

Yearbook

DEVON



COMMEMORATIVE EDITION | 2020



50
years

OF BREED IN
PARQUE ASSIS BRASIL



Devon Camboatã

Genética de Resultado

Reprodutores

Matrizes

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”Melhoramento Genético é busca paciente e constante. São 20 anos de dedicação à raça Devon, buscando a excelência do nosso plantel. Acredito que estamos alcançando o nosso objetivo.”

Marcos Pandolfi



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Good memories in a year of great challenges



Simone Bianchini
President of the Brazilian
Association of Devon Breeders

📖 *That this small tribute to generations who worked for of the Devon Breed be a motivating legacy to the current and future generations.* 📖

We can define 2020 as a year of transformations in the functioning of contemporary societies, for many a year that has not begun yet. But cattle raising and agriculture did not stop, reinvented themselves to overcome the difficulties arising from the pandemic.

So much that, despite the economic crisis that has reached practically all productive sectors, cattle raising has demonstrated its full strength to continue producing food and, consequently, boosting the recovery of the Brazilian economy.

In this atypical year, never lived before even by the generation that preceded us, we had be creative, we started using digital technologies intensively and, fortunately, today we have at our reach, a real revolution in the way of living, communication and management of our business. We are inserted in the virtual world, which is here to stay.

The 50 years of the Assis Brasil Exhibition Park, named in honor of the patron of the Devon breed in Brazil, and Expointer stage, one of the largest agribusiness trade fairs in Latin America, with international projection, could not pass blank. After all, it is 50 years of Devon

breed success. Therefore, the reader will see that the yearbook is special, eight breeders tell us excellent stories, a real journey to the past. Facts that preceded the transfer of the exhibition to Esteio, the daily life of the trade fair, the difficulties faced, the meeting friends, the genetic evolution of the breed told by passionate Devonists. I hope that this small tribute to the generations that have worked for the Devon breed be a motivating legacy to current and future generations.

On the following pages, we also record Devon's participation in the greatest agricultural trade fairs that marked the year of 2019. In some cases, it was the last time we saw each other in person, but will surely return to normal soon. We have intensified, through various actions, the Devon Certified Meat Program and the valorization of registered bulls.

The launch of another Devon yearbook is something to be greeted with enthusiasm despite the difficulties. We have a lot work to do and challenges to overcome. The perseverance and passion of precursors and their families are examples that somehow serve as inspiration for our union toward the growth of the Devon Breed.

I wish you all a great reading!

Photo: Simone Bianchini with the heifer São Luiz Brighthey Lady, in 1973





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07 50 years of great success: Assis Brasil Exhibition Park and the Devon breed

Known as one of the greatest agribusiness trade fairs in Latin America, Expointer moves about R\$ 2 billion per year in machinery, animals and family farming products trading.

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Esteio is the stage of the gaucha's farming since 1970

50 years of great success: Assis Brasil Exhibition Park and the Devon breed

Known as one of the greatest agribusiness trade fairs in Latin America, Expointer moves about R\$ 2 billion per year in machinery, animals and family farming products trading.

Since 1970, it has been at the giant Assis Brasil Exhibition Park, in Esteio, that everything happens. But it was not always like this. Up to 1969, the shows, known as State Animal Exhibitions, took place at Menino Deus Park, in Porto Alegre, where today is the Secretariat of Agriculture, Livestock and Rural Development (Seapdr) headquarters.

In 2020, the 50th anniversary of the Assis Brasil Exhibition Park is celebrated, which started much smaller, with 40 hectares, occupying an area of the Kroeff Family's farm in Esteio. With almost no infrastructure, just a few warehouses, the first edition of the State Exhibition was marked by a lot of rain, the fall of a pavilion and precarious infrastructure.

For Devon breeders, these five decades of trade fair at Assis Brasil also represent an

important part of the breed history, which reaches the year 2020 betting heavily on the certified meat market and investing a lot in genetics. In these 50 years, the Assis Brasil Exhibition Park was the main stage where the great champions of the Devon breed appeared, helping to build the breed's victorious trajectory.

The connection between Devon and Expointer is undeniable, especially after the move to Esteio. Several breeders have important memories about those years and continue betting on Expointer as the agribusiness great moment.

By: Cristiano Vieira
Photos: Personal archive



Benedictus Robusto

Campeão Sênior e Reservado de Grande Campeão Expinter 2017



Touros da Santa Maria:
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ANGUS
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BRANGUS
◆
DEVON





Carmem during the judgement at track 5

The best week of the year

For ABCDevon's honorary president, Carmem Maria Jardim, the Expointer time "is the best week of the year"



Carmem Maria Jardim

“ I love it all, I think we have wonderful animals, it's the moment to crown what has been done during a country life **”**

She leads the Corticeiras Farm, from Cristal, 52 years of history. Carmem remember that she attended the trade fairs at Menino Deus when was still a child, around 7 years old, with her father, Nestor de Moura Jardim. At that time, her family used to take dairy cattle to the fair, mainly Dutch and jersey breeds. "I was a girl from the big city, no from the country. The fair was small, but very nice", recalls.

Carmem tells that she met the Devon breed after getting married, soon after her father's death. "We bought the great champion from Azul Farm. That was still at Menino Deus trade fair. We started by hard," explains the breeder. Gradually, she and her husband raised a breeding stock of Devon: they also bought the great champion of Batalha Farm and then acquired a breeding sock from Minas do Butiá.

Over the years, Corticeiras Farm imported from England a trio of Devon females, who joined to the initial breeding stock that Carmem and the husband had. "This way, we started our breeding stock improvement, from these English animals", she highlights. In

these 50 years of the fairs in Esteio, there were not few times that the animals from Corticeiras were recognized as champions of the Devon breed - usually females. "Perhaps because males need stronger qualities, especially in the posterior, in the back, attributes normally brought by genetics. Females, by mother selection and breed pattern, I believe, stood out", she reminds.

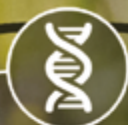
About the first trade fair in Esteio, Carmem remembers that it was a big change. The association was chaired by Eduardo Macedo Linhares in 1970, who bet on the new location and moved efforts toward the Devon's presence. "He got a train carriage. It was, let's say, the association's home. His wife, Maria Helena, and I organized everything to receive the associates", says Ms. Carmem. The traditional and comfortable headquarters of the breeders' associations would only appear many years later.

