

Annual Report



August 2018

# Excellence

*from the fields to the table*







# Embriões Camboatã Excelência Devon

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# Dear readers,

**K**eeping an eye on what the market is demanding, the Board of Directors of the ABCD (Brazilian Devon Cattle Raisers' Association) has launched a new visual identity. The new logo embodies new tendencies, but preserves references, thus strengthening our identity and alluding to the Certified Devon beef seal. Therefore, we have a completely new look. I would like to thank the team of the ABCD's Department of Communications and Marketing for this work.

In keeping with the tradition, a group of cattle raisers took part in the 2018 World Devon Tour held in the USA and gained a wealth of knowledge in addition to the joy of revisiting old friends. While in 2016 we had an opportunity to see the impact of investments on the premium market in the United Kingdom, in the United States we saw the rise of organic products and development of consumption of local products. In the second part of the American Tour, we were shown quality large-scale production in the countryside. It should be noted that these two different actions are not excluding but complementary.

Following this line of thinking, the ABCD has been promoting the Certified Devon beef through such actions as participation in events like ÔChurras, several editions of Meat Showcase, courses and tastings of special meat cuts, and the Malbec Festival. This move is aimed at consolidating the market share of the Devon breed on the premium market, which is a niche growing both in the world and in Brazil.

Parallely, the search for new markets for Devon



**Betty Cirne-Lima**  
*President of the  
Brazilian Devon  
Cattle Raisers'  
Association*

cattle by participating in such events as Expointer, Expolages, ExpoAgro de André da Rocha, and, for the first time, in Expoingá in Maringá, state of Paraná, in addition to supporting the adoption of selection tools like the PROMEBO, the incentive to get higher rankings for beef produced in Brazil and intended for the most demanding markets, all this strengthens another direction, which is to foster the crossbreeding with Devons.

The premium and retail markets are very different products, yet they result from converging actions. In order to produce premium cuts, it is necessary to start off with genetic selection in addition to adopting special care and handling practices. The large-scale production is a result of this genetic selection and, thanks to this, delivers a differentiated product to the retail market. Therefore, as you will see in the reports published in this annual newsletter, the ABCD's actions have been oriented towards helping the products of our members occupy different niches of the current meat market.

Along the same lines, keeping up the traditions combined with the daring spirit are also expressed in the tributes paid by the ABCD to the cattle raisers who play the most prominent role in our history: Almor Antonioli and Reinoldes Cherubini, the pillars of our Association.

As we all love novelty, come and check out the new ABCD headquarters at the Esteio Park, they are there for you.

Enjoy your reading!

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## Board of Directors

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### January 2017 • August 2018

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#### *Department of Events*

Aline Cherubini, Ana Paula Paludo Hoffmann, Cláudia Antonioli, Daniela Barreto Branchi, Rosana Cherubini Justi and Simone Bianchini.

#### *Youth Commission Department*

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## **CRIAÇÃO DE DEVON. GENÉTICA DE QUALIDADE.**

A criação de gado Devon da Fazenda Tupi e Três Porteiras tem como foco principal a qualidade. Temos experiência no manejo há mais de 20 anos e possuímos os melhores reprodutores dos principais criatórios de Devon.

Utilizamos a Técnica da IATF (Inseminação Artificial em Tempo fixo), usando sempre sêmen de destacados reprodutores Devon, alguns importados da Nova Zelândia, Austrália e Inglaterra.

Conheça mais sobre nosso rebanho de gado Devon PO e comercial.

**Acesse [www.fazendatupi.com.br](http://www.fazendatupi.com.br) ou entre em contato pelo [fazendatupi@hotmail.com](mailto:fazendatupi@hotmail.com)**



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Estrada Buarque de Macedo / Rio Branco / Nova Prata / RS



# The ABCD's cattle raisers take part in

The Devon cattle raisers went to the United States to take part in the Devon Tour (the World Devon Mini-Congress) held once every four years. In addition to getting acquainted with the production methods used in the regions, the group visited the National Devon Show which is a fair committed to promoting the Devon breed.

According to the vice-president of the Devon Cattle Raisers' Association Gilson Hoffmann, the exchange was very positive for the Brazilian cattle raisers who could learn about the role of the Devon raising culture in the markets that value premium cuts, which is the case of the United States.

The cattle raiser Antônio José Di Cameli from the Gruta farm

also participated in the second part of the tour in Montana: "It was very important for us to see the climate conditions to which Devon cattle are adapted. We had an opportunity to meet cattle breeders in Montana which, in its turn, has a very harsh climate, extremely low temperatures in winter, ice, cold wind, and, a lack of water for a good part of the year. I could see different irrigation systems with center pivots on pastures. Almost all water they use comes from the snow that melts in the mountains. We also saw a combination of up to four species of forage plants for intensive and extensive grazing. A mixture of annual, biennial, and perennial forage species", he says.

Read next what Jerry Engh, host of the event, told us about it.

## A week of intense exchange of experiences

*Jerry Engh – President of Red Ruby Devon USA*

**1.** "The World Devon Mini Congress was hosted in the United States from May 20th through May 28th. Devon breeders from Great Britain, New Zealand, Australia, Brazil, Argentina and Canada arrived in Virginia for the tour. Jeremy, Jill, Patty, and Jerry Engh at Lakota Ranch hosted the first full-day featuring their main breeding herd of 150 purebred females with calves on the ground from Lakota's King Henry and production from Lakota's Rumble, 2017 national grand champion, owned by Bob and Ty Roberts, and former forage bull test champions Tapuwae W36 and Lakota's T-bone. Chef AJ O'neil prepared delicious barbecue for lunch and Chef Laura Ploeger prepared shishkabob for the evening gourmet.



*Lakota Ranch*

**3.** On the third day, host Matt Rales and Abby Fuller of APD Farm, gave an in-depth presentation on the benefits of intensive grazing management with a demonstration of how they manage and move their herds once or twice every day. The National Devon show also held at APD farm saw Lakota's Red Dude win grand champion bull and Cathy Cockrin's bred heifer, Oak Hill CY28, sired by Tiranna W120, who took grand champion female. Breeders from Brazil and Australia verbalized their plan to purchase semen from Red Dude and 2016 grand champion bull, Lakota's King Henry.



*Stratford Hall*

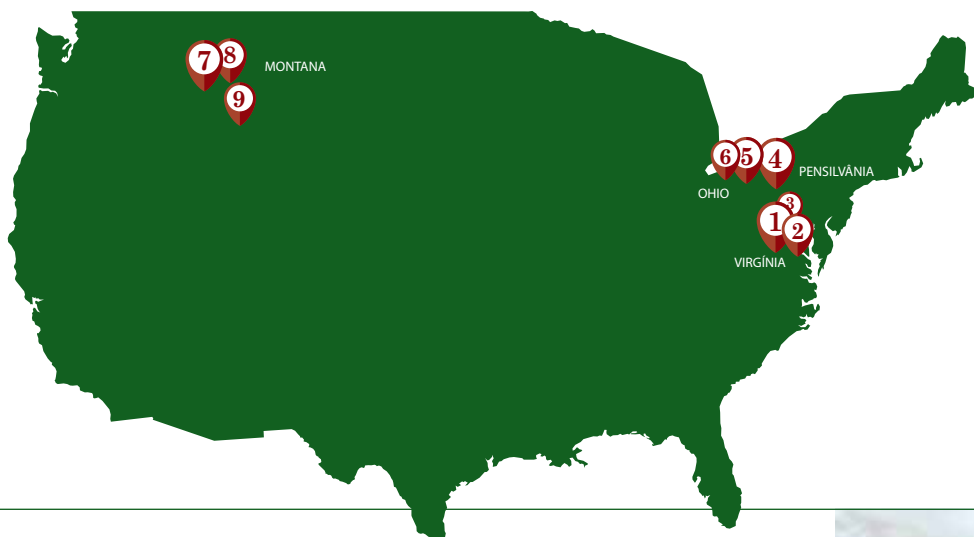
**2.** The following morning we arrived at Stratford Hall, the historic home of Robert E. Lee, and toured a herd of older horned Devon females with calves at side by Arthur Beazley's Tapuwae bull.



