductive precocity is important. Feeding is done on pasture, and the animal has a certain destination: the slaughterhouse.

This year, heifers slaughtered at 24

months of age weighed 17.9 arrobas (591 pounds). Males were slaughtered between 28 and 30 months of age. This is to achieve 3 mm of homogeneous subcutaneous fat thickness, which is the standard for quality meat.

Today, there are 4,400 cows exposed to nearly 270 bulls PO. “Most of the bulls belong to Benedito Franco, who invested in genetic improvement to adapt the animals to the Central-West conditions. The bull has a shorter naval anatomy, among other traits,” the raiser says.

Among Ferrari’s customers is JBS, the world’s biggest meat producer. The company introduced the appealingly gourmet 1953 brand, which has thrived in the premium beef market. Launched one year and half ago, the label refers to the company’s foundation date. “They impose considerable requirements for grading this product. We’re the only supplier of 1953 meat from in-field system; the remaining is beef produced from cattle fed in confinement to achieve the desired precocity and subcutaneous fat layer,” Ferrari adds.



Alexandre Ferrari | Photo: personal files



Edson Braun's Casa de Carnes is a success in Bombinhas-SC  
Photo: Company records

## A DEVON Enthusiast

**Opened this year in Bombinhas**, in Santa Catarina coastal area, the Casa de Carnes Edson (Edson Meat House) has turned into a mandatory stop for those seeking Devon cuts.

**E**ntrepreneur Edson Braun houses a butcher shop in the facility and promotes lively happy hours, with live music and Devon beef skewers.

Braun got to know the certified meat on its launch, in 2017, while still working in a grocery shop in Bombinhas. "I was the first to receive a carcass and produce Devon cuts. Many customers were amazed by the meat. Since then, I only have worked with Devon.

The place has become a meeting point in Bombinhas. From 9:00am to 2:pm, Braun runs the butcher shop and sells roasted beef. From the evening on, double beer, live music and Devon beef skewers come into play. "I sell on average 100 skewers per night. And summer hasn't come yet," he adds.

Last summer, when he still worked at the grocery shop and had already presented his customers the Devon beef, the orders from burger houses and restaurants increased. "They discovered the advantages of Devon, including the meat's exceptional taste and tenderness. This perception

pleased the region's clientele," he explains.

Only a restaurant in the city purchases on average 200 pounds of minced meat per week for its burger production – in low season. During summer, when tourists crowd the Santa Catarina's beautiful coast and the demand rises, the restaurant orders nearly 331 pounds of ground beef per day. "Not taking on account the customers from other cities who show up here, like Curitiba, Balneário Camboriú and Joinville," Braun says.

The customer base is varied. Braun has invested in great food with live entertainment, which has helped to keep the restaurant full from Tuesday to Saturday, when it opens at night. In the butcher shop, during the day, the demand is for diverse Devon cuts. We have also prime beef cuts, including T-bone, short rib, prime rib and shoulder," Braun reveals.

By the way, he adds, when it

comes to Devon beef, the choice meat can be considered as prime beef. "Everybody thinks a cut like shoulder clod or brisket must be cooked slow in a pan. In the case of Devon, I taught my customers that it is as tender as other more noble cuts. Today there are customers that only order clod."

Along with the Brazilian Association of Devon Breeders (AB-CD), Braun has attended monthly workshops in the region, bringing his Devon expertise to an eager-to-learn audience. "Those who didn't know the breed were amazed," he says, referring to one of the last events.



Photo: Company records

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Mariana Moura Cherubini, a member of the ABCD's Young Leaders Committee | Photo: Giovani Vieira

## Looking into the future of Devon

### **Mariana Moura Cherubini**

Member of the Devon Young Leaders Committee, the Cattle Farmers Union's Young Leaders Committee in André da Rocha city and the Encorte team.

The opportunities and challenges we face everyday are many. I need to express my gratitude to the people who are my pillar of strength, my family. Besides love, they gave me the first lessons, gave me opportunities and challenged me. Today, they continue contributing to my development, and I see how much everything they did and do for me is reflected in the love, the admiration, the pride and the respect I feel for the São Valentin family's history.

I had a very happy childhood living in the fields and have memories that touch me. For instance, I remember the morning when I woke up early and went to the barn to see the cattle reaching the pen and then receive my first task, and the many times I helped to take care of the bulls with my little feed ration bucket.

Over the time, my involvement has increased, along with my studies until now. I am grateful to my father

Roberto, for having inspired me the love that I feel for the countryside and everything related. Every time we work together, I earn a little more and reaffirm my choices.

I am also grateful to my grandfather Reinoldes and my uncle Rodrigo, for their lessons and stories, as they are vital for the strong bond I have with the Devon breed and the countryside. I am my family's fourth generation and – honoring the São Valeting Farm's history – very proud of, together with the other family members, continuing this history that has dedicated labor, commitment and love to Devon for over 70 years.

Over the years I have met and learned about the people and facts related to ABC Devon. During Expointer, since early I have followed the breed activities with my family and the technicians in charge. I was also invited to join the board of directors as a young representative some years ago,

when the young leaders committee was not talked about yet.

In this regard, I am very grateful to the ABCD's members, for having believed in me and entrusted me responsibilities, as I happily contribute to the association, I learn with many people and represent many other young friends!

In these young committee groups, there are people with different background and affinities, which enhances our personal and professional development. The commitment of the young people, in the face of the opportunities offered, will ensure the continuity and improvement of the work done so far.

As the future generation, we need these spaces in the families, associations and unions, to get the experiences and prepare on the challenges ahead. The opportunity to learn with the experienced ones is of particular importance for developing and replacing the young people interested in the growth of the Devon breed and agribusiness.

# The challenges of the Young Leaders Committee

By Ana  
Paludo  
Barreto  
Hoffmann



*"I'm very glad to be a part of the ABCD's young leaders committee. This is following the path of love and dedication to the Devon breed that my family took more than 80 years ago. It's also an excellent opportunity to improve our knowledge and exchange experiences, both in the technical field and the management, helping us for the future of agribusiness."*

*"I am the fourth generation in the breed business and take part in the Young Committee, where I share this love for Devon, as well as new knowledge that will be put into practice. I take immense pride in being part of this development, following the steps of my predecessors and helping the breed to succeed."*

By Paloma Jacques Ribeiro



*"A Young Committee means continuity. Through committees formed by young people interested in knowing, keeping and improving the work that has been done so far by those more experienced, we're sure that the association's essence won't be lost. These young people will be ready when they need to take over a higher position, as they have learned from experience, by interacting and exchanging ideas with cattle raisers and breeders associations, the techniques to continue working for a cause/breed."*