According to Carmen, passion, dedication and affection are essential for success in cattle raising. "Devon breed animals are the great passions of my life. For me, it is a no size therapy", completes the breeder.

By: Cristiano Vieira

Photos: Personal archive

DEVON



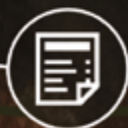
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The machete starting



Reinoldes Cherubini was a judge at Expointer 2018

For Reinoldes Antônio Cherubini, patriarch of the family that leads São Valentin Farm, the history of Assis Brasil Exhibition Park is closely linked to the Devon breed development and also to Expointer.

The beginning was difficult. That year, 1970, the region was occupied by a large rice plantation of the Kroeff's family, a wetland. "The first trade fair happened in the middle of this, with a ditch to irrigate the rice next to the newly built barns to keep the animals", he remembers.

If today there are paved streets in Assis Brasil Exhibition Park, covered pavilions and large parking lots, that year it couldn't be more different. "When the State bought that area, it was an adventure. There were only few wooden barns, all made by machete, tells Cherubini.

From the 1970s to date, the agricultural trade fair profile changed a lot, according to him. At Menino Deus, besides the smaller but very good structure, there were fewer horses and animals. There were also few machines, and hardly had been speak of tractors.

"For us, breeders, the trade fair at Menino Deus was a kind of vacation for ranchers. We met friends, spent ten days there. There was barbecue everywhere. We also used to go for a walk at Rua da Praia. It was a time without telephone, everyone met at the fair", says Cherubini.

It was not easy to get to Esteio, he remembers. There were not good roads connecting

Nova Prata region, where Saint Valentin Farm is located, to the park. "There were paved roads only from São Leopoldo to Esteio. We used to travel by truck. And the people from the border region used to go by train to Porto Alegre. There, the trucks from the Agriculture Secretariat loaded the animals and took them to Esteio for the trade fair", reports the patriarch of Saint Valentin.

The Devon has changed a lot, according to the breeder. The first bulls raised by his father, Reinaldo Cherubini, in 1948, weighed 500 kilos. Today, that weight corresponds to a 12-month calf. "We treated only with manioc and machete cut corn. There were no feed factories. In Caí region there was only alfalfa. Can you imagine how much has been improved?" asks Cherubini.

For him, the Devon breed was the one that most evolved through the last decades, thanks to the important work on genetics carried out by breeders. The meat market also has undergone a transformation, according to Cherubini. "The customers are more demanding; they know how to recognize the cuts. People know what they want, so it's important for us to work to offer high-quality meat to the market", concludes.



Reinoldes Antônio Cherubini

“ When the State bought that area, it was an adventure. There were only few wooden barns, all made by machete **”**

By: Cristiano Vieira
Photos: Personal archive

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Ivo Bianchini with 2 bulls imported from England

Passion for the breed

From the top of his 81 years, the breeder Ivo Tadeu Bianchini remembers the passions that Devon brought to his life and the importance of Expointer for the breed development



Ivo Tadeu Bianchini

“It did not grow that much in number but rather in quality. Year after year, this evolution in Devon’s genetic quality has been noticed”

The veterinarian also works with Angus and Hereford breeds, besides over 1,500 heads of industrial crossbreeding. However, at São Luiz Farm, the highlight is Devon - most Devon breeders in the mountain region of Santa Catarina State began with animals’ descendants from São Luiz Farm.

As he says, the Menino Deus Park was already traditional but a very small park for cattle raising development. “It has been already thought of turning the exhibition into a large-scale international trade fair, with animals from France, England, Uruguay and Argentina, and other countries” he says, about the prospect of move in the late 1960s.

For farmers, Bianchini remembers that the agriculture, at that time, was turning into a high scale activity depending on technological machinery. “We wanted to bring the agricultural machinery for the exhibition. So, a broader park was necessary”, explains.

He has participated as an exhibitor in Esteio for several years, and sometimes as a judge. He tells that it is possible to notice a clear evolution of the Devon breed. “It has not grown so much in number, but in quality. Year after year, this evolution in the genetic quality of Devon was noticed”.

Bianchini started raising Devon in 1960, when the breed was concentrated in Rio Grande do Sul. “With the job evolution, Devon spread to Santa Catarina, and today we have a great number of breeders in different States, mainly in central Brazil”, he says.

Mr. Ivo remembers that the Devon rusticity has always been an important quality, because it is a breed that adapted very well in native field, besides the females high fertility.

“Especially at the beginning of 1960s, there was no planted pasture, there was basically native pasture for feeding”, informs. This changed with the evolution of the binomial agriculture and cattle raising, which resulted in a better-quality pasture. “We also recorded a greater breed growth, with an early age slaughter”.

Great encourager of certified meat, Bianchini reminds that the idea came after finding the product on retail shelves in countries like Uruguay and Canada. “This also became a necessity for the breed. We had to think about Devon in a big scale, not only for exhibitions, but also for the production of high-quality meat”. The work started in Santa Catarina, at São João meat-packing plant.

Based on the Bianchini’s pioneering work, São Luiz Farm attracted the attention of breeders in Santa Catarina and in the last decades, helped to expand the Devon breed for the State. “The staff was really delighted with Devon’s results. Since then, we have an evolution in the breeding stock and an expansion of the animals in colder regions”, says Ivo.

Among the precursors of the Devon bred in Santa Catarina, he mentions former partners like Antonio Ramos de Lisboa, Áureo Lisboa, Áureo Vidal Ramos and Airtton Ribeiro Ramos. “They were the pillars of the Devon breed here”, completes.

The admiration for Devon only increased over the years, explains the breeder. “The breed has several qualities, such as high fertility and precocity. Financially, Devon brought a lot of positive results as well. Our passion for the breed continues”, he ends.

By: Cristiano Vieira

Photos: Personal archive

PRESENÇA FEMININA NA PRODUÇÃO DE CRUZAMENTOS INDUSTRIAIS COM **DEVON** NOS CAMPOS DE CIMA DA SERRA



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Cirne Lima at Menino Deus in 1966

The big trade fair appears

Former Minister of Agriculture and Former President of Farsul, the trajectory of Luiz Fernando Cirne Lima is linked to the development of agribusiness in Brazil. Profound connoisseur of the Brazilian livestock, he started breeding Devon and helped the breed's development the country.