*APD Farm*



# a mini-tour in the United States



**T**he exchange was very positive for the Brazilian cattle raisers who could learn about the role of the Devon raising culture in the markets that value premium cuts, which is the case of the United States.”

**Gilson Hoffmann** – Vice-president of the Devon Cattle Raisers’ Association

**4.** The next stop was in Pennsylvania to see exceptional females with calves at side at Bob Van Kirk’s, 4 Seasons Farm and George Kepple’s, Kittaning Hollow Farm.

4 Seasons – Pensilvânia



Kittaning Hollow



**5.** We then ventured into Ohio to Steve Montgomery’s farm featuring holistic farming and a spectacular barbeque prepared by renowned chef Jeremy Umansky, from a 16-year-old Devon cow.

**6.** We attended a professional baseball game in Pittsburgh’s Three River Stadium, before flying to Montana.



Lampost Farm – Ohio

**7.** Arriving in the early evening, we toured Jenny Khari’s abattoir where she custom process beeves and hogs for local ranches. Montana Big Sky Country was spectacular, with beautiful weather as we toured Jenny’s 7,000 acre ranch. The highlight was the quality of Jenny’s Devon’s and also Scott Brophy’s young Devon herd, plus visiting a buffalo jump, where Native Americans would herd buffalo over a cliff as a mechanism to slaughter the beasts.



Montana

**8.** Back at the ranch we met new Devon breeders from Nevada, USA and Alberta, Canada at an evening meal with Devon beef from Jenny’s abattoir, prepared by guest Chef Melissa Harrison.

**9.** The last stop was to Yellowstone Park, one of the great wonders of the world with magnificent glaciers, waterfalls, and wildlife.



# The ABCD renews its visual identity

The ABCD – Brazilian Devon Cattle Raisers' Association – has unveiled its new brand identity. The change of the logo that identifies the ABCD was conceived to reflect the evolution of the breed but without forgetting its roots. Moreover, it aims to make all promotional merchandise uniform which is becoming increasingly sought after at a stage when the brand gets more visibility.

Among the novelties, there is a reference in the outline of the logo to the certification seal earned in 2017 and implemented in the state of Santa Catarina through partnership with the São João meat-packing plant. Placed in the center, a simple line silhouette of a Devon bull makes it easier to apply the logo to different kinds of advertising material and identify the breed.

There are, however, ele-

ments that have kept the already consolidated references contained in the logo. Salete Paludo and Nair Ana Paludo B. Hoffmann who were in charge of the creation process explain: "We have preserved the identity through the colors of the original logotype – green, white, and ruby that allude to the color of cattle. The letter D, which is also an element kept from the previous logotype, has acquired greater strength and become itself a reference to the Devon breed".

There are also simplified versions of the brand logo that may be applied to such accessories as caps, vests, jackets, and other items. A manual of visual identification containing the application guidelines was developed in order to ensure the correct standardized application of the logotype.

## Versions of the Institutional Mark



**Institucional**



**Brazilian Association**



ASSOCIAÇÃO BRASILEIRA  
DE CRIADORES DE DEVON

## Simplified Versions



■ The secondary Mark is a representation of the main/Institutional Mark. It is used as a support for the Mother brand.



■ The letter D from DEVON with the image of a bull placed in the middle also symbolizes the letter E from DEVON.



■ It may be applied to such accessories as caps, vests, jackets, and other items.



*"We have preserved the identity through the colors of the original logotype – green, white, and ruby that allude to the color of cattle. The letter D, which is also an element kept from the previous logotype, has acquired greater strength and become itself a reference to the Devon breed".*

**Salete Paludo e Nair Ana Paludo B. Hoffmann –**  
Creation process coordinators





**Benedictus Robusto**

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



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**Desde 1959**



# The São Valentin farm celebrates 70 years of success in Devon cattle raising

The history of the São Valentin ranch intertwines with that of the development of the Devon breed in the Campos de Cima da Serra Region. And that's not the only reason. In addition to the success translated into results obtained at fairs and expositions, the ranch has become widely known for its passion for work in the countryside, which has been handed down from generation to generation.

Everything started with Reinaldo Cherubini in 1947. The patriarch was a timber industrialist and owned a few sawmills in the town of André da Rocha. Enjoying high prestige in that region, he started expanding his business in the 40s. In 1941, Reinaldo purchased the São Valentin farm.

In 1947, a severe outbreak of bat rabies raging all over the region scared away the local cattle raisers. Among them was Irisário Prestes, godfather to Reinaldo's children and owner of Devon cattle. Bat rabies was the reason why Irisário Prestes offered Reinaldo his handpicked herd and a hefty part of genetics bought from the widely renowned Cel. Firmino Jacques cattle farm. Reinaldo accepted the challenge.

Excited about the cattle raising, he imported a Devon breeding pair from England in 1953, which marked the beginning of hard work and investment to improve the cattle genetics. He purchased specimens from such classic ranches as the Paquetá ranch owned by Clóvis and Telmo Kroeff, the Batalha ranch belonging to José Gomes, the Azul ranch owned by João Vieira de Macedo, and the Granja de Pedras Altas ranch belonging to Joaquim Francisco de Assis Brasil.



## Achievements

### Expoiner:

Seven Big Male Championships.

PHOTOS: BEZIER FILMES



### Other Fairs and Expositions:

- **Feicorte 2013** (São Paulo) - Calf Champion / Junior Champion.
- **André da Rocha, Lagoa Vermelha, and Vacaria Expositions** - the Reinaldo Cherubini Rotation Trophy has been won 14 times.
- **PAC 2013** (Field Evaluation Test) EMBRAPA Bagé – 1<sup>st</sup> place.
- **Expoingá 2018** (Paraná) - Senior Champion and Grand Champion.
- **The Dr. Luiz Fernando Cirne Lima** - Trophy - 2016.
- **2 "The Best" Awards** (Granja magazine) as Best Devon Cattle Raiser - 2007 and 2010.



PHOTO FROM PERSONAL FILES







## How the São Valentin became one of the main Devon cattle ranches in Brazil

The São Valentin ranch started participating in expositions in 1952 which were at first held at the now headquarters of the Secretariat of Agriculture located in the Menino Deus neighborhood, Porto Alegre. It has taken part in Expointer ever since without ever missing a single one.

Its Devon female competed in a major championship for the first time in 1957. "We have a long history of participation in Expointer, breeding and raising Devons at the ranch. It took a lot of effort and sacrifice. There was no cattle feed in Campos de Cima da Serra. Cornstalks were cut with machetes", says Reinoldes Cherubini.

On another occasion at the 1st Devon Cattle National Exposition that took place in 1956, the Batalha Ranch sent a calf on a pickup truck from Bagé to Lagoa Vermelha. "The ranchman was the famous "Paraguaio" known as the best caretaker of animals meant for expositions at the time. My uncle wanted to figure out the secret of the feed he had been giving to his beautiful cattle. So, my uncle got him drunk to learn the recipe and I readied a pen and a piece of paper to write it down. But the worst part of it all was that Paraguaio

didn't tell us anything", he tells.

They may not have figured out the recipe as that wasn't necessary for the São Valentin ranch to become one of the main Devon cattle breeding farms in Brazil. The São Valentin was at first headed by Reinaldo, the father, and then by Reinoldes,

his son, who had been raised in this environment since he was 3. "I was born in 1938 and grew up in the countryside, with my both feet firmly on the ground, riding a horse, working with farms hands, staying at the fair premises to be as close as possible to our animals."

PHOTOS FROM PERSONAL FILES



## Family unity is one of the São Valentin's greatest strengths



Reinoldes A. Cherubini

Reinoldes took charge of the ranch at 19 because his father had some health problems in addition to being a state deputy. The journey of success continued. Reinoldes had always counted on the unconditional support of Miriam, his wife and life partner. The same sentiment was passed on to their children - Rodolfo, Rosana, Ronaldo, Rodrigo, and Roberto, the latter two in particular mirrored their father and work together at the São Valentin ranch.