By Marco Antônio  
da Fonseca Paim



By Lucas Pandolfi



*"I believe the Young Committee's participation is important, when we try to find new ideas, diversifying them. I think we also can help to disseminate the breed using technology, promoting it through social media. I hope the breed can grow and everybody can learn about Devon, trying to take its name to the market, the meat-packing companies and farms. I think it's very interesting to be a part of the committee, to attend conferences representing its name, and then we're also creating our own space inside the association, which plans to grow and lead the breed to success."*

By João Vicente  
Barreto da Costa Filho



*"For me, Devon cattle farming is something that runs in the family. I've been closely involved in that since I was a young child, both in the São Luiz Farm, which belonged to my maternal grandfather Ivo Bianchini, and the Santa Lúcia Farm, which belonged to my paternal grandfather João Horácio Barreto da Costa. I've always seen and lived in this environment with much joy and respect for everyone, understanding it as a place to exchange experiences and create ties of friendship, just as my grandfathers did. I believe the Young Committee and the encouragement to the participation of younger raisers bring benefits to the association, ensuring its continuity. ABCD has already become a part of my history and memories."*

## Trips between Nova Prata and the countryside of Bahia

**Two sisters** living in Rio Grande do Sul's countryside run a farm in the Brazilian Northeast. In Lages (SC), an ophthalmologist found that, besides taking care of patients, managing his family's lands is a promising business. Both examples show the importance of succession for cattle raising.



The sisters Cláudia and Paula Antonioli | Photo: Courtesy Image

**C**laudia and Paula Antonioli lead the Prata Nova farm in Correntina, Bahia. Daughters of Almor Antonioli, a pioneer in introducing Devon in the Brazilian Northeast, they run the business from Nova Prata, in the Serra Gaúcha region.

"We have a cousin who is an agronomist and lives there, managing the crop production and the cattle with the help of a technician. We go to the farm every two months and stay in contact through the Internet," Claudia says. The Devons' adaptation to the farm has been improved day by day. As an European breed, more adaptable to cold weather, they need much shade and are vulnerable to tick infestations.

Almor and his daughters make decisions together on the business. "As well as our father, we don't believe in farming with no crop-livestock

integration. We have breeding stocks of Devon PO and Nelore PO animals and make crosses between the two breeds," Claudia says.

Everything began in 1998, when Almor took to Bahia his two first Devons, purchased from the Santa Tereza and Santa Lúcia farms. His daughters were gradually involved in

the business. Claudia got a degree in veterinary medicine in 2000 and spent a year at the farm, returning to Porto Alegre to pursue a master's degree at UFRGS. Paula stayed for a longer time and now the sisters occasionally visit the farm in Bahia, where they also grow soy and corn.

Cattle on a farm in Correntina, State of Bahia | Photo: Courtesy Image



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Young José Luiz Branco and the cattle | Photo: Courtesy Image

## A doctor in the fields

**A** doctor based in Lages (SC), José Luiz Branco Ramos often switches the white coat for the farming activities. His father, Dr. Airton Rogério Ribeiro Ramos, was a Devon pioneer in the highlands of Santa Catarina with the Santa Rita farm.

Carmen, Airton's wife, recalls that in 1972 her husband purchased four Devons from a farm in Lagoa Vermelha (RS). José Luiz and his three brothers grew up in this rural environment.

From 16 to 32 years of age, José Luiz dedicated himself to studies, getting a degree in medicine and pursuing specialization courses. He came back to Lages, where he works as an ophthalmologist. After his father's death, three years ago, he decided to run the farm with his mother. "I always had an interest, but I

hadn't time. Now I'm trying to move forward," he says.

Today, Devon accounts for almost the entire herd – nearly 400 animals. "Thanks to its hardiness, the breed adapts well to the Santa Catarina's highlands, benefited by the region's

climate," the doctor adds.

José Luiz's goal is to improve and increase the breeding stock. His two children (6 and 2 years of age) are enjoying the countryside, a sign that they are willing to carry on their family's tradition.



Airton Rogério Ribeiro started the Devon breeding stock in 1972 | Photo: Courtesy Image





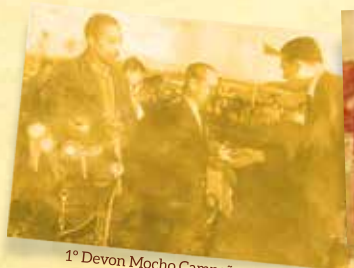
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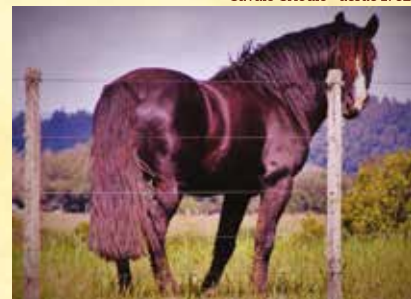


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Judge Gilson Hoffmann with the Grand Champion. | Photo: Michel Martins

## Devon wins space in Expolage

Considered one of the biggest agribusiness trade shows in Santa Catarina State, Expolages is also a stage to show the quality of beef cattle to a large audience. In 2018, the event was held between October 9 and 14 and drew a crowd to the Conta Dinheiro Exhibition Park in Lages city.

Gilson Hoffmann, the vice-president of ABCD, served as a judge during Expolages and was impressed with the high level of the animals in the exhibition's last edition. "I see that year after year, and this growth is not only in terms of quantity, but also quality.

Devon took 18 animals to Expolages last year. According to Hoffman, today it is one of the British most valuable breeds in Santa Catarina. "We can see a high level of motivation on the part of raisers and also an increased demand for sires. In trade fairs, we realized that the breed's calves and heifers get the highest prices," Hoffmann says.

Cacio Moraes, president of the Devon Breed Raisers' regional section in Santa Catarina, says the exhibitor's participation in Expolages has been increasing. "What also impressed us was the greater demand for Devon from beef cattle raisers eager to learn about the breed's traits." According to him, the Devon's demonstrated potential to gather people who produce, admire and consume the breed's meat marked the trade show.

Among the prize-winning animals, the bull Dimitre, from São Luiz (box 120), owned by exhibitor Ivo Tadeu Bianchini, from the São Luiz Farm, Capão Alto (SC), was the grand champion. The cow named Festeira da Galha Azul (box 126), shown by Antônio Marcos Passarin, from the Galha Azul Farm, Fraiburgo (SC), won the title of Grand Champion Female. Passarin also sold a Devon Junior Champion

bull for a record of BRL 19,200.

According to Moraes, the Devon certified calves and heifers are an additional part of the breed's certified beef program. But only the certification status of the calf is not a guarantee that a bonus will be paid by the meat-packing plants, as it depends on the degree of finish against age and weight. "Today we seek an average Devon, with short hair and beef aptitude, the most important traits for modern cattle raising," he explains.