He was also one of the organizers of the move to Esteio. Cirne Lima remembers that, until 1954, the state exhibitions were held in rotation, in several towns in the state's countryside. That year, the last edition took place in Uruguaiana. A year later, the activities were transferred to Menino Deus Park, with the intention of Porto Alegre hosts the State Exhibition, definitively.

He was a pioneer in participating of the Royal Show, in 1967, the England traditional big trade fair that brought together the best animals in the world.

Cirne Lima agrees that the Menino Deus Park was beautiful, well located, but very shy for the dimensions of the state exhibitions. The breeders' associations came to the conclusion that they should propose an alternative.

"We, the breeders, created a commission to talk to the secretary of Agriculture, Luciano Machado. He promised to study our request and another commission was created with Farsul to discuss the move to another park", remembers Cirne Lima. Then, the State decided

to acquire the area of the Kroeff's farm, in Esteio, a "beautiful farm, with 50 hectares, ten times greater the area of Menino Deus", says.

The Assis Brasil Exhibition Park as new location to host the State Exhibition, which would become Expointer years later, was essential to consolidate the Rio Grande do Sul State as a power of agribusiness, evaluates Cirne Lima. "The move meant a change in the profile, from an exposure of cattle and sheep to broader rural exposure, and since the beginning, the machines had relevance in the event", says.

The choice of the new location, close to Porto Alegre towards the North of Rio Grande do Sul, with the BR-116 as its axis, showed the fair's intention to grow "turned" for the regions that concentrated - and still concentrate - great part of the State population.

Two decades after the transfer to Esteio, Expointer has already been consolidated as one of the largest world's international exhibitions. "It was no longer an exhibition restricted to Rio Grande do Sul. It was international, one of the largest in Brazil and in the world. And goes on like this", says Cirne Lima.



Luiz Fernando Cirne Lima

“ It was no longer an exhibition restricted to Rio Grande do Sul. It was international, one of the largest in the Brazil and in the world. And goes on like this **”**

By: Cristiano Vieira

Photos: A Granja Magazine and personal archive



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Fotografia Gustavo Rafael



Amantino with the Devon's prizes, in 1981

From the top of the mountain

Name whose history is linked to the development of the Devon breed in Campos de Cima da Serra region, the breeder Amantino Barreto da Costa, from Santa Lucia Farm, started the family's trajectory with Devon in 1935. The animal adapted very well and soon the breeding stock grew - in the 1950s, they had already had a pure origin herd.



Soely Barreto Hoffman

“It was a much smaller but more beautiful event. Quite different from what Expoiner is today”



Danilo Barreto da Costa

“Since 1955, our family did not miss any trade fair edition”

“I was always my father's companion, I loved to walk with him in the field and in the fairs”, proudly remembers Soely Barreto Hoffman, Amantino Barreto da Costa's daughter, founder of Santa Lucia Farm, Capão Bonito do Sul. He was one of the great responsible for the entry of the Devon breed in Campos de Cima da Serra region.

Amantino was a tropeiro (troops on horseback who transported cattle and goods), an activity learned from his father, tells Soely. “They went from property to property buying animals. Once, he acquired several heads crossbred with Devon. My father noticed that Devon's performance was better. In 1935, he bought a bull of the breed and then all started”, highlights Soely.

Another Amantino's son, Danilo Barreto da Costa remembers that, in 1954, Luiz Fernando Cirne Lima inspected Santa Lucia Farm as Devon's technician, and was impressed with what he saw. Then, he suggested Amantino to take the Devon's animals to the State Trade Fair, which took place at Menino Deus Park. “Since 1955, our family has never missed any edition of the fair”, says Danilo.

The teenager Soely was a permanent presence at Menino Deus fair, accompanying Amantino in the exhibitions. “It was much smaller, but beautiful. Quite different from what Expoiner is today”, remembers the oldest daughter.

All five children were involved in farming activities, to a greater or lesser extent, by Amantino's encouragement. “When I got

married in 1957, I received ten Devon's females as a gift from my father, thus starting the Santa Lucia Farm breeding, in André da Rocha”, says Soely, who currently manages the farm together with her grown-up children.

About the first edition of the Exhibition State in Esteio, which took place in 1970, all of them remember very well. Danilo tells that he went down the mountain region driving a pickup, followed by two assistants in a truck transporting the animals. Along the way, a lot of rain, which forced a route deviation through Caxias do Sul and Nova Petrópolis. “When we arrived at the park, the main pavilion of the exposure had fall down. At that time, it was considered the largest free hand pavilion in Latin America”, he explains. In a hurry, Secretariat of Agriculture's staff started the construction of emergency wooden structures. “With all this, the animals already arriving. A rush”, reports.

Soely agrees that the move to Esteio was unforgettable. “I remember they took a sheep barbecue for the ranches' foremen”, says. The huge area of Kroeff's Farm was, also, a field for the Devon cattle. “A lot of people don't know, but there was a Devon breeding stock there before the park creation”, says Danilo. According to him, at that time there was no technology neither pasture improvement. “What we have today is thanks to the work of many technicians who sought this knowledge outside Brazil. We had the introduction of the best Devon sires and dams in the world”, he celebrates.

By: Cristiano Vieira

Photos: Personal archive



CABANHA

Timbaúba

1º DEVON MOCHO DO BRASIL

Família Silva Tavares



1º Devon Mocho Campeão no Brasil - 1960
Polled First da Timbaúba



Grande Campeão Expinter - 1982
Timbaúba Silverstick 243



Bi-Reservado de Grande Campeão Expinter - 1999 e 2000
Timbaúba Missioneiro 269



3º Melhor Macho Expinter - 2017
Timbaúba Milenium Sunset 1000

113 Anos Compartilhando Genética Devon



Sêmem à venda

* Expinter 2019 - Troféu ANC Herdbook Collares
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* Expinter 2014 - Campeão Troféu Jovem Expositor

* Expinter 2013 - Reservado de Grande Campeão

Timbaúba Stonegrove 800 - Stonegrove x Timbaúba Missioneiro 544 (filha do Missioneiro)

Irmão materno



Timbaúba Campeiro 1166
* Expinter 2018 - Campeão Júnior
Adquirido pela Cabanha São Valentin

Filho



Timbaúba Stone 800 1151 - "TAURA"
* Expinter 2019 - Campeão Troféu Chiripá

Filhos e netos



Evolução - Incorporando potência muscular,
estrutura óssea e padronização, com muita
raça e equilíbrio nas novas gerações.