Besides numerous awards that are displayed in a room which houses all their achievements over the years, another facet that makes the São Valentin ranch unique is that it has been raising exclusively Devon cattle from the very beginning and generation after generation have always chosen to ensure the continuity of its business. This is how Cherubini explains the reasons why: "I was born Devon. But our passion for Devon is not the only reason why we keep working with this breed. I have always observed the performance of the animals over the years. It is a very productive bre-

ed, cows are very good mothers, they are not wild. They calve every year. A heifer weighing up to 300 kg or less is already in heat. Not to mention the quality of meat, which is excellent just like any other British cattle breed. As for our region, the Devon fits perfectly as this breed is known for its hardiness".

At 80, Reinoldes is an accomplished man and confident that he is leaving behind a great legacy for his family, his children and grandchildren. "Our breeding stock is small now. But what we hold dear is not quantity but quality. Our animals have good genetics and are well cared for. It has already become a very traditional brand", he emphasizes.

Out of many moments that shaped his life, one is particularly dear to Reinoldes: the Reinaldo Cherubini Itinerant Trophy he received during the celebration of the ranch's 70th anniversary. This trophy has changed hands 14 times since it was inaugurated in 1968. "It is always very exciting to get a trophy that bears my father's name", he says.

# The Certified Devon Beef quality program is completing one year with nearly 2 thousand cattle slaughtered

The Certified Devon Beef quality program completed a year of operation last May. According to the data provided by the São João meat-packing plant, 1961 cattle were slaughtered generating revenue of R\$ 436.747,04 in the first 14 months of the Program operations. 411 bullocks, 734 steers, and 816 heifers were certified. The program was audited by the CNA last December.

"Our team was surprised at how well Devon beef was received. Due to the dissemination of the concept of Certified Quality Beef, people are looking up information on breeds and meat cuts, etc. Some customers were already familiar with the Devon breed and its qualities, but those who weren't and started marketing cuts of Devon beef were impressed by their quality", says Ricardo Faria, a commercial representative of the São João meat-packing plant.

According to the coordinator of the Certified Devon Beef quality program Simone Bianchini, the average number of

cattle slaughtered exceeded its initial expectation. However, it is still necessary to make an effort in order to show the producers the advantages of certified meat and encourage customers to seek out specifically Devon beef when they go to a butcher's shop:

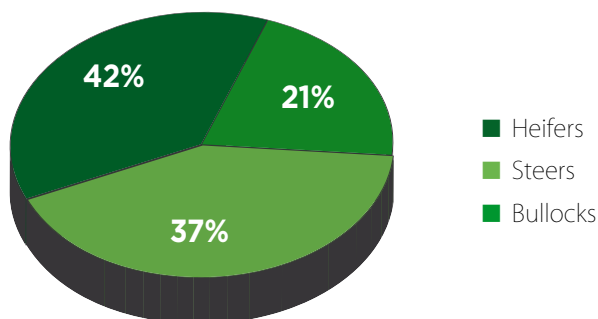
"We know that not so long ago when consumers went to a butcher's shop, they never asked for beef from some specific breed. They usually asked for certain meat cuts and the quality meat cuts were recommended by the butcher. The challenge the program is facing now is how to deal with a new concept of consumer who enjoys beef carrying a seal that attests to the quality of the product. Therefore, it is necessary to pay attention to the elements that ensure the most sought after characteristics. To deliver such a product, the producer must deliver a carcass with a good grade of quality finish, which is provided by animals that have good genetics and a good feed conversion ratio", explains Simone.

PHOTO: MARKETING



Carne certificada está no mercado catarinense

## Certified Devon Beef Quality program



**"T**he challenge the program is facing now is how to deal with a new concept of consumer who enjoys beef carrying a seal that attests to the quality of the product."

**Simone Bianchini** – Coordinator of the Certified Devon Beef Quality Program



## Committed to traceability

The certification seal is part of an effort made by the Brazilian Confederation of Agriculture and Livestock (CNA) to enhance traceability and quality of the Brazilian herd in order to gain access to new markets that value premium products. Based on this premise, the CAN developed the AgriTrace System with the support of the Brazilian Beef Exporters Association (ABIEC) that unifies all information on traceability protocols. It is a platform intended for establishments that import Brazilian products to make sure that different markets may obtain information on production process methods and controls.



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### Devon Malbec Festival

- The 3rd edition of the Festival was carried out between July 6<sup>th</sup> and 31<sup>st</sup>.
- The meat was supplied by the Palmeira Farm.
- The cattle were slaughtered at the Coqueiro meat-packing plant.
- 600 helpings were served.



## The Devon Malbec Festival presents local meat to visitors to Serra Gaúcha

Three years of a successful marriage of the Malbec restaurant and the Devon breed culminated in the 3rd Malbec Devon Festival held throughout the entire month of July. Different types of meat cuts were offered to the public that repeatedly visit the town of Gramado and wish to try the famous Gaucho barbecue, who also could appreciate the qualities of the hardiest cattle among the British breeds.

According to the restaurant Manager Josiano Schmitt, the concept of the

restaurant is to offer a typically regional experience: all meat that is served at Malbec comes from the state of Rio Grande do Sul. Customers are already attracted by the visual appeal and a scent even before tasting the food for quality: the grill is right next to the entrance to the restaurant allowing the customers to watch the food being prepared.

The chef Carlos Siedekum is in charge of preparing the meat and says that an effort to establish a farm-to-table link does not start in the restaurant kitchen:

"We visit the farms where cattle we buy are raised. In the case at hand, we visited the Palmeira farm and, based on our visit, we came to a conclusion that we would have a quality product. We checked the feed given to the cattle because it affects directly the meat flavor and even such trait as docility. We saw that animals were well cared for and did not show any signs of stress when we walked around them. Because even this may affect the meat quality", Siedekum says.





*Experimente o melhor...  
que a carne pode oferecer....*



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## New Frontiers: Almor Antonioli receives the Luiz Fernando Cirne Lima Trophy

PHOTOS: RAFAEL CAVALLI

When Almor Antonioli was 12, he saw a portly Devon bull on its way to the slaughter house, which aroused his fascination with the breed to such an extent that he decided to bet on the Devon breed when he set out to explore the boundaries of the Brazilian agriculture in 1984. This story was one of the many memories shared by Almor Antonioli when he received the Luiz Fernando Cirne Lima Trophy on July 7th. The award recognizes cattle raisers for outstanding accomplishments in promoting the Devon breed.

Looking back at Antonioli's life trajectory, Soely Barreto Hoffmann pointed out the origins of Antonioli, who is from the town of Nova Prata, and the connection he had established with cattle raisers of that region which are preserved until the present day. Then Claudio Ribeiro reminisced about the years they spent working together: "What really makes Almor stand out is the swiftness with which he can analyze the things as he is a person who has a different vision. Taking Devon cattle to Bahia and showing that they can do well there did a great service to the Devon breed, which is the result of this way of thinking differently in search of what is new".

In his speech, Antonioli recalled people and situations that had inspired him throughout his life, giving a special mention to Reinaldo Cherubini who was his



Luiz Fernando Cirne Lima, Almor Antonioli and Reinoldes A. Cherubini

godfather. According to him, the desire to grow explains his reason for going to Bahia. That is why he had to look for a place where soil was fertile and cheap, which is quite different from the reality of Rio Grande do Sul. Nowadays, the Western Bahia where the Prata Nova farm is located is developing very fast thanks to people like Antonioli who settled on this land more than 30 years ago.

"As the Devon breed is very hardy, it did very well there. The terrain is higher so it is not so hot. However, the moisture in the air may reach 13%. Trees that I had planted thinking about creating a windbreak turned into a protection against the sun", Antonioli says. In addition to Devons, Nelore cattle are raised and cereal crops are grown on the Prata Nova farm as well.