Devon is known for its docile dams, with excellent mothering ability and rustic traits, producing progenies for confinement, semi-confinement and pasture finishing systems with a great performance, the president of the Santa Catarina's Devon Breed Raisers Section says. These are advantages already recognized by the market, as well as the level of marbling and meat tenderness.

For the next edition of Expolages, Moraes expects a greater number of exhibitors, mostly for rustic animals – last year, he won the event with a rustic cow from the Colina Farm, São José do Cerrito (SC). Among the males, the champion prize was awarded to the Santa Helena Maria Farm, owned by Helena Cristina Bianchini Araújo, from Lages (SC).

The Grand Champion Female of Expolages 2018 | Photo: Michel Martins



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Breed's Grand Champion Female  
Photo: ABCD

## Expoingá: more visibility for Devon

One of the greatest Brazilian agribusiness trade shows, Expoingá 2019 marked Maringá (PR) last May. Gilson Hofmann, the vice-president of ABCD, says 100 Devon animals were taken to the event, all of them from Rio Grande do Sul State. Nearly 100 people attended the conference on Devon, the crossbreeding perspectives in the Central Brazil and tropical regions and the certified Devon beef. "It exceeded our expectations. There were many people interested

in buying semen and Devon sires, with good business prospects," he says.

According to Alfredo Tavares, a Devon raiser from Pedras Altas (RS) who served as a judge in the event, despite their small number, the Devons stood out for their quality. "The most important for the breed was the visibility we had. The judging was conducted together with Nelore animals, the most common zebuine breed there. After that, we had a good audience watching our

conference on Devon," Tavares recalls.

To conclude, it couldn't lack the traditional churrasco made with certified Devon meat. "The people were delighted at the delicious, tender meat. Devon has received unanimous approval among those who tried it," he says.

Maria Iraelázia de Araújo, president of the Rural Society of Maringá, highlights this was the Devon's first participation in the fair, which received 550,000 visitors over ten days. "We got to know



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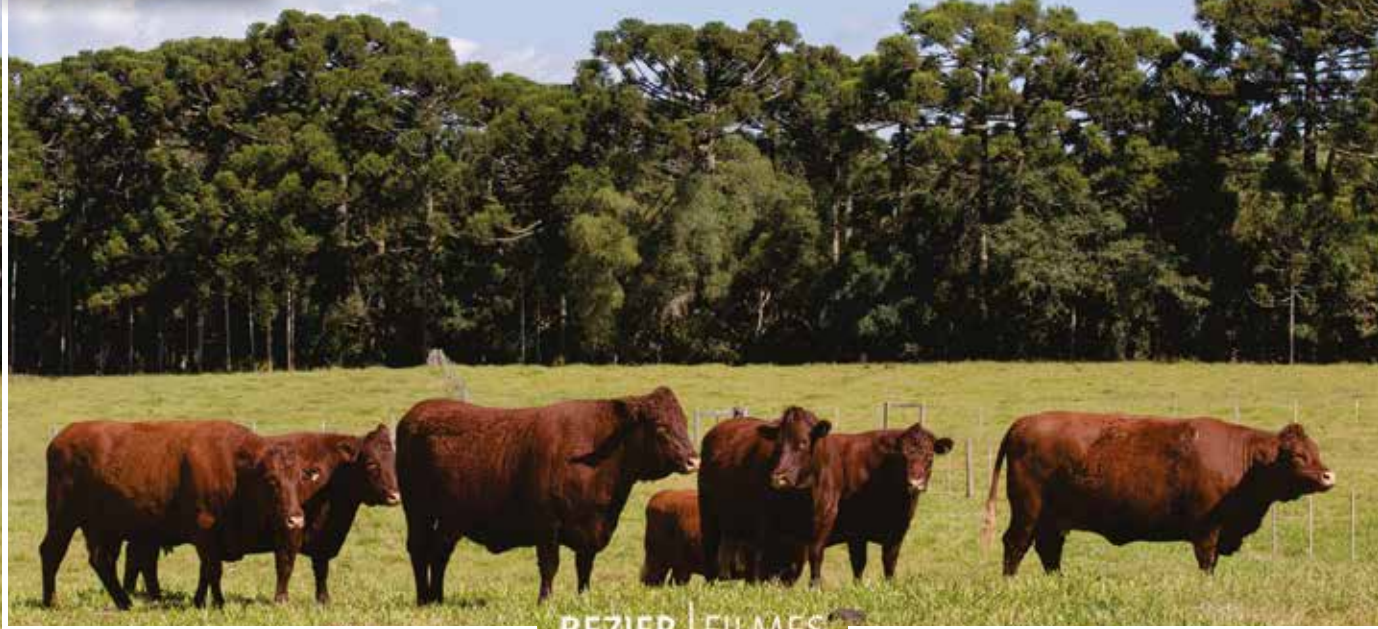
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54.99982.0703



fazendasaovalentin@yahoo.com.br



the Devon breed during Expointer, in Esteio, and contacted the association, the breeders, to make them come to Maringá," she says.

Expointer 2019 was held from May 9 to 19 in Maringá (PR). It gathered 1,300

exhibitors and showcased more than 7,000 small and big animals, new equine and bovine breeds, an Agri-technological Space and startups, in addition to 28 performances by Brazilian artists.



Judge Alfredo Tavares with the Devon Grand Champion Female  
Photo: Courtesy Image

## WINNERS LIST

MALES		FEMALES	
<p><b>Breed's Grand Champion Bull and Champion 2 years-old</b>  <b>Box 13:</b> São Valentim Creditor 1862  <b>Exhibitor:</b> São Valentin Farm - Nova Prata-RS.  <b>Exhibitor:</b> Reinoldes A. Cherubini - São Valentin Farm</p>	<p>Santa Lúcia 383  <b>Exhibitor:</b> Santa Lúcia Farm - André da Rocha-RS.</p>	<p><b>Breed's Grand Champion Cow and Senior Champion Heifer</b>  <b>Box 6:</b> DG Volta 74  <b>Exhibitor:</b> Fazenda da Volta Farm - Muitos Capões -RS  <b>Exhibitor:</b> Maria Helena G. Baldisserotto</p>	<p><b>Exhibitor:</b> Santa Lúcia Farm André da Rocha -RS.</p>
<p><b>Reserve Grand Champion Bull and Champion Junior Bull</b>  <b>Box 12:</b> Prospect 7900 de</p>	<p><b>Reserve Champion Junior Bull</b>  <b>Box 11:</b> Dinamite da Tupi 115  <b>Exhibitor:</b> Tupi Farm Nova Prata-RS</p> <p><b>Calf Champion</b>  <b>Box 9:</b> DG Volta 109  <b>Exhibitor:</b> Fazenda da Volta Farm - Muitos Capões-RS.</p>	<p><b>Reserve Grand Champion Cow and Champion Junior Heifer</b>  <b>Box 4:</b> Titã de Santa Lúcia 436</p>	<p><b>Reserve Champion Junior Heifer</b>  <b>Box 5:</b> Granada de Santa Lúcia 2742  <b>Exhibitor:</b> Santa Lúcia Farm André da Rocha -RS.  <b>Grand Champion Cow</b>  <b>Box 7:</b> Benedictus Marlo- ne 2529  <b>Exhibitor:</b> Santa Maria Farm São Gabriel -RS.</p>