63 ANOS DE DEVON MOCHO
1ª Importação - 1957

Alfredo e Alice da Silva Tavares

Devon raised me

"I usually say that I didn't start breeding Devon, Devon bred me", Alfredo Tavares jokes, from Timbaúba Farm, Pedras Altas. The family carries on history 113 years of involvement with Devon - all started with the grandfather Alfredo da Silva Tavares in 1907, and today it is already in the fourth generation.



The young Alfredo at Menino Deus, in 1962

Since then, the Tavares and their Devon animals never miss the trade fairs at Menino Deus and, later, in Esteio. "I met Devon as a child and I can say that it is highly profitable today, with a great commercial efficiency. It is highly fertile and has a high-quality tasty meat", pride himself.

The year of the State Exhibition move to the newly created Assis Brasil Exhibition Park, in Esteio, also marked the year in which he took the lead of Timbaúba Farm. "As administrator, I took some animals, but it was very difficult. There was a quagmire, and even people walking on the mud. I remember that the big cattle pavilion has fallen because the soil was very humid", says Tavares.

Despite the downside, that year's State Exhibition took place normally after the construction of emergency boxes to receive the animals and a new wooden pavilion.

In these 50 years of Assis Brasil Exhibition Park, Tavares agrees that both the event has grown in magnitude, becoming a fair with

international exhibitors and traders, and the Devon breed has evolved. "Today it is a showcase, where there are the best animals of each breed", says.

As he remembers, until 1970 there was a meat-packing plant demand for small animals, which changed with the breeds' improvement.

The breeder started using insemination in 1972, importing semen from the United States. Too much investment has brought several champions over the years. Devon's profile has also changed, as Tavares explains: "while in the 1970s a 3 years old 800 kg bull was considered a big animal, today a 3 years old weighs no less than 1.2 thousand kilos".

He concludes highlighting the importance of Expointer for breeders: "we participate practically most of these 50 years in Esteio. Today the trade fair projection is international, with people from all over the world", he concludes.



Alfredo Tavares

"I met Devon as a child and I can say that it is highly profitable today, with a great commercial efficiency. It is highly fertile and has a high-quality tasty meat"

By: Cristiano Vieira
Photos: Personal archive



SAUDADE. EM UMA MARCA, A HISTÓRIA. DE UMA RAÇA.

Raça DEVON, gado MOCHO. Tradição que damos
continuidade, agora com uma NOVA MARCA, trazendo na bagagem
o legado genético, que a Saudade aprimorou ao longo de quase um século.

A Estância Saudade, te espera para uma visita.





José Carlos at the age of two at Saudade Farm

Tours through Brazil with Devon



José Carlos Senna

“ We went to exhibitions in Campo Grande, we conducted clean track auctions there. I also took bulls to Bahia several times, we went to visit properties where there was Devon through Cerrado, we reached Tocantins ”

The most remote memories of José Carlos de Assis Brasil Senna, 70 years old, are at Saudade Farm, of his grandfather Miguel Nahra with the Devon animals. “I used to spend the holidays working in the countryside. Everyone went out to work and I went together on a horseback”, tells. The property in São Gabriel became reference in Devon in the Campanha region, with the first records of PO animals in 1951.

Senna was also a fellow in tours to agricultural exhibitions.

When the trade fair moved to Esteio, Nahra was still the farm’s owner. In 1975, José Carlos, Agronomist, decided to plant rice and moved with his family to Saudade Farm. Three years later, he also took over the cattle and the entire property. Senna speaks with enthusiasm about the participations of Saudade in Esteio, in the 1980s. “Expointer was already a big event and continues. Everyone prepares, takes care, organizes, it’s a huge work but it’s part of it!”

The farm has been known all over the State for the promoted auctions throughout 35 years. Senna was also an encourager of the breed expansion in Brazil. “Some tours, we went to exhibitions in Campo Grande, we conducted clean track auctions there. I also took bulls to Bahia several times, we went to visit properties where there was Devon through Cerrado, we reached Tocantins”, summarizes.

In 2018, José Carlos Senna divided the farm and 1,600 bovines, all registered, between the two daughters. The legacy “Saudade, tradition in hornless Devon” was transformed into two brands, Ana Júlia owner of Estância Saudade, and Ana Cecília, owner of Cabanha Saudade. “I shared it, gave it to them and stopped working. I mean ... today I raise 100 Devon’s cows and 50 Bravon’s cows, they are very good animals”, guarantees. I breed some calves and some steers as distraction, to don’t stop, right”, complete.

By: Simone Müller
Photos: Personal archive

The Devon breed evolution

60's



Balanced bull, showing good bone structure and excellent finishing.

70's



Time of an animal with high breeding expression, butcher and harmonic.

80's



At that time, the breed improved the depth, butchery suitability of animals.

90's



The animals evolve in height and bone structure.

2000's



The breed advances in volume of meat, volume of posterior and distribution of.

Good stories to tell

Good memories are not lacking in memory of Claudio Placido Silva Ribeiro, from Palmeira Farm, Camaquã, on the Devon breeding and on the agricultural trade fairs expansion throughout the State. Devon arrived in the family through his father, Dorval Ribeiro, who imported a bull and ten cows from England around 1959. "It was at the same time that Cirne Lima Professor was judge there, and a group traveled together. Everyone was excited, it was a big leap in our breeding stock", he remembers.



This is the farming stage since 1970



Dorval Ribeiro with his son and his daughter-in-law

In a time when distances were still huge and there were few options of good quality roads connecting the state countryside, Claudio says that the Menino Deus trade fair was also a meeting point for breeders. "It was there where the second generation of my family, represented by myself, exchanged a lot of information about the Devon breed, it was an event for everyone to know each other", explains.

Even due to the pasture conditions before 1970s, Mr. Claudio explains that the Devon animals that participated of the Menino Deus trade fair were smaller. "In some regions, as in the mountains, Devon had a little greater size development. But the big leap came with genetics", remember.