*"What really makes Almor stand out is the swiftness with which he can analyze the things as he is a person who has a different view. Taking Devon cattle to Bahia and showing that they can do well there did a great service to the Devon breed, which is the result of this way of thinking differently in search of what is new".*

**Soely Barreto Hoffmann**





PHOTOS: ABCD MARKETING



Classes prepare the public for the premium market

## Consumers learn about new cuts and how to prepare them

Preparing the ground for the arrival of the certified Devon beef at Rio Grande do Sul, on June 5th, the chef Leonardo Albuquerque carried out a workshop to discuss better use of meat by teaching the deboning and cutting techniques and the basics of grilling meat with flavored wood chips from Bold do Brasil. The carcass used at the event was produced at the Palmeira Farm, Camaquã, and processed at the Coqueiro meat-packing plant.

According to the President of the Brazilian Devon Cattle Raisers' Association Elizabeth Cirne-Lima, the idea is to strengthen partnerships between the companies that serve this segment and prepare the consu-

mer for the availability of "premium" products which should gain strength once the certified Devon beef hits the market of Rio Grande do Sul.

The move is inspired by the promotion of quality wines, a concept that is already enrooted among the consumers who seek truly different dining experiences. After watching how the meat was cut up and prepared, the event participants could taste wines selected by D'Vino as a complement to their meat tasting experience.

The workshop carried out at Studio EXS in Porto Alegre is part of the Experiência em Brasas (Red-Hot Experience) series which explores the use of charcoal for grilling.



48 98401 1114  
48 3891 0000



Genética  
Superior



Ademar Roesner  
roesner52@yahoo.com.br  
São Bonifácio - SC



## 40<sup>th</sup> Expointer:

# Judge from Britain confirms the quality of the Brazilian Devon herd

"I saw a real Devon at Expointer" – came to a final conclusion the judge John May, president of the British Devon Cattle Breeders' Society who came from the County of Devon, England, especially to assess the specimens of the breed at the event.

On that day the weather suddenly turned nasty and cold wind started blowing, but that did not scare away the audience. Sue May, John May's wife, captured the whole event on her camera and took hundreds of pictures of animals in the show ring to England.

According to the judge John May, judging females was especially difficult because



*John May, presidente da Associação Britânica de Criadores*

most of the animals shown at the fair demonstrated the same high standard. "I was very impressed by the high standard of the cattle I saw during the day. I didn't know what to expect as I have never judged the Devons outside the United Kingdom. The cattle I saw were as good, if not better than ours."



PHOTOS: ABCD MARKETING



## The winners at the Expointer 2017 are as follows:

### Males

Title	Animal Name	Ranch	Location
Grand Champion .....	Torpedo Az of Santa Lúcia 279 .....	Santa Lúcia .....	André da Rocha
Reserve Grand Champion .....	Benedictus Robusto 2406 .....	Santa Maria .....	Santa Margarida do Sul
3rd Best Male .....	Timbaúba Milenium Sunset 1000 .....	Timbaúba .....	Pedras Altas
Champion Calf .....	Jr do Prata 41 Sant Ant 897 .....	Jr do Prata .....	André da Rocha
Reserve Champion Calf .....	Saudade Trator Stone High'N'Mighty 5138 .....	Saudade .....	São Gabriel
Champion Junior .....	Santa Lúcia 2449b .....	Santa Lúcia .....	André da Rocha
Reserve Champion Junior .....	Candidato Stone 832 of Santa Alice 1502 .....	Santa Alice .....	Santa Maria
Champion Two-Year Old .....	Torpedo Az of Santa Lúcia 279 .....	Santa Lúcia .....	André da Rocha
Reserve Champion Two-Year Old .....	Santo Antonio 1120 Falcao .....	Santo Antonio .....	Guabiju
Champion Two-Year Old Senior .....	São Valentin Topazio 1785 .....	São Valentin .....	Nova Prata
Reserve Champion Two-Year Old Senior .....	Brado G7090 of Santa Alice 1180 .....	Santa Alice .....	Santa Maria
Champion Senior .....	Benedictus Robusto 2406 .....	Santa Maria .....	Santa Margarida do Sul
Reserve Champion Senior .....	Timbaúba Milenium Sunset 1000 .....	Timbaúba .....	Pedras Altas
Champion Chiripá Trophy .....	Benedictus Robusto 2406 .....	Santa Maria .....	Santa Margarida do Sul
Champion Junior Exhibitor Male .....	Saudade Trator Stone High'N'Mighty 5138 .....	Saudade .....	São Gabriel





## Grand Champion Male

Gilson Barreto Hoffmann from the Santa Lúcia ranch of André da Rocha won Grand Champion with steer Torpedo AZ of Santa Lúcia 279, pen 943. Reserve Grand Champion went to Danuza Cunha Kluwe Franco from the Santa Maria ranch of Santa Margarida do Sul with Benedictus Robusto, pen 949.

"It was exciting. I expected it to be very interesting because the judge is very knowledgeable and comes from the cradle of the Devon breed. This has given us the confidence that we are on the right path and have to keep up the good work to produce this genetics and share it with any cattle breeder who might be interested", said Gilson Hoffmann, owner of Grand Champion.

## Grand Champion Female

Among the females, the title of Grand Champion Female went to Bela Santa Alice, Pen 915, from the Santa Alice ranch of Santa Maria, exhibited by Pedro Olmedo Ribas. Bombinha De Santa Lúcia, pen 906, from the Santa Lúcia ranch, exhibited by Soely Barreto Hoffmann won Reserve Grand Champion Female

"We have raised Bela since it was very small. She has a history of wins at the fair. This title crowns all the work done by our family for more than 50 years. It is a recognition of great importance all the more so because it was judged by the president of the Devon Cattle Breeders' Society where the breed came from", says Henrique Ribas, one of the animal's owners.



## Females

Title	Animal Name	Ranch	Location
Grand Champion Female	Bella Sa 609 of Santa Alice 1105	Santa Alice	Santa Maria
Reserve Grand Champion Female	Bombinha Begonia of Santa Lúcia 2602	Santa Lúcia	Andre da Rocha
3rd Best Female	Camboatã Te 638 Stonegrove	Camboatã Agropecuaria	Camaquã
Champion Calf	Camboatã Te638 Stonegrove	Camboatã Agropecuaria	Camaquã
Reserve Champion Calf	Corticeiras 1177	Corticeiras Agropecuária	Cristal
Champion Junior Heifer	Unapproachable 7662 of Santa Lúcia 352	Santa Lúcia	André da Rocha
Reserve Champion Junior Heifer	Cabocla Stone 832 of Santa Alice 1501	Santa Alice	Santa Maria
Champion Senior Heifer	Camboatã Te598 Quartzo 606 C030	Camboatã Agropecuaria	Camaquã
Reserve Champion Senior Heifer	Corticeiras 1153	Corticeiras Agropecuária	Cristal
Champion Young Cow	Bravata G7090 of Santa Alice 1181	Santa Alice	Santa Maria
Reserve Champion Young Cow	Corticeiras 1147	Corticeiras Agropecuária	Cristal
Grand Champion Cow	Bella Sa 609 of Santa Alice 1151	Santa Alice	Santa Maria
Reserve Young Cow	Bombinha Begonia of Santa Lúcia 2602	Santa Lúcia	André da Rocha
Champion Chiripá Trophy	Unapproachable 7662 of Santa Lúcia 352	Santa Lúcia	André da Rocha
Champion Junior Exhibitor Female	Rotokawa of Santa Clara 824	Santa Clara	São Borja

## 40<sup>th</sup> Expointer:

# Timbaúba takes home main awards among hardy cattle

The Timbaúba ranch owned by Alfredo Tavares was the biggest winner among the hardy cattle. Located in Pedras Altas, the ranch took home the titles of Grand Champion Male and Female in addition to best females. "It is a great pleasure to celebrate this result in a year when the Timbaúba commemorates the one hundred and tenth Devon breeding anniversary and the sixtieth Devon male breeding", says Tavares who represents the third generation of his family in Devon breeding business.

He recalled everything he had learned from his father, João Alfredo da Silva Tava-

res, who taught him how to select genetics, the same knowledge that he has passed on to his son Leonardo. "This achievement comes as a result of the work that the entire generations have put in with a lot of dedication and passion for the Devon breed which we wouldn't trade for all the world", he said. Mr. Tavares underlined such traits as precocity, hardiness, and maternal abilities that make this breed highly profitable.