**André da Rocha**  
54 3611 1019



**Protásio Alves**  
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Earring is an important item of the certification program | Photo: Courtesy Image

## Devon: a booming market for calves

Last fall, the calf production saw booming markets. The good soybean productivity rates helped by a rainy winter and the higher prices of the grain – driven by the appreciation of the U.S. dollar and the international markets – increased the amount of money circulating in those markets. According to veterinarian Lucas Teixeira Hax, who is also the technical director of ABCD, the end of harvest and the conversion of lands into pastures helped beef cattle finishers in the search for superior calves.

On the retail side, the share of the population who buys premium meat – that is, people willing to pay a little more for a beef cut to have a high-quality consumption experience – is increasing. Thus, meat certification programs like the Certified Devon Beef are expanding, providing these customers quality assurance and transparency.

According to Lucas Hax, the value added to certified carcasses is also transferred to cattle raisers through

bonus payment for animals that meet the breed and carcass standards required by these programs. In 2018, the average bonus for certified Devon animals slaughtered was more than R\$1 per kilogram (2.2 pounds) of carcass. Following this path, the Association created the Certified Devon Calf Program, aimed at leading Devon animals to certified slaughter facilities and getting better payments for raisers of calves that qualify for certification based on the racial pattern.

The Certified Devon Calf Program started at the beginning of this year. Although young, its value-adding effects are already clear. In the town of Caçador, Santa Catarina State, one of the first certification areas for Devon calves, a trade show held in April exceeded expectations. The certified Devon castrated male calves were sold at an average R\$0.15 increase per kilogram against the others animals. The certified Devon cows had an average increase of R\$2.51 per kg, more than 38% higher than the average price paid for other females.

These data are an important response from the market for Devon. While consumers approve the quality of meat, producers confirm the breed's excellent zootechnical performance. Thus, both breeders and re-breeders, as well as finishers and confined cow-calf producers, add value to their products, increasing their business' sustainability and working on the "top shelf" of cattle farming!



Veterinarian Lucas Hax is the technical director of ABCD | Photo: Alexandre Teixeira

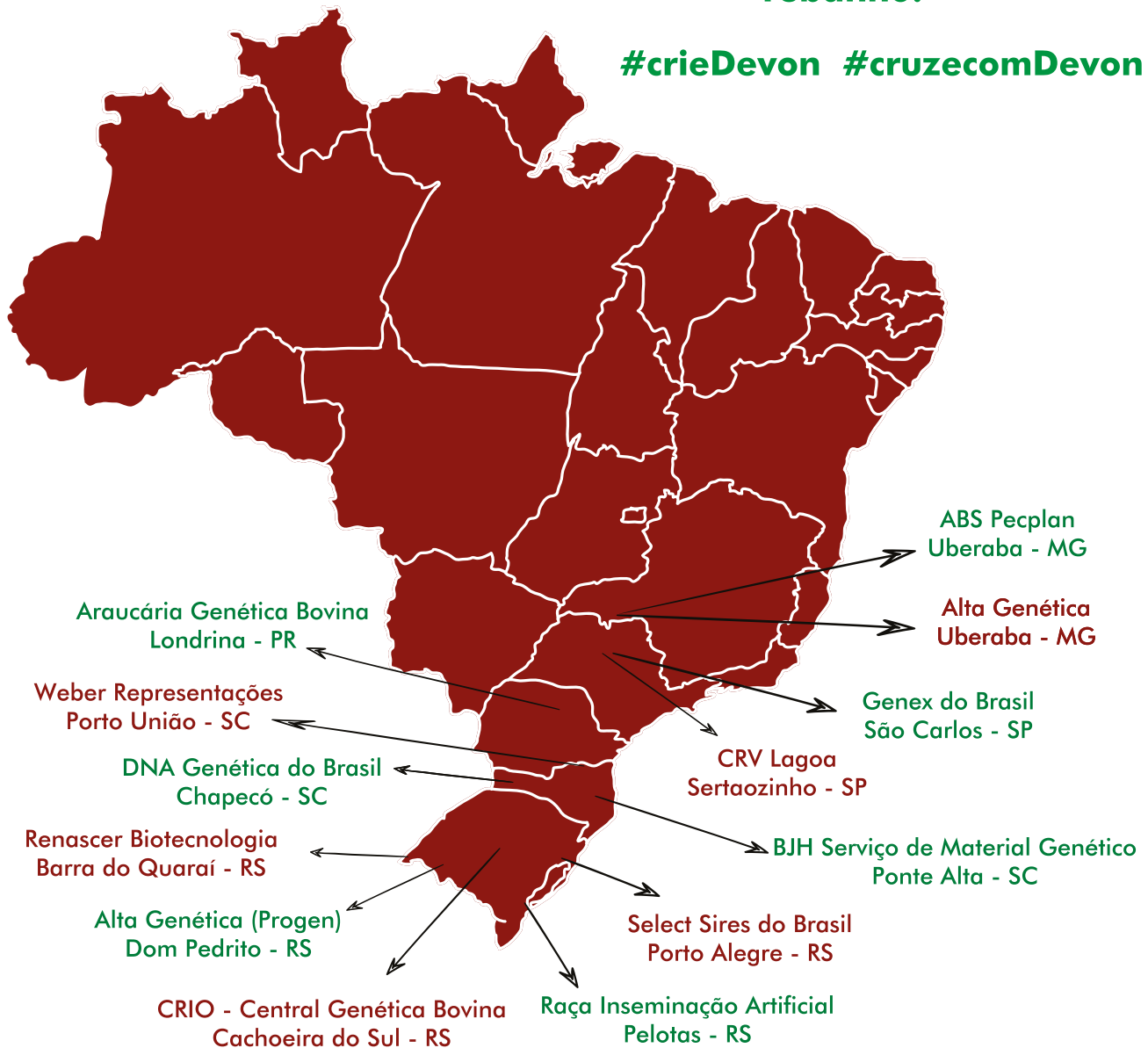


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Grand Champion Female Box 922 | Photo: Alexandre Teixeira

## Quality of animals stands out in Expointer

A total of 48 animals eligible for a prize and other 30 rustic ones registered for Expointer 2018, including 20 males and 10 females. The Camboatã farm was the highlight of the contest, winning the grand champion female and the reserve grand champion bull and cow awards. The Tupi farm,

owned by Paludo Agropecuária, also excelled in the judging ring, receiving is first award in the contest. The winner was Dynamite da Tupi 111.