The Menino Deus fair move to Esteio, where Assis Brasil Exhibition Park is located, was essential for the State cattle raising development, in his point of view. Also, the Devon, according to the Palmeira's owner, accompanied this process. "We are from an agricultural region, where a lot of rice and

soybeans are planted, here in Camaquã. This consortium of grain with cattle helps us to have a better-quality pasture, and we are producing heavier animals. Today, a two years old steer weighs 550 kilos", illustrates.

Important for Devon was the increase of hornless animals - before, according to Claudio, it was a breed of only horned animals. "This changes the way you work, with a smoother handling. The animal does not get hurt and facilitates our work too. Today, there is even less people working in the farms, the market is changing", he evaluates.

Claudio Ribeiro also says that the meat market has undergone change. If today the consumer appreciates cuts with marbling, a little more fat, over 20 years the opposite was true: the lean meat used to be appreciated. "Currently, the housewife selects the product she wants, and understands that a good piece of meat needs to have a little fat. You cannot imagine high-quality meat without marbling and not from a young animal", he adds.



Cláudio Plácido Silva Ribeiro

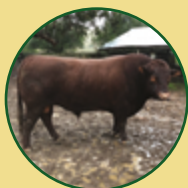
“ In some regions, as in the mountains, Devon had a little greater size development. But the big leap came with genetics **”**

2010's



The selection is professionalized with the genetic improvement programs, such as the PROMEBIO, identifying superior animals which receive the double brand.

2020's



In this decade, what is search in the breed is depth, harmony and an excellent bone structure that supports a large meat volume.

By: Cristiano Vieira

Photos main subject: Personal archive

Photos timeline: Timbaúba Collection, Estância Santa Lúcia Collection, Gustavo

Rafael, Lucas Hax



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Grand Champion Female A2198 rom Gralha Azul Farm

Devon breed debut at Itajaí Exhibition

The quality of Devon joined, for the first time, in the 25th Expofeira Agropecuária, which took place between July 25 and 28, 2019 - in Itajaí (SC). Ten animals eligible for a prize were registered from Caiapiá, São Joaquim, Gralha Azul, Fraiburgo and São Luiz farms, of Lages.

The bull Dimitri Sunset SL, weighting little more than a ton, was chosen the Grand Champion. The animal belongs to São Luiz Farm, Lages (SC), and Camboatã Agropecuária, Camaquã (RS). The title of Reserve Grand Champion went to Guerreiro da Gralha Azul, from Gralha Azul Farm, Fraiburgo (SC). Among the females, the Azul Farm Jay FIV 57 took the first two places, A2198 as Grand Champion Female and Herdeira da Gralha Azul FIV 75 as Reserve Grand Champion Female.

According to Hernani Macari, from Passo Velho Farm, Bom Jardim da Serra (SC), which debuted as a judge in the competition, the animals were well prepared and in excellent conditions. "It was pleasant to see the animals

playing a beautiful role in Itajaí, they have the Expolages qualities, which is the biggest Santa Catarina trade fair, evaluates Macari.

According to the president of Brazilian Association of Devon Breeders, Simone Bianchini, the debut at the event, which integrated the 36th National Small Farmer Party, was positive. "It is a very important fair in the region and was an excellent opportunity to

increase the breed's visibility. The receptivity was beyond our expectations, so we will certainly come back in the next edition, with more animals", reveals Simone.

ABCDevon also made a donation to Municipal Secretary of Agriculture of Itajaí: one hundred doses of Devon semen were offered by São Luiz Farm as an incentive to industrial crossbreeding in the region.

By: Simone Müller | Photos: PCD Fotografia



Dimitri Sunset SL, the Devon Grand Champion at Itajaí Exhibition (SC)

Itajaí Exhibition Champions

Males



Grand Champion

Dimitre Tilbrook Sunset de São Luiz

Exhibitors: São Luiz Farm, Lages - SC e Camboatã Agropecuária, Camaquã - RS



Reserve Grand Champion

Guerreiro da Gralha Azul FIV57

Exhibitor: Gralha Azul Farm, Fraiburgo - SC



3rd place

Fascínio de São Luiz

Exhibitor: São Luiz Farm, Lages - SC

Females



Grand Champion Female

A2198

Exhibitor: Gralha Azul Farm, Fraiburgo - SC



Reserve Grand Champion Female

Herdeira da Gralha Azul Fiv 75

Exhibitor: Gralha Azul Farm, Fraiburgo - SC



3rd place

Mata Nett Te do Caiapiá

Exhibitor: Caiapiá Farm, São Joaquim - SC



Grand Champion São Valentin Topazio 1785 during the parade

Saint Valentin's Bull is the Grand Champion of André da Rocha ExpoAgro

Event confirms the mountain region as reference in Devon's genetics.

The bull São Valentin Topazio 1785, from São Valentin Farm, by Reinoldes Antônio Cherubini, Nova Prata (RS), was the grand champion of the 13th André da Rocha ExpoAgro, which took place from September 26 to 29 in André da Rocha (RS). With 1,174 kilos, the 4 years old animal won the grand championship for the third time. Ben Hur, as it is also called, had already been the best male at Expointer 2019, in Esteio (RS), and also at Expoingá 2018, in Maringá (PR). After winning the exhibition, it was negotiated with Mano Lima, a country singer breeder with farm in Santo Antônio das Missões



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(RS). The title of Reserve Grand Champion went to Santo Antônio 1226 1055, from Fazenda Santo Antônio, Nova Prata (RS), ownership of Reinaldo Cherubini Filho. The animal had also been awarded as a Two Years Reserve Champion at 42nd Expointer.

Among the females, the title of grand champion was to Bombinha 209 from Santa Lucia 2732, owned by Soely Barreto Hoffmann, from Santa Lúcia Farm, André da Rocha (RS). The two and a half years old female was also Young Cow Champion at the 42nd Expointer. The JR do Prata Farm, by Gilmar da Silveira Ribeiro, André da Rocha (RS), took the Reserve Grand Champion trophy with the cow Prata Jr 114 Rotok SL 1905.

According to Otávio Jacques, technician at the Brazilian Association of Devon Breeders / ABCDevon and one of the judges, the evaluation was difficult because all the participants were top animals in Rio Grande do Sul. "We analyzed each animal with morphology that proves their quality, both in carcass productivity and prime meat cuts appreciation, for the Certified Devon Beef program. We certainly chose the best among the bests", says Jacques.