The winning batch of Males belongs to the Santa Alice ranch of Santa Maria that won the championship of females with nose rings at the Exposition.

### Confira os lotes vencedores:

#### Grande Campeã fêmeas

Box 1017

#### Melhor lote fêmeas

Box 995

Box 1002

Box 1017 ..... Cabanha Timbaúba

#### Grande Campeão machos

Box 1005 ..... Cabanha Timbaúba

#### Melhor lote machos

Box 1142

Box 1200

Box 1136 ..... Cabanha Santa Alice



PHOTO: ABCD MARKETING



## Top Devon Auction

The hardy specimens were sold at the Top Devon Auction in Ring J at the Assis Brasil Exposition Park in the town of Esteio. The average price for the bulls was R\$ 9,520.00. The total revenue from the sale of 10 specimens reached R\$ 95,200.00. Grand Champion Hardy Bull of Timbaúba ranch was sold for R\$ 10,500.00 to Lia Tavares Mariante of the Guajuvira ranch, Pedras Altas.



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## British guests visit Devon Farms

John May, president of the Devon Cattle Breeders' Society, who had come to Brazil to judge Devon breed cattle at the Expointer, visited cattle ranches traveling from north to south of the State after the event. He expressed his interest in taking the genetics from Rio Grande do Sul to the United Kingdom.

May visited the towns of Pelotas, Camaquã, Nova Prata, and André da Rocha and he and his wife, who works together with John at the Priorton farm, said they were impressed by the quality of the genetics:

"We have seen a model very different from ours. After all, most of the cattle in the United Kingdom are raised in confinement due to differences in the size of ranches and farm and climate conditions. Moreover, cattle are raised on feed unlike in Brazil. What caught our attention the

most was the quality of pasture in Rio Grande do Sul. We really liked what we saw", May says.

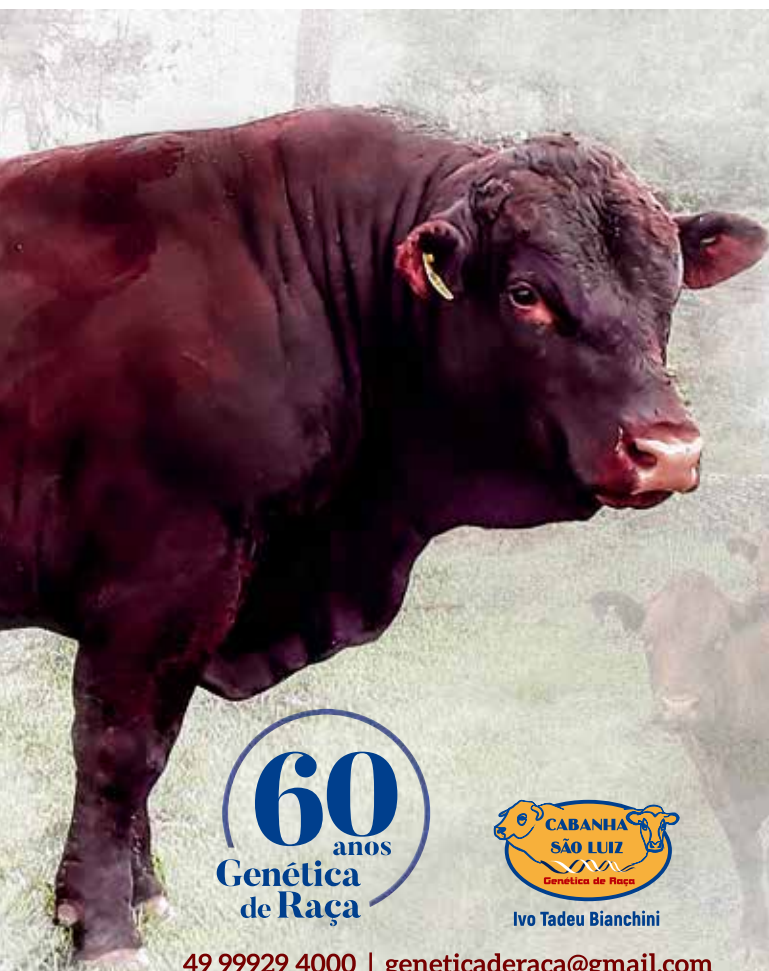
The couple took more than a thousand pictures during the trip around Brazil; most of them are the pictures of animals that caught their eye and whose genetics they would like to take to the United Kingdom. They pointed out that the most interesting aspect of farms in the southern and south-central Rio Grande do Sul is their ability to join high quality and marketing capacity.

While in Campos de Cima da Serra, the couple got very excited when they saw animals descending from the bulls that had been born on the Priorton Farm and imported to Brazil in the 60s and 70s, and observed how the lineage had developed here.

CABANHA SANTA LÚCIA



ESTÂNCIA DA GRUTA



# CABANHA SÃO LUIZ — 22º LEILÃO —



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f /ivo.t.bianchini

**10.NOV.2018**  
**SÁBADO**

**Parque Conta Dinheiro - LAGES/SC**  
**12h00 - Almoço | 13h30 - Início do Leilão**





Grand Champion Female



Grand Champion male

## Devon cattle debut at Expoingá

The Devon breed cattle participated for the first time at Expoingá in Maringá, state of Paraná. The fair which is attended predominantly by zebu breeders, was held between May 4th and May 14th. According to vice-president of the Devon Cattle Raisers' Association Gilson Hoffmann, the debut of the Devon breed at Expoingá attracted many people who were interested in learning more about the breed which is the hardest among the British breeds and known for quality beef in addition to adapting and doing very well in extreme heat:

"This fair is very important for the region. Therefore, it was an opportunity to give the breed greater visibility through beef tasting events and lectures. The receptivity was very good and we

were very pleased with the results", Hoffman says.

The São Valentin Farm of Nova Prata, Rio Grande do Sul exhibited the bull that took the title of Grand Champion while Reserve Grand Champion went to an animal from the Palmira Farm of Serra Azul, São Paulo. Among the females, both Grand Champion Female and Reserve Grand Champion went to the Da Volta farm of Muiões Capões, Rio Grande do Sul.

The following farms were represented at the Expoingá: Santa Maria of São Gabriel, São Valentin and Tupi of Nova Prata, Santa Lúcia of André da Rocha, Fazenda da Volta of Muitos Capões, and Palmira of Serra Azul, São Paulo. 18 animals were judged.

**André da Rocha**  
54 3611 1019



**Protásio Alves**  
54 3276 1250

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## Zone Free from Foot-and-Mouth Disease without Vaccination:

# Widening the reach of the status requires everyone's participation

In May 2018, Brazil took an important step towards becoming Zone Free from Foot-and-Mouth Disease without Vaccination by widening the area free of Foot-and-Mouth Disease with Vaccination with a certificate issued by the OIE. Thus, all the national territory is internationally recognized as free from foot-and-mouth disease with vaccination except for the state of Santa Catarina which has already been recognized as free from FMD without vaccination. This certificate means already a lot and opens up opportunities for certain kinds of meat cuts such as boneless cuts to be exported to Asian countries, South Korea and Japan among them. The FMD status allows larger participation in the inter-

national market which is more demanding and, as a result, more profitable. On the other side, the production sector still fears that the Country is not ready to control its frontiers and, therefore, is more susceptible to the disease. The bodies responsible for sanitary surveillance have been acting decisively to mitigate these risks and give more confidence to the production sector, thus ensuring that the country stays safely on the oath towards the certification.

The next step is to broaden the area free from foot-and-mouth disease without vaccination as expected by the National Program for Eradication and Prevention of Foot-and-Mouth Disease (PNEFA). Besides the municipalities of the states of Amazo-

nas and Mato Grosso, the states of Acre and Rondônia will start suspending vaccination from May 2019. All producers of the country are expected to stop vaccinating their herds after 2021, making the entire Brazil recognized by the OIE as a country free from foot-and-mouth disease without vaccination by 2023. The Federal Superintendent of the Ministry of Agriculture, Livestock and Food Supply in the state of Rio Grande do Sul Bernardo Todeschini says that the suspension of vaccination scheduled to take place in 2021 follows a "well-thought and controlled" process that started five years ago with a strategic plan and successive audits whose results showed that it is possible to reach this level.