Camboatã also stood out in the competition by categories and won five prizes. The farm also got the Junior Exhibitor Trophy with

Tatuagem TE 601, presented by Lucas Pandolfi.

According to the farm's owner, Marcos Pandolfi, this was the best result in the Expointer's history. "Camboatã Agropecuária has been investing in the Devon breed for more than 15 years, with selection, imports of bovine semen and embryo transfer. The

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### MALES

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#### **Grand Champion**

Dynamite da Tupi 111

**Exhibitor:** Paludo Agropecuária – Nova Prata (RS);

#### **Reserve Grand Champion**

Camboatã 615 Urano

**Exhibitor:** Camboatã Agropecuária – Camaquã (RS);

#### **Chiripá Trophy**

Santa Lúcia 2449B – Santa Lúcia Farm – André da Rocha (RS)

**Exhibitor:** Soely Barreto Hoffmann

#### **Junior Exhibitor Trophy**

Camboatã TE 601 Antares – Camboatã Agropecuária – Camaquã (RS)

**Exhibitor:** Lucas Pandolfi

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Reinoldes Cherubini

breeders have done in the genetics field. "Some lots were very similar, which turned the judging into a difficult task. The bar was really high," he said.

Reinoldes Cherubini also stresses the greater number of rustic breeds. "The animals have improved and excelled in the events over the past few years. I'm glad that the breeders are investing in rustic animals."

The rustic animals entered the

ring for the Top Devon auction on August 30, at Ring J in the Assis Brasil Exhibition Park, in Esteio. The average for bulls was R\$7,840.00. The eight animals sold reached R\$62,720.00.

The highest-price bull was grand champion Carrasco S Stone 3950, from the Santa Alice Farm, purchased by Renan Fogaça, from the town of Cambará do Sul.

result is a top genetics that has proved its quality in the judging rings," Pandolfi says.

According to Gilson Hoffman, the technician in charge at Agropecuária Paludo, the bull Dynamite showed its male head, a good bone structure and a perfect posterior, as well as a good rib-eye area, with 141 cm<sup>2</sup>, among other traits.

Reinoldes Cherubini, the contest's judge, evaluated the animals that entered the ring as high-quality and excellent pattern animals. According to Cherubini, the high level of the animals in 2018 Expointer demonstrated the good work that



Grand Champion Male Tupi 111 | Photo: Alexandre Teixeira

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## FEMALES

### Grand Champion Cow

Camboatã TE638 StonegroveC124.

**Exhibitor:** Camboatã Agropecuária – Camaquã (RS);

### Reserve Grand Champion Cow

Camboatã TE570 G7090C280

**Exhibitor:** Camboatã Agropecuária – Camaquã (RS);

### Champion Junior Exhibitor

Prata JR102 SANT ANT897 – Cabanha JR do Prata, André da Rocha (RS)

**Exhibitor:** Paloma Jacques Ribeiro.

### Champion Chiripá Trophy

Bravata G7090 de Santa Alice 1181 – Estância Santa Alice – Santa Maria (RS)

**Exhibitor:** Ana Cecília Senna Ribas

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The program completed two years with 3,000 animals slaughtered  
 Photo: Courtesy Image

## Certified meat in search of new markets

Implemented in May 2017, the Certified Devon Beef Program completed two successful years with prospects of expansion. Since then, 3,000 animals with the Certification Seal were slaughtered, among castrated steers and heifers, totalling 761,800 kg (nearly 1.7 million pounds) from May 2017 to May 2019.

The seal on packages ensures to the consumers the traceability and authenticity of the product, approved based on strict quality criteria – including, for instance, animals with a guarantee of origin and raised according to animal welfare standards.

Today, 150 breeders are registered as suppliers for the production of Certified Devon beef cuts. All the slaughter procedures are carried out at the Frigorífico São João meat-packing plant, in Santa Catarina State, a which is benchmark of high-quality meat. The noble cuts are found in 130 points of sale, including the famous Casa

de Carnes Edson, in the city of Bombinhas, a mandatory stop for those seeking Devon cuts.

For the time being, the certified Devon meat is still an exclusivity of Santa Catarina’s consumers. Simone Bianchini, the president of the Brazilian Association of Devon Breeders, says the next step is widening the market, integrating the Rio Grande do Sul’s chain to the system. “The state is a promising market for slaughter and consumption of Certified Devon Beef, so there are ongoing negotiations with two meat-packing companies from there,” she says.

The Bovine Breeds Certification Program is endorsed by the Brazilian Agriculture and Livestock Confederation (CNA), which aims at promoting and valuing the bovine breed, ensuring a bonus payment to the producers for the arroba price and adding value to the meat.

Currently, eight breeds are included in the program.

According to Simone, this initiative boosts the growing premium meat market. “It raises the bar and gives transparency. The consumer now knows that a cut showing the seal has a guarantee behind it. And it’s the Association – through a specialized technician – that ensures this quality pattern,” she adds.



Certification ensures the quality of the product  
 Photo: Courtesy Image

**Benedictus Robusto**

**Campeão Sênior e Reservado de Grande Campeão Expointer 2017**



**Touros da Santa Maria:  
Genética e Seleção  
adaptada para todo o Brasil**

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**ANGUS**  
♦  
**BRANGUS**  
♦  
**DEVON**



**Desde 1959**

# Carcass contest

This October, the Brazilian Association of Devon Breeders (ABCD) plans to promote a carcass contest. The event will be held in partnership with Frigorífico São João (SC), currently the only meat-packing company offering certified Devon beef.

According to the ABCD's president, Simone Bianchini, the contest will include two categories. One will focus only on grass-fed cattle (pasture-raised and finished animals, with no grain supplementation) to present a new product line to the market. The other will have confinement-raised cattle. "The idea is to work on the advantages of each

one and see whether there is any difference in terms of meat taste," Simone explains.

Lucas Teixeira Hax, from ABCD, says the patterns taken on account are the same as those considered for slaughtering under the certification program, like castrated males and females with up to four teeth. The animals are divided into four groups: distinct males, distinct females, crossbred Devon bull and crossbred Devon cows.