The Devon breed has participated at ExpoAgro since the first edition, which is traditionally the trade fair with the largest number of exposed animals. Devon was present in the Municipal Exhibition Park with 40 animals, between pure-origin bulls and cows. The participants were JR do Prata and Santa Lucia farms, from André da Rocha, Estância da Pedreira, from Dom Pedrito, Santo Antônio Farm, São Valentin and Tupi farms, from Nova Prata, and Da Volta Farm, from Muitos Capões.

For Rodrigo Cherubini, President of the Campos de Cima da Serra's Devon Breed Raisers Section of ABCDevon's, the event was a milestone for the breed. "The quality of the animals from mountain region is above average, the high genetic standard confirms what has been already happening at Expointer, where we stand out every year. It doesn't get any better!" celebrates.

By: Simone Müller | Photo: Marcos Esteriz



Grand Champion Female Bombinha 209 de Santa Lucia 2732

Nosso objetivo é criar animais que reproduzam bem nos rebanhos dos nossos clientes.



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Grand Champion Fascínio Sunset 1225 São Luiz

Devon celebrates 80 years of participation in Expolages

Red-haired breed participates in the biggest agribusiness trade show in Santa Catarina since 1939

Expolages 2019 was special for Devon breeders. The presence of 22 animals eligible for a prize and six rustic ones at Conta Dinheiro Exhibition Park marked the 80 years of the breed participation in the biggest agribusiness trade show in Santa Catarina. The fair, which has held be-

tween October 8 and 13 in Lages (SC), is the most important show in Santa Catarina for the breed.

The Grand Champion was the bull Fascínio Sunset 1225 São Luiz (box 68), by the breeder and exhibitor Ivo Tadeu Araújo Bianchini and sons, from São Luiz Farm, Capão Alto (SC).

Weighting 835 kilos at two years old, Fascínio repeated the feat of his brother, Dimitre, who had been the Grand Champion of the 2018 edition.

A pregnant female weighing 694 kilos and 25 months old took the title of Grand Champion. Jóia Rara TE49 da Estrela do Sul (box 76),

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Jóia Rara TE49 da Estrela do Sul was the Grand Champion Female

Fraiburgo (SC), by Antônio Marcos Passarin, was the Grand Champion Female.

Colina Farm, São José do Cerrito (RS) accumulated the prizes Reserve Grand Champion, with Hayden Quartz 606 da Colina, and also the Reserve Grand Champion Female, with the cow Fanática TE31 7090 da Colina. For Cácio do Nascimento Moraes, the farm's owner and president of the Santa Catarina's Devon Breed Raisers Section, Expolages was a success. "We had animals of different parts of the state, which confirms the excellent moment of the breed in Santa Catarina".

owned by the breeders and exhibitors Felipe and Istélio Camargo, from Estrela do Sul Farm, Capão Alto (SC), had already been awarded for the 3rd place at Expolages 2018.

The Reserve Grand Champion was HM Jaredo 47 Omega do Passo Velho (box 65), by breeder and exhibitor Hernani Macari, from Passo Velho Farm, Bom Jardim da Serra (SC). Cherry S.S. de São Luiz (box 71) took the Reserve Grand Champion award to São Luiz Farm too.

For the judge Aristorides Tadeu Ribeiro de Melo, Devon breeder and owner of

Mandassaia Farm, Lages (SC), the judgment was positive. "It proved the high standard of the animals and the genetic evolution of the Devon", guarantees the veterinarian, who has more than 20 years of experience as a breed evaluator at exhibitions. Animals from nine farms participated in this edition.

Rustics

Among the rustic ones, the title of Grand Champion went to Santa Maria TE709 147, from Santa Maria Farm, by Helena Cristina Araújo Bianchini, Lages (SC). The female Arauari 1616 Euro SV1068 from Gralha Azul Farm,



Aristorides Tadeu Ribeiro de Melo during the judgement

By: Simone Müller | Photo: Fábio Gonçalves

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Grand Champion São Valentin Topazio 1785 Ben Hur



Grand Champion Camboatã TE570, from Camboatã Agropecuária

D-Day debut marks Expointer 2019

Devon breed did well at the 42nd Expointer, the great agribusiness event in Rio Grande do Sul and one of the biggest in Latin America. Among the numerous activities organized by ABCDevon during the nine days that moved the Assis Brasil Exhibition Park, in Esteio (RS), the highlight was the D-Day debut, which brought together all trials of animals and the Top Devon auction in August 28.

Runway 5 was the stage for the trial of males and females, in a total of 51 animals. Among males, the bull São Valentin Topazio 1785 BEN HUR, from São Valentin Farm, by Reinoldes Cherubini, received the title of Grand Champion. The 1,170 kg animal had already been awarded at Expoinã 2018 in Maringá (PR). Camboatã Agropecuária, by Marcos Pandolf, took the title of Reserve Grand Champion, with the bull Camboatã 601 Antares.

Among females, the cow Camboatã TE570 G7090 C280 (box 1105), from Camboatã Agropecuária, Camaquã (RS), guaranteed the title of Grand Champion Female. The breeder Marcos Pandolf believes that because she is a Grand Champion's daughter, the animal has got an unique performance: "As far as I know, it is the only case in the breed in which mother and daughter were Grand Champion Females at Expointer". In an unusual alternation, São Valentin Farm, by Reinoldes Cherubini, won the Reserve Grand Champion award with the box 964 calf. Esperança, 13 months old, is the weaned heifer that raised by Juarez Rodrigues da Silva himself.

The rustic trial took place, for the first time, at J. Cláudio Ribeiro track, from Palmeira Farm, Camaquã (RS), who won most of the prizes. It took the best trio of males (tattoos 2270, 2278 and 2280), the best trio of females (tattoos 2139, 2177 and 2209) and also the

best male with the tattoo animal 2270, 2 years old and 796 kilos calf. Santa Maria Farm, from São Gabriel, by Didito Franco, got the first place with the female 2583, a pregnant three years old cow.