### New opportunities

**"The producer must be aware that an outbreak will not eliminate itself and demands prompt action."**

**Bernardo Todeschini**

Elected as one of the six members of the OIE Terrestrial Animal Health Code Commission, Todeschini says that one of the factors taken into account in order to suspend vaccination is the situation of the South American countries in terms of transit of animals on the borders. According to Mr. Todeschin, the disease control in the countries of this region has also evolved and is at the same level as Brazil's sanitary controls. Mr. Todeschin mentions the case of Paraguay which, with the help of the OIE, the Pan-American Center for Foot-and-Mouse Disease and the

Permanent Veterinary Committee of the Cone Sur (CVP) made every possible effort to eradicate foot-and-mouth disease and is already the fifth largest exporter of beef in the world, planning to suspend vaccination in 2019. Bolivia will adopt the same measure in November, 2018. Uruguay and Argentina, traditional international markets, are Free from MFD with vaccination and haven't announced yet the decision to suspend vaccination.

Mr. Todeschini underlined that the suspension of vaccination and the reach of the new FMD-free

status opens up opportunities for exporting meat to such differentiated markets as Japan and South Korea. "It's very difficult to compete on price and Rio Grande do Sul has to enter high value-added markets and segments", he says. He reminds that the State exports less than 5% of its beef production and has a lot of room to grow. "With the new situation, producers will be able to develop their entrepreneurship. Such organized chains as the Devon's will have great opportunities for expansion", he stresses.

### Linha do tempo

#### 1895

Foot-and-mouth disease officially recorded for the first time in Brazil in the region of Triângulo Mineiro, state of Minas Gerais, as a result of export of animals from Europe;

#### 1909

Ministry of Agriculture founded;

#### 1950

First National Foot-and-Mouth Disease Conference held and First Program Foot-and-Mouth Disease Control Program implemented in Brazil;

#### 1951

Pan-American Foot and Mouth Disease Center founded and headquartered in Brazil as a result of the recognized need for joint actions among the countries of the American continent against the disease;

#### 1963

Campaign against foot-and-mouth disease launched by the Federal Government under the auspices of the Ministry of Agriculture;

#### 1968

National Foot-and-Mouth Disease Control Program created to systematically control the disease by implanting the laboratorial infrastructure, training personnel, and raising producers' awareness.



## Strengthening disease surveillance

The superintendant thinks that, in case of Rio Grande do Sul, the main challenge is to increase the ability to detect and act quickly to control the disease. "That is why it is fundamental for the producers to strengthen disease surveillance of their herds so that they could report any suspicion of the disease to the State Secretariat of Agriculture, Livestock and Irrigation (SE-API-RS) in order to carry out investigation and produce a solution". As for diagnosis of the disease, Lanagro-MG, a laboratory responsible for performing analyses all over the country, is capable of providing a quick response to emergencies and can deliver results on the same day specimens are received. All materials and equipment necessary to cope with sanitary emergencies are stored in the central warehouse in Cachoeira do Sul, structured with the help of the Fundesa which also controls computerized inventories of all materials and

FERNANDO DIAS



Odacir Klein, RS State Secretary of Agriculture, Livestock and Irrigation

equipment at disposal to deal with a possible outbreak of foot-and-mouth disease.

The State Secretary of Agriculture, Livestock and Irrigation Odacir Klein says that Rio Grande do Sul is adopting all necessary measures to follow the schedule for suspension of vaccination. "The State is following the rules of the game", he

stresses. He says that it is necessary to act quickly, but very responsibly. With the consent of the production sector, the Ministry of Agriculture was requested to carry out an audit focused specifically on foot-and-mouth disease to assess the situation of the herd and decide on what still has to be done. Rio Grande do Sul has a herd of approximately 13.6 million head of cattle. The Director of the Department of Agriculture and Livestock Protection Antônio Carlos de Quadros Ferreira Neto informs that the disease can be controlled technically without vaccination. The State Government is also requesting funds from the Fundesa to compensate producers and raise between R\$10 million and R\$12 million by means of a parliamentary amendment and at BRDE (Southern Region Development Bank). The aim is to strengthen the infrastructure and actions to monitor the health status of the herd.

## The example of Santa Catarina



Airton Spies, Secretary of Agriculture and Fishery of the State of Santa Catarina

Santa Catarina is the only Brazilian state that enjoys the status of "FMD-free without vaccination" and reaps the benefits of strict animal health control. Beef from Santa Catarina is conquering the international market. The main destination for Santa Catarina production is Hong Kong which has been increasing its purchases. In the first semester of the this year, the state has already shipped 2.15 thousand tons of beef to different countries – almost three times as much compared to the same period in 2017. 281.9 tons of beef were sold only last June, generating revenues that exceed US\$881.00 thousand twice as much compared to the

same month last year. One of the traits of beef cattle produced in the state is the presence of European breeds, which gives rise to special quality beef. In 2017, Santa Catarina produced around 135 tons of beef.

The Secretary of Agriculture and Fishery of the State of Santa Catarina Airton Spies thinks that Brazil's initiative to become a country free from FMD without vaccination is a positive step towards valuing national livestock and opens doors to the market of premium products. However, he points out that suspension of vaccination is "a critical moment for agricultural and livestock protection". That

is why it is necessary to raise the status of agricultural and livestock sanitary defense. "Santa Catarina makes massive investments using public and private funds to maintain the agricultural and livestock protection", he stresses. The state has adopted individual identification of cattle and buffaloes in the herd of about 4 million animals. Moreover, transit of animals is controlled with the help of 63 fixed sanitary barriers and six sanitary corridors for animals that are shipped through Santa Catarina. These measure have an annual cost of R\$220 million in addition to R\$30 million already provided by the private sector.

SOURCE: MAPA

### 1972

COSALFA - South American Commission for Control of Foot-and-Mouth Disease set up, an important integrating initiative of regional management and intervention in the control of foot-and-mouth disease;

### 1992

National Program for Eradication of Foot-and-Mouth Disease implanted, containing important changes to the strategic foundations of the program, providing for broad social participation, regionalization of disease control, systematic vaccination of cattle and buffaloes, and other measures;

### 1998

States of Rio Grande do Sul, Santa Catarina, and Paraná recognized for the first time as free from foot-and-mouth disease with vaccination by the then OIE - International Office of Epizootics;

### 2006

Last outbreak of foot-and-mouth disease in Brazil in the state of Mato Grosso do Sul;

### 2007

State of Santa Catarina internationally recognized as free from foot-and-mouth disease without vaccination;

### 2017

Strategic Plan of the National Program for Eradication of Foot-and-Mouth Disease published by Ministry of Agriculture envisioning the suspension of the vaccination in the country.

# An alliance to propose changes and overcome challenges

*Events carried out to discuss women's participation in agribusiness gained strength last year, reflecting and boosting the increase in women's participation in managerial and leadership positions in the countryside. The ABCD has been following and supporting these meetings. The most outstanding events were Prêmio Elas do Agro RS Award promoted by the BRDE, Federasul, and Secretariat of Agriculture of Rio Grande do Sul which honored four women who became prominent in agribusiness, 2nd National Meeting of Women of Agribusiness, and National Congress of Women of Agribusiness held in São Paulo.*

The Brazilian Devon Cattle Raisers' Association (ABCD) has a history of women's presence in top management positions for decades in addition to the fact that it is not uncommon for women to manage ranches and farms, says the ABCD president Elizabeth Cirne-Lima. As female leadership is an acknowledged fact, the ABCD supports strengthening of actions aimed at boosting women's access to managerial positions:

"What we see at these meetings is that, after listening to stories of women from all over the country, what they all have in common is the need to overcome a number of stumbling blocks throughout their careers to get where they are now. We want to discuss how we can reduce these obstacles and build actions so that in the future women won't have to overcome such enormous barriers to be a success", Elizabeth says.