"These carcasses are scored based on a few criteria, including sanity, breed pattern, age, carcass conformation and weight, and fatness degree," Hax says. The contest will



Event will select the best Devon carcasses  
Photo: Ricardo Faria

be organized by a technician from the Devon Certification program, a member of the ABCD's technical board and a representative of Frigorífico São João.





Auckland is one of the host cities of the World Conference of Devon Breeders | Photo: Pixabay

## Towards New Zealand

**Devon breeders** from all over the world will meet in New Zealand in 2020. The 11<sup>th</sup> World Conference of Devon Breeders will be held from February 4 to 16

**T**he program includes group trips to traditional farms and also the opportunity to see the herds, the breeders, the local properties' structure and management.

The highlight is expected for Hamilton, on February 9, 2020, when all the guests will attend a conference on the breed. Activities in Wellington and Auckland, the New Zealand's two largest cities, are also

scheduled. The participants may also go on a South Island "adventure" tour.

The event is held every four years – the last one was in England in 2016. New Zealand is one of the world's top Devon producers. The breed, known for its tolerance to hot climates, adapted well to the country.

ABCD is organizing a group that will represent the Brazilian Devon in the event. The president of the New


Zealand Devon Cattle Breeders Association, Karen Schumacher, says the visitors will be welcomed with an "excellent blend of cattle, people, places and activities."

Registrations are now open, and those interested can call Planeta Viagem travel agency at (51) 3342-6563, contacting Patricia (e-mail: [patricia@planetaviagem.net](mailto:patricia@planetaviagem.net)).



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# Foot-and-mouth disease: withdrawal of vaccination on the horizon

By 2023, the Ministry of Agriculture expects to end the vaccination program to combat foot-and-mouth disease. The plan includes the gradual withdrawal of vaccination in the country until it is finally recognized as a disease-free zone without vaccination

Only the state of Santa Catarina has this status so far. Soon it will be followed by Paraná – the Ministry has approved the suspension of the vaccine by the end of 2019. The neighboring Rio Grande do Sul wants to follow the same path.

The Rio Grande do Sul's Department of Agriculture, Livestock and Rural Development has already drawn up a strategic plan to achieve those goals. It has allowed the state to reach the targets, and most of them were already met or are underway.

According to the document, progress has been made in the surveillance and monitoring system across the state, including the control of animal and product transit at border checkpoints.

For the government, the decision to suspend the vaccine is not a unilateral move. "We discussed with farmers' unions and associations so that we could require the status of FMD-free zone without vaccination," explains the director of the Agriculture and Livestock Defense

Division (DDA) of the Rio Grande do Sul's Rural Development Department, Antonio Carlos Ferreira Neto.

One of the reasons, he says, is to follow up the status of Paraná, where herds were vaccinated for the last time in May 2019 and the withdrawal process has already begun. If Rio Grande do Sul keeps the vaccination, it would lose its current market share, and not only for cattle.

He adds that, over the last two years, the state government adopted a number of measures to ensure the



Antônio Carlos  
Ferreira Neto

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*" Only Santana do Livramento city sold 8,000 heads of sheep to clients from Paraná from May to June. Without the disease-free status, we won't be able to continue selling these animals."*

---

herds' sanitary security, always to meet the Ministry of Agriculture's requirements. After an audit carried out in last July, the Ministry's decision will be announced by September. "From this assessment on, which hopefully will be positive, we'll start the vaccination withdrawal process," he says.

Animal health experts say the measure should be treated with caution. While the vaccine withdrawal has the potential to open new markets for the Brazilian beef, in case of new outbreaks of the disease, the results would be disastrous, with damages to Brasil's exports.

The director of the Veterinary Professionals' Union of Rio Grande do Sul (Simvet-RS), João Júnior, says the inspection services are still unsatisfactory, as there aren't enough

technicians to meet the total demand. "We also need to improve the control along state and national highways so that we can have an appropriate movement of animals with Animal Transit Guides (GTAs)," he explains.

According to the Ministry of Agriculture, the GTA is the official document required for transporting animals in Brazil and contains crucial traceability information (origin, destination, purpose, species, vaccination, among others). Today, in most of the states, the GTAs are issued electronically, which makes the process easier and allows the raiser to travel with the animal's appropriate documents.

Júnior agrees that the Rio Grande do Sul's Agriculture Department and the Ministry of Agriculture have proved that no FMD circulating virus was detected in the state. This gives security to the production chain in the short term. But it takes to go beyond. Brazil's shared border with Uruguay and Argentina is huge and a large portion of it is a free-access area. Surveillance systems for animal health are lacking.

He mentions the economic factor. Rio Grande do Sul sells many Devon, Angus and Hereford bulls to São Paulo and Paraná. If the vaccination is kept in the state and suspended in Paraná, the transportation of these animals to the Southeast will be hampered. "Today there is a sanitary corridor in Santa Catarina. We'll need another one in Paraná, and this will increase the costs. We'll lose market share," he says.

Raiser Gilson Hoffman, a member of the Brazilian Association of Devon Breeder's board of directors, says suspending the vaccine program will be beneficial, but it should be treated with caution. "Rio Grande do Sul conducted a range of epidemiological studies over the past years confirming the absence of the virus. We're in a positive phase, but we need to improve the surveillance on the borders," he advises. Between 2015 and 2018, he adds, the state sold more than 7,000 sires to Paraná. "That's why we must go hand in hand with Paraná in this process."

Former state secretary of Agriculture and representative Ernani Polo explains "Rio Grande do Sul is



Ernani Polo

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*"Rio Grande do Sul is a top exporter of animal protein."*

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a top exporter of animal protein." According to him, who leads the State Legislator's Front for Supporting the Animal Status Change, the measures developed with the

Ministry of Agriculture allow to improve the health status, granting Rio Grande do Sul the same FMD-free zone without vaccination status as Santa Catarina.

The state has also kept since 2005 the Animal Development and Health Defense Fund (Fundesa), aimed at proposing and supporting the development of animal health actions, as well as ensuring a quick response during the intervention in sanitary matters and further indemnification for farmers.

What all the experts agree on is that the disease-free zone without vaccination status, when applied



Rogério Kerber

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*"RS has a well-structured, modern defense service, which is permanently improved and updated."*

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to Brazil, will improve the Brazilian beef's image abroad. It is expected to have a positive impact on all animal and protein chains, mostly in poultry and pork meat industry, which are very important in the country's southern region.



Photo: Gerson Lopes

# A Symposium on Devon Beef at 'Churrasco' Party

Nothing more appropriate than taking the Devon beef to the National Capital of Churrasco (the Brazilian-style barbecue). This is what happened on January 30 this year, at the Devon Meat Symposium during the traditional Churrasco Party in Lagoa Vermelha city.