All trials were handled by Cirano Vieira Marques, from São Luiz Gonzaga, who



Cirano Vieira Marques evaluated the animals

2019 Devon's Champions

Males



Grand Champion

São Valentin Topazio 1785 Ben Hur / Box 1005

Breeder and Exhibitor: Reinoldes Antônio Cherubini
São Valentin Farm – Nova Prata (RS)



Reserve Grand Champion

Camboatã 601 Antares / Box 1004

Breeder: Marcos Pandolfi — **Exhibitor:** Lucas Pandolfi
Camboatã Agropecuária – Camaquã (RS)



Chiripá Trophy

Timbaúba Highstone 1151 Box 1001

Breeder: Alfredo Tavares — **Exhibitor:** Alice Tavares
Timbaúba Farm – Pedras Altas (RS)



Junior Exhibitor Trophy

Belmur Clay de Santa Inês 1061 / Box 996

Breeder: Waldor Paulo Albrecht e filho
Exhibitor: João Pedro Marenci de Moura
Santa Inês Farm – São Francisco de Paula (RS)

highlighted the quality of the Devon animals. “I was impressed, the high standard of the animals made the judgement difficult. Then, it was a very personal choice, because all of them had the conditions for winning” said the judge.

The breed’s best award was followed by an evening cocktail at the Association’s stand. The Devon breed grand male and female champions’ parade moved the Boulevard and got the visitors applause at Assis Brasil Exhibition Park. The ABCDevon’s executive secretary, José Luiz Abreu Barcellos, was honored for his provided services, in a deserved acknowledgment for more than 40 years of dedicated work to the association.

D-Day ended up with Top Devon Auction, (see report in this issue).



Since 1978, Barcellos has been honored at ABCDevon



Triad Rustic Champion from Palmeira Farm

By: Simone Müller | Photos: Gustavo Rafael and PCD fotografia

Meat Showcase: deboning and Devon recipes

Devon meat was presented to the public at Assis Brasil Exhibition Park at the Carne Gaúcha Showcase, a traditional project that aim to valorize the cattle raising activity and the quality of the meat produced in Rio Grande do Sul. On Tuesday, August 27, visitors saw a deboning by the butcher and cuts specialist Marcelo Bolinha, while chef Márcio Ávila performed easy-to-prepare recipes that were tasted right after by the audience. Representing the ABCDevon, the president Simone Bianchini, the administrative vice-president Betty Cirne Lima and the breeder Katia Ribeiro explained to the audience many issues around the meat chain production, such as the choice of a good cut, the importance of quality and certification meat, the breeder work, zootechnical aspects of the breed and the herds’ management. The Devon meat tasted was carcass provided by Palmeira Farm, from Camaquã (RS), in partnership with Coqueiro meat-packing plant. More than five thousand people passed through the space, at the International Pavilion, during the 42nd Expointer.



Devon at Meat Showcase

2019 Devon’s Champions

Females



Grand Champion Female

Camboatã TE570 G7090 C280 / Box 1105

Breeder: Marcos Pandolfi — **Exhibitor:** Eliana Pandolfi
Camboatã Agropecuária – Camaquã (RS)



Reserve Grand Champion Female

São Valentin Topázio 1910 - Esperança / Box 964

Breeder: Reinoldes Antonio Cherubini
Exhibitor: Juarez Rodrigues da Silva
São Valentin Farm – Nova Prata (RS)



Chiripá Trophy

DGVolta 74 / Box 973

Breeder: Maria Helena Della Giustina Baldisserotto
Exhibitor: Maria Helena Della Giustina Baldisserotto
Da Volta Farm - Muitos Capões (RS)

CRIAÇÃO DE GADO DEVON. GENÉTICA DE CAMPEÃO.



A criação de gado DEVON das Fazendas Tupi e 3 Porteiras tem como foco principal a qualidade advinda da experiência de mais de 20 anos no manejo e na utilização das melhores técnicas de reprodução como IATF (inseminação Artificial em Tempo Fixo). Utilizamos sêmen de destacados reprodutores oriundos da Nova Zelândia, Austrália, Inglaterra e dos melhores plantéis do Brasil.

Em 2018, na Exposição Internacional de Esteio (Expointer), o touro "Dynamite da Tupi 111" recebeu o Prêmio de Grande Campeão da Raça Devon.

E, na análise de sua Herdabilidade através do teste Igenity (realizado nos EUA) o touro recebeu notas elevadas em relação à maciez da carne, eficiência alimentar, área de olho do lombo, docilidade e forte ênfase na fertilidade. Já temos sêmen deste grande Campeão disponível à venda.

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Grande Campeão Expointer 2018



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205 dias	365 dias	550 dias
326 Kg	556 Kg	660 Kg

Qualidade genética do seu rebanho.

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Devon breeder leads the Sectorial Chamber of RS Beef

The Sectorial Chamber of the Bovine Meat Production Chain of RS seeks to follow and being represented close to the work developed by the Ministry of Agriculture, Livestock and Supply, MAPA

I accepted the challenge at a time when meat is appreciated and has a good time. The expectation is to contribute and help. We will also forward the demands of all the productive chain links with the Secretariat of Agriculture. Together, we will collaborate to improve the gaucha's beef cattle production

Gilson Barreto Hoffmann, the commercial vice-president of the Brazilian Association of Devon Breeders / ABCDevon, is the new coordinator of the Bovine Meat Sectorial Chamber of Rio Grande do Sul. "I accepted the challenge at a time when meat is appreciated and has a good time. The expectation is to contribute and help. We will also forward the demands of all productive chain links with the Secretariat of Agriculture. Together, we will collaborate to improve the gaucha's beef cattle production" affirmed the new manager, who took the position in December 2019.

Linked to the Secretariat of Agriculture, Livestock and Rural Development, the Bovine Meat Sector Chamber is one of 23 sectorial chambers in the gaucha's agribusiness. The objectives are to identify the difficulties of the productive sector chain and to create strategies to solve them, besides identifying developmental opportunities, to discuss and define strategies and guidelines to public policies. It is formed by representants of public and private entities, including Embrapa,

Farsul, Secretariat for Economic Development, Febrac, Federacite, UFRGS and breeders' associations.

The General Coordinator of the Sectorial Chambers, agronomist João Paulo Lipp, revealed that, for the first time, the Bovine Meat Sectorial Chamber is led by a farmer who is not an employee of the Secretariat of Agriculture. "We think that a person who lives from the activity can contribute with other views on the production chain, due to his experience and articulation with other sectors. This methodology is being implemented in others sectorial chambers too", said Lipp. The Rio Grande do Sul's Sectorial Chamber of Productive Meat Chain seeks to follow and be represented along with the work developed by the Ministry of Agriculture, Livestock and Supply, the MAPA.