Mariana M. Cherubini is part of the new generation of women who are joining the labor market amid an era of a heightened respect for women's position in the countryside. At 24, she finished the business management course and is now attending the Higher Education Course on Technology in Agribusiness at UFSM – Santa Maria Federal University. Mariana understands that, in spite of breakthroughs, women still face many obstacles and that is why they need to unite in search for solutions:

"I believe that, just like many other women – both in agribusiness and in other sectors, I will face many situations that will deeply bother me, either because of explicit bias or for being assumed to be incapable of handling certain situations, for

ITAMAR AGUIAR



*Elas do Agro RS award acknowledges prominences in agribusiness sector*

PHOTOS: PERSONAL FILES



*ABCD participates in events that foster feminine leadership*



being placed in an embarrassing position, etc. But I am willing to stand up to it regardless. The meetings make this group of women who want to make the difference in the sector even stronger, more motivated, more convinced that we, women,

have already achieved a lot and still have a lot to achieve because we are competent and deserve it. Authenticity and determination make us capable of facing imposed challenges to work with what we are sure to be what we want for ourselves".



# DEVON

## SUMÁRIO DE TOUROS 2018/2019

Não perca a maior inclusão de touros Devon dos últimos tempos.  
**1.091 ANIMAIS AVALIADOS!**



Foto: Gabriel Olivera

Cumulus AgroComunicação





PHOTOS: MARKETING EXPOLAGES



Marcelo Bolinha demonstrated main characteristics and meat cuts that favor Devon beef



## Devon beef showcase at Expolages

Marcelo Bolinha, who is a specialist in beef cuts, gave a lecture to the public who showed up at the latest edition of Expolages held in October last year in the state of Santa Catarina. The initiative came from a group of Devon cattle raisers who had brought this professional with 32 years of experience in the field and dazzled the audience with his knowledge of techniques.

During the lecture, Marcelo demystified such ideas as cheap choice meat and stressed the quality of fine cuts of Devon beef that have

such characteristics as tenderness and unparalleled flavor when they are handled extensively: "What will determine the tenderness of meat is mainly cattle's precocity", he says.

The inhabitants of Santa Catarina had an opportunity to appreciate the quality of gourmet beef last June when 112 establishments started selling beef certified by the Brazilian Devon Cattle Raisers' Association, meat certification having become a recent and genuine concern in the Brazilian market according to the specialist.



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Grand Champion male



Grand Champion Female

## 12<sup>th</sup> André da Rocha ExpoAgro:

# Santo Antônio and Santa Lúcia ranches are big winners

The Santo Antonio Farm of Guabiju and the Santa Lucia ranch of André da Rocha obtained the best results with the Devon breed cattle at the 12th Expo Agro André da Rocha. The traditional fair held once every two years in Campos de Cima da Serra, welcomed more than 16 thousand people who attended lectures and watched the exhibits of animals, Devon breed specimens among them.

Owner of the current Expointer Grand Champion, the Santa Lucia ranch won one once again the title of the champion in its herd, this time

with Kaurivale, Grand Champion Female of Santa Lúcia 240. Among the males, the coveted title went to the bull Santo Antônio 1120 Falcão from the Santo Antônio farm of Guabiju. The farm also won Reserve Grand Champion, Santo Antônio 1055 Major, consolidating the quality of animals raised on the farm.

The title of Grand Champion Female went to Belmur Clay, Tupi 160 of the Tupi de Nova Prata farm. Romeu Carniel, who is a technician and a member of the technical board of the Brazilian Devon Cattle Raisers' Association, was the judge at the fair.

**22 DE SETEMBRO DE 2018**

Reserve a data e não perca a oportunidade de fazer bons negócios.

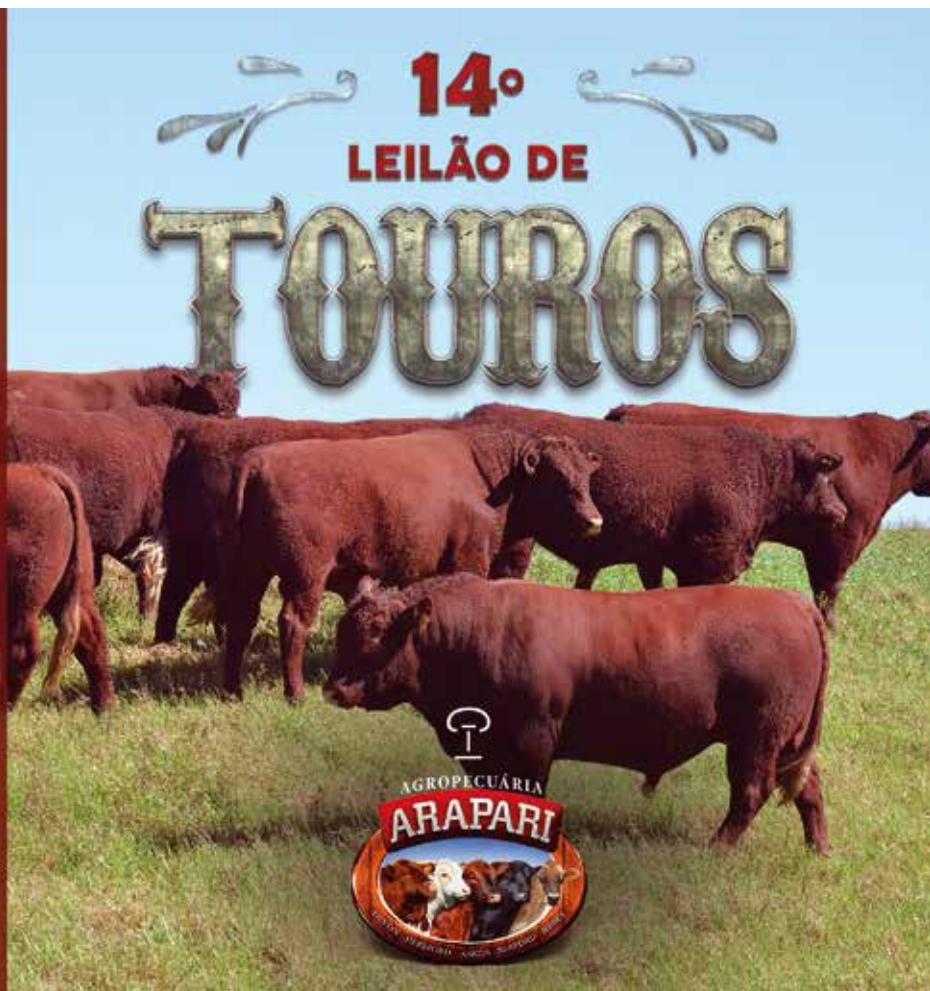
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# Ô Churras Festival: an opportunity to learn about quality beef

Both editions of the Ô Churras Festival held in Gramado were a big success and drew special attention to the Devon breed. On December 9th, the Festival opened in a grand style: the chef Paula Labaki roasted a whole 250-kg steer over an open fire, which made meat fall off the bone. Fire-roasted flatbreads and rustic vinaigrette were served as a side dish.

Paula Labaki, founder of Catering Lena Labaki, is part of international gastronomy study groups and the only Brazilian professional chef in the Chefs de Sud America group among Peruvian, Argentine, Uruguayan, and Chilean chefs. Famous artists are on the list of her customers such as André Rieu, Iron Maiden, Ozzy Osbourne, the Cranberries, Julio Iglesias, and the Cirque du Soleil team.

At the second edition of the Festival held on July 23rd, the public had an opportunity to taste Devon beef in a number of styles such as steaks on skewers, over an open fire, and on grill, prepared by the chef Carlos Siedekum from the Malbec Restaurant, making sure that the people were eating carefully selected meat cuts, accor-

ding to the Vice-President of the Aproccima - Campos de Cima da Serra Rural Producers' Association Martha Guazzelli who supplied the Festival with the meat.

"This meat makes it easier to enter the world of new gastronomy and slow food. It seeks to stimulate the senses through which human beings are capable of receiving tastes. Thanks to animal traceability, customers can understand and appreciate differences that such beef can offer. Such traits as age, sex and type of finish have a particular effect on fat, flavor, tenderness, color, texture, juiciness, and scent", Martha stresses.