Agronomist Ilvandro Barreto explains the event aims to stress the importance of the churrasco party, for what the dish means for culture and history. "The churrasco is a Rio Grande do Sul's traditional dish, but it has a distinctive feature because of Lagoa Vermelha's historical background and factors like tropeirismo

(the activity of cattle driving across the southern and southeastern regions in 18<sup>th</sup> and 19<sup>th</sup> centuries)," he says.

Mello adds that the herds entered the region around 1700 with the tropeiros (troops on horseback who transported cattle and goods). In 1912 the first Devons started to arrive at Lagoa Vermelha when the city was still a district of André da Rocha. "Since then, the region has been investing on genetic breeding," he says. Today, Lagoa Vermelha is a traditional hub for the Devon breed.

According to Barreto, the symposium attendees usually come back the following year. New participants



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are attracted by the conferences on the premium meat market, the quality of Devon meat and the integration of crop and cattle farming that ensures good pasture for the animals and native grasslands for finishing cattle during the summer.

One of the event's highlights was agronomist and Lagoa Vermelha mayor Gustavo Bonotto. He stressed the importance of doing an excellent work with Devon. The discussions also addressed the need to develop workers like butcherers and roasters, who strive to keep the churrasco tradition alive in Lagoa Vermelha.

The Lagoa Vermelha's churrasco has a unique recipe. Everything begins with the cattle raising model, which results in a better-quality beef and premium cuts. Only the rib is roasted with bone-in, and the skewers used are made of wood.



The Devon Symposium traditionally opens the National Churrasco Party  
Photo: Emerson Barreto

"The cutting style is also different, following the line of the rib bone. In the meat shops, cross-sectional cutting is the usual method," Mello says.

So much history and taste may gain official recognition. A bill (PL193/2018) presented by former-senator Ana

Amélia Lemos to grant Lagoa Vermelha the title of National Capital of Churrasco is waiting approval by Brazil's Chamber of Deputies. It was passed by the Senate's Education Committee and needs a final vote from the lower house for it to become law.

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## Grande Campeão Expointer 2018



Fotógrafo: Alexandre Teixeira

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Joelmir Gassen Gonçalves is preparing this 14-year-old daughter to continue the family's tradition | Photo: Courtesy Image

## From Devon's rusticity to precocity

**Breeder Joemir Gassen Gonçalves**, who is the third generation of his family to deal with Devon cattle, lives in a farm in Rio Pardo countryside, where he raises nearly 600 animals.

At least two times per day, he drives 27 kilometers between the town and the São Luiz farm to take and pick his 14-year-old daughter from school.

Habituated to the farming activities, she is the fourth generation and the future of the Devon breed in the family. Gonçalves says she knows the Devon's aptitudes usually seen in printed prospects by heart. "At some moment of our journey, all of them were crucial," he adds.

Everything started with his grandfather, Leovegildo Gonçalves, who around 1927 purchased the land where the farm is currently located. "My grandfather saw those red, strong animals and didn't know much about the breed. But he realized that it could withstand the cold weather and humidity while pulling the plow on the rice field," Gonçalves says.

Without a tractor, the cattle were the only alternative for the heavy work on the farm. The cattle's rusticity became a determining factor in the family's daily routine, Gonçalves recalls, through the use of yokes

of oxen. His grandfather owned as many as 160 yokes, each one harnessing two oxen together.

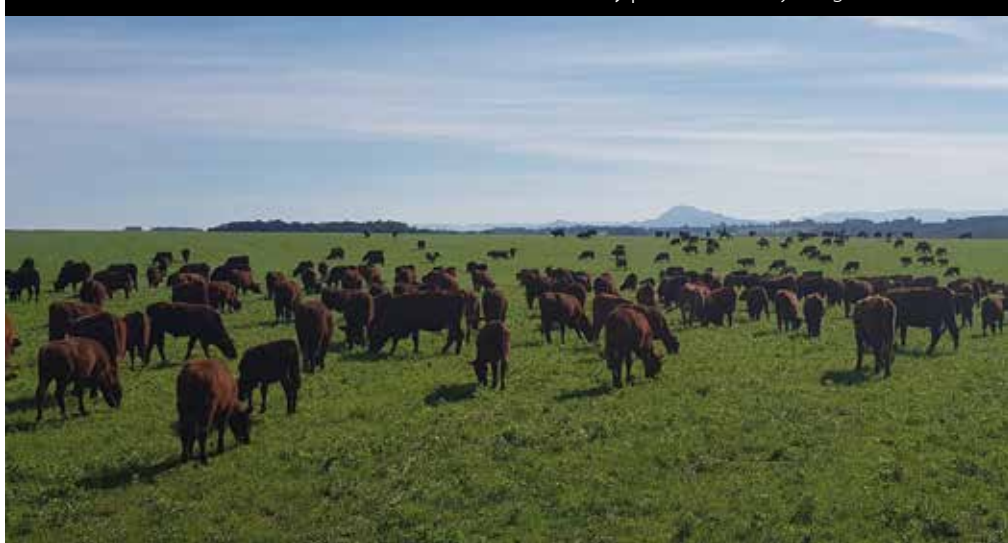
Joemir's father, Palmir Gonçalves, continued the work with the animals on the rice field, but he saw the gains from the Devon's fertility and productivity. The cows calved early and produced more than one calf per year. "My father and my mother, who was a German, realized that the Devon cows had a strong mothering ability. My mother tamed the calves, which became extremely docile and easy to sell," Joemir says.

Now, with Joemir, the third generation relays on the Devon's precocity to get better results in beef production. A heifer becomes pregnant

before two years of age, and a male reaches 380 kg (830 pounds) within one year and a half. "This only with pasture feeding, we don't use troughs," the farmer explains. He supplies meat to Frigorífico Gassen, a meat-packing plant from Santa Cruz do Sul.

With a degree in zootechnics, Gonçalves says his daughter plans to do a degree in agriculture-related sciences to continue the family's business. "My grandfather knew the rusticity traits of the Devons. My father knew the fertility, and I knew the breed's precocity traits. It's a huge story for those who have lived in the field for almost 100 years," he adds.

The São Luiz Farm has raised Devon cattle for almost a century | Photo: Courtesy Image



★ Touro oriundo da seleção de 60 anos do criatório renomado de Devon do Brasil, Cabanha São Luiz, Lages/SC.

★ Traz em sua genealogia paterna o sangue do reprodutor inglês da atualidade, Tilbrook Sunset II, Rotokawa 425.

★ Pelo zero, mocho genético, cor ruby intensa, indicado para raça Devon e seus cruzamentos com zebuínos.

★ Excelente comprimento corporal e conformação carnicera.