The president of the Brazilian Devon Cattle Raisers' Association Elizabeth Cirne-Lima says that festivals that combine recognized chefs and meat coming from quality beef breeds show that Brazil is capable of occupying its place in the premium beef segment: "Such events show that we have the product and the consumers are interested as well. It's an opportunity for the public to taste and learn the difference between the British cattle breeds", Elizabeth stresses.

PHOTOS: MARKETING Ô CHURRAS



## Festival Ô Churras

- Both editions of the Festival had 10 stands offering meat from cattle of different breeds.

- Drinks were free.

- The main Brazilian barbecue masters were in charge of the meat stands.

- There was a free shuttle bus running between downtown and the Festival for safety and convenience of the public.



In two occasions, the public could taste different ways of preparing Devon meat





CABANHA

# Timbaúba

1º DEVON MOCHO DO BRASIL

Família Silva Tavares



1º Devon Mocho Campeão no Brasil - 1960

## 111 Anos de Amor à raça Devon



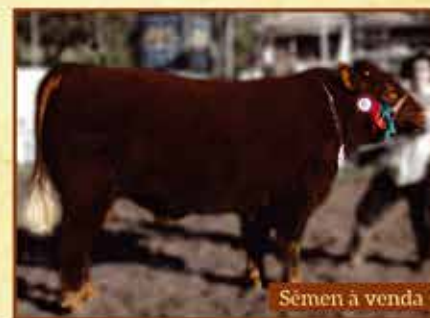
Timbaúba Milenium Sunset 1000  
Terceiro Melhor Macho e  
Reservado Campeão Sênior  
EXPOINTER 2017



Melhor Novilha Rústica PO e  
Trio Grande Campeão Fêmeas  
EXPOINTER 2017



Timbaúba 1005  
Melhor Touro Rústico PO  
EXPOINTER 2017



Sêmen à venda

Timbaúba Stonegrove 800  
Reservado de Grande Campeão  
EXPOINTER 2013

61 ANOS DE DEVON MOCHO  
1º Importação - 1957

*Alfredo e Alice da Silva Tavares*



# In Pursuit of Dual Branding

Devon cattle raisers from all over the country are keeping a close eye on and increasingly join the Promebo – Beef Cattle Improvement Program which has become a main action for genetic improvement of British and synthetic breeds of cattle. The Program relies on a database of more than 900 thousand registered animals.

According to Lucas Hax, president of the technical board of the ABCD and technical inspector accredited to the Program, the Promebo has been an important ally of the producers, helping them to better classify their breeding cattle.

The Promebo assesses animals under the same environmental conditions, considering mainly weight, conformation, precocity, muscle structure, and size. The assessment is carried out by accredited technicians at two moments: at weaning and when animals are one year old. The table containing the results is sent to the Promebo team at the ANC - National Cattle Breeders' Association which, in its turn, sends it to the Embrapa - Brazilian Agricultural Research Corporation. Both organizations develop a report ranking the animals in the breed. The yearlings assessed by the technical inspector of the breed that are 30% heavier are eligible for dual branding. Besides helping with beef cattle selection, the dual branding adds value to animals once it attests to their superiority in terms of their descent in an easily identifiable manner.

According to Hax, the larger Devons are at the Promebo, the better. This is because one of the characteristics of the program is to connect herds through a pedigree. The technical director estimates that around 50% of the Devon cattle ranches are registered with the Promebo, so there is still plenty of room to grow. "Participating in initiatives like this is essential for increasing productivity and breed quality", he says.



Promebo cresce entre criadores de Devon e tecnifica a seleção genética



**"T**he Palmeira ranch uses the Promebo as a selection tool. We replenish the herd on the basis of genetics, genotype, and performance of animals compared to their coevals, the latter with the help of the program. I take advantage of visits made by the technician to examine and talk about animals as well as discuss which direction we will choose in selection. I see the Promebo as an investment."

**Kátia Ribeiro** – Palmeira ranch

## Advantages of joining the Promebo

- Selection of a candidate for sire in the herd.
- Identification of heifers to be replenished through their own and mother's performance.
- Selection of cows with better reproductive performance and greater ability to wean off heavy calves.
- Identification of the real genetic value of animals through EPD (Expected progeny difference).

**Those interested in joining the Promebo can get more information at the ANC (phone: 53.3222-4576) or by contacting local technical inspectors accredited to the program.**



Cattle raisers must have

- Proper scales.
- Controlled herd: identified animals, birth control, known parents and assessment at the strategic moments (weaning and post-weaning).





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***"We have learned that the thing is not to try to adapt the breed to the environment, but to use it correctly".***

**Duarte de Castro Cunha Neto** –  
Pantanal cattle breeder

The Barranco Branco farm of Porto Murtinho (MS) has been already working with Devons for more than 20 years. Duarte de Castro Cunha Neto says that in 1995 his father Roberto de Castro Cunha purchased purebred Devons from cattle breeding farms in Rio Grande do Sul: the Azul ranch owned by João Vieira de Macedo (already deceased) in Alegrete, and the Estância da Gruta ranch owned by Antoninha Sampaio in Pelotas. He took the heifers and calves to Pantanal de Porto Murtinho to produce his own bulls on the Barranco Branco ranch. "I had always been thinking of using them on Nelore cows because the goal was to try to select Devons that would be pure and adapted to the environment. Unfortunately we have never reached this goal", Duarte tells.

However, the experience with purebred cattle left a great legacy: F1 Devon cows, a result of crossbreeding Devon bulls and Nelore cows. "These cows proved capable of facing local weather adversities such as long and severe droughts, rainy summer, and a lot of water", he says. Duarte comments that cows are excellent and show how much potential Devons have. "They are hardy, productive, long-lived, and loving towards their offspring", he observes. Another trait is that they get pregnant early, never fail to get pregnant next year, wean off a healthy and heavy calf, and demonstrate great performance and optimum fat cover.

As there were no purebred bulls on the Barranco Branco farm, Devon cows were getting older and, naturally, they had to be discarded from the herd due to old age.





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# cattle in Mato Grosso do Sul

That was when Duarte came up with the idea of artificial insemination. "The concern over the disposal of half-blood Devon cows prompted us to start a Fixed-Time Artificial Insemination Program to try to replenish the herd", he says. At the beginning, there were no options of Devon bull semen at the semen centers.

Going to the Expointer was the solution found to make contacts with genetics suppliers. Nowadays there are more options on the market and there's a new bull to be used every year. He also thinks that the option of polled genetics was a big breakthrough. The farm keeps producing F1 Devons and tricrosses the cows. All offspring born from this crossbreeding are weaned off on the Pantanal farm and sent for fattening on the Mineira farm in the state of Paraná.

PHOTOS: PERSONAL FILES



## Harvest 2017/2018



■ Induction of estrus and two FTAs (Fixed-Time Artificial Inseminations) + a cleanup bull were carried out during an 80-day mating period.

■ As a result, the rates of pregnancy were 87.2% (80.8% FTA + 6.4% bull).

■ At present 400 Nelore cows are inseminated with Devons every year.

## The correct use of the breed ensures good results

Duarte informs that Devon heifers are stimulated during the mating period the same year they are weaned off, that is, heifers are very precocious, some of them having just completed 12 months.

"A few years after having bought purebred animals in Rio Grande do Sul, we keep using Devons today. "We have learned that the thing is not to try to adapt the breed to the environment, but to use it correctly. We have always thought like this: Today we breed Nelore PO and the main goal is to improve our Nelore cows which will be mothers after crossbreeding

with a Devon", Duarte stresses.

The veterinarian Arlam Mesquita who provides his services on the Barranco Branco farm, says that he started working with Devons in December 2013 and over all these years he has been observing the potential of the breed. "With each passing year, Devons never cease to surprise me. First, the quality of weaned calves for the milk yield; second, their docility," he adds. The vet jokes that docility is responsible for an increase in pregnancies. Moreover, the quality of meat, its flavor and tenderness are the traits that make Devons stand out.



[www.devon.org.br](http://www.devon.org.br)



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DE CRIADORES DE DEVON

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## 2018 **DEVON** Yearbook

### Expedient

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