★ Extremamente precoce, estrutura robusta e forte.

**Reg.:** 67393  
**Nasc.:** 15.11.2015  
**Peso:** 1.100  
**PE:** 42 cm  
**Criador:** Ivo Tadeu Bianchini  
**Prop.:** Cabanha São Luiz e Camboatã Agropecuária

**Sunset TE de São Luiz** Tilbrook Sunset II  
Jara RotaKawa de São Luiz TE 458

**Parafina de São Luiz 604** Jequitibá RotoKawa São Luiz 475  
Garupá G144-G195-1852

Igenity® Gold - Avaliação Genética

Animal Information			Maternal								Growth				Carcass				
Animal ID Number	Sample Barcode Number	Gender (M/F)	Breed	BW	CED	CEM	HPR	MILK	STAY	Doc	WW	ADG	YW	RFI	Marb	REA	Fat	Tend	HCV
tat1086b	AB42098	M	DE	6	4	5	6	7	7	6	6	4	5	5	4	6	4	4	5

Animal Information			Decision Indexes		
Gender (M/F)	Breed	Animal ID Number	Igenity Production Index Star Quartile Ranking	Igenity Production Index	Igenity Maternal Index
M	DE	tat1086b	★★★★	5.30	6.1

Opinião



Excelente reprodutor, destaque para os índices Igenity de docilidade, pelo zero, índice maternal excelente, um grande raçador quatro estrelas. Precoce, com conformação de carcaça muito carnicera, com progênie comprovada.

**Dr. Ivo Tadeu Bianchini**  
Médico Veterinário



**Sêmen Disponível**



Igenity Production Index Star Quartile Ranking

Fonte: Neogen GeneSeek Operatons - Lincoln, NE, US



# DEVON

## SUMÁRIO DE TOUROS 2019/2020

Não perca a maior inclusão de touros Devon dos últimos tempos.  
Lançamento durante a Expointer 2019



Foto: Gabriel Olivera

Cumulus AgroComunicação





**A Cabanha Aparecida é referência em manejo e genética de ponta.  
Investe pesado em grandes campeões, tanto na compra de  
animais quanto na aquisição de sêmen dos melhores exemplares  
da raça Devon, com venda permanente.**



**Vila Seca - Caxias do Sul - RS - Fone: 54 3224.7600**

# DEVON

## QUALIDADE E PRODUTIVIDADE

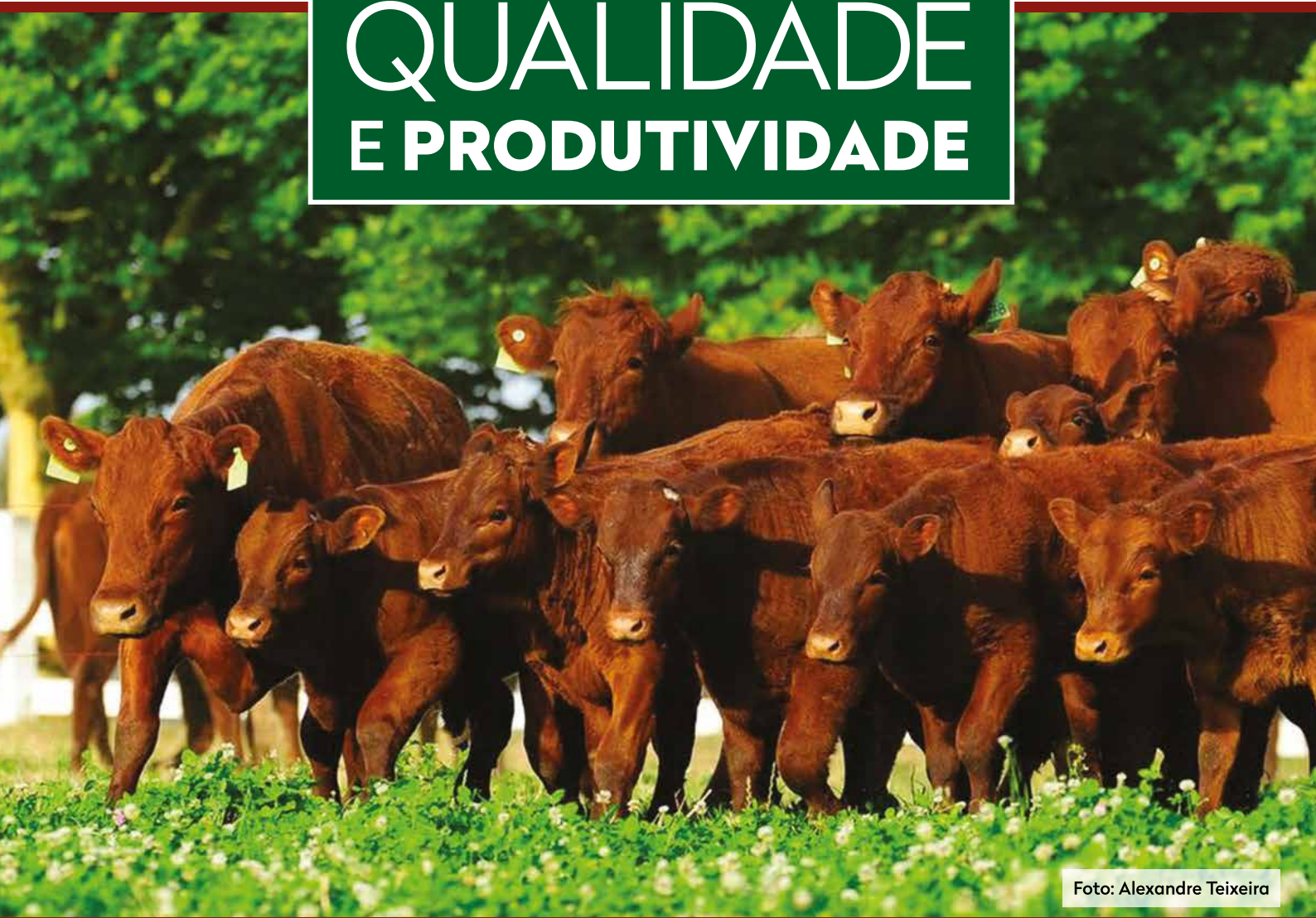


Foto: Alexandre Teixeira

- Alto rendimento de carcaça
- Precocidade sexual e de acabamento
- Excelente marmoreio
- Fertilidade
- Elevada habilidade materna
- Docilidade
- Ganho de peso
- Facilidade de acabamento
- Facilidade de parto
- Reprodutores rústicos e eficientes
- Adaptação a diferentes climas
- Excelente lactação



ASSOCIAÇÃO BRASILEIRA  
DE CRIADORES DE DEVON