Veterinarian, Hoffmann is the third generation of a Devon breeders' family and one of the owners of Santa Lucia Farm, André da Rocha (RS). Ex-president of the municipality Farmers' Union, he is also the current vice-president of Federacite.

Devon Certified Meat arrives at the gaucho's market

Certified Devon Calf Program encourages the breeding of genetic quality animals to produce premium meats

The first lot of certified Devon meat in Rio Grande do Sul was produced in August 7, 2019, at Famile meat-packing company, in Pelotas. The inaugural technical slaughter of a lot of animals from Palmeira Farm, Camaquã (RS), was preceded by the contract signing between the Brazilian Association of Devon Breeders and the company. A delegation of ABCDevon representatives was present in the moment. For the president Simone Bianchini, the gaucho's market had been asking for certified Devon cuts. "For the Association it was a very important step since Rio Grande do Sul State has the largest Devon herd and the biggest number of breeders in Brazil. Nothing fairer than having Devon certified meat available close home", she says. The expectation of the Association is that the Rio Grande do Sul breeders' interest for bonus increases gradually, that is the reason for a continuous work of animals' prospection. For José Paulo Corvello, director and one of the Famile's founders, the partnership was very welcome. "The quality of Devon meat is unquestionable, so our bet is on consumer's and breeder's satisfaction", guarantees.

Debut at Expointer

The audience at the 42nd Expointer was the first to taste the high quality of Devon certified meat from slaughtered animals in Rio Grande do Sul. The master roaster Rodrigo Fagundes commanded the roasts and served the Devon cuts for hundreds of visitors. Visitors were able to taste the marbling, that fat interspersed in the fibers, which is easily visible when the meat is raw. With heat it melts and becomes an unparalleled tasting experience.

Devon Meat Certified in Santa Catarina

Since then, the Devon Certified Meat was Santa Catarina exclusiveness. Since May 2017, whole and castrated steers are slaughtered with a Certification Seal by São João meat-packing company, from São João do Itaperiú,



The seal guarantee products approved in strict quality criteria

northern Santa Catarina state. Hundred and fifty breeders are registered and participate in the program. The owner of the meat-packing company, Laércio Espíndola, says that the breeder Ivo Bianchini, from Lages, has the initiative, who proposed start certifying Devon in Brazil together. "I already slaughtered Devon since the early 70s and I believed in the idea because the breed is good, but also because for me, a friend's request is an order", jokes the businessman, who does not save compliments for the breed. "Devon meat is tender, tasty, marbled and the cuts are very beautiful", he explains. Asked about the animal's determinant factors animal to give high-quality meat, Laércio is emphatic: "First of all is breed, followed by a good diet and a good fat finish", says.

Calf Certification

As incentive for breeders and farmers to work with high-quality animals and also to identify the ones that meet the breed standard of the Certified Devon Meat Program, the Certified Devon Calf Program was launched in Brazil in 2019, and the states of Santa Catarina and Rio Grande Sul are responsible for the largest volume of certified calves to date.



The program aims to identify and certify the calves' breeders who invest in high-quality genetic and use registered bulls to produce superior quality animals that meet the breed standards established by the Association.

Certification values Devon calves and crossbreed Devon in the shots, as the requirement of the breed standard to fit the Certified

Certified Devon Calf Program's official earring



The grillier Rodrigo Fagundes

 *Marbling is the fat interspersed in the fibers, which is easily visible when the meat is raw. With heat it melts and becomes an unique tasting experience *

Devon Beef Program is assured, leaving the butcher to work for conformity in the animal finishing so that it receives the certification seal at slaughter.

Calves and heifers, which are certified by

meat-packing plants technicians, generate a bonus to the breeder that can reach up to 8% in Famile and 10% in São João, as remuneration for differentiated product. This represents a financial increase in the breeders' pocket.

How to proceed

The breeder interested in certifying his Devon's calves must contact the ABCDevon or directly an inspector breed technician to schedule a visit. The technician inspects and selects the animals suitable for certification, register the breeder and put the Certified Devon Calf Program earring, with the program control sequential number. The association sends a certificate to the breeder for each animal that received the earring from the program. Breeders throughout Brazil, associated or not to ABCDevon, may require the certification.

By: Simone Müller | Photos: Disclosure ABCDevon, Gustavo Rafael and Studio Sigales

Programa Carne Devon Certificada

Como ganhar mais



Passo 01: Produtor se cadastra.

O produtor se **cadastra** na Plataforma de Qualidade - CNA para ter acesso ao programa de certificação da raça Devon, disponível em: www.devon.org.br/carne-certificada. Fale com o técnico da ABCD no frigorífico credenciado.



Passo 02: Plataforma Qualidade CNA
O produtor **visualiza** os requisitos necessários para a bonificação e **adere** ao programa.



Passo 03: Programa de Certificação
Programa **Carne Devon Certificada** tem a finalidade de definir os processos referentes à certificação da raça Devon e suas cruzas.



Passo 06: Recebe bonificação

O produtor **recebe a bonificação** em dinheiro pelas carcaças certificadas.



Passo 05: Certificação no frigorífico

O técnico da associação de raça **avalia** o animal, que pode ser puro ou cruzado (meio sangue), **certifica** as carcaças que atendem os requisitos e **autoriza** a utilização do selo de certificação.



Passo 04: Frigorífico Certificado

O produtor **envia** seus animais para o abate nos frigoríficos credenciados: **Famile (RS) ou São João (SC)**.





Fazenda da Volta

— ✂ —
MEAT CULTURE

**GENÉTICA DE
RESULTADO**

REPRODUTORES

SÊMEN

MATRIZES



GRANDE CAMPEÃ
EXPOINGÁ 2018

BI CAMPEONATO
EXPOINGÁ 2019

TERCEIRO MELHOR MACHO
EXPOINGÁ 2019

RESERVADA CAMPEÃ
EXPOINTER 2018

CAMPEÃ CHIRIPÁ DEVON
EXPOINTER 2019



Foto: Gustavo Rafael





Devon in the Industrial Crossbreeding

There is no doubt that one of the most impacting results of Devon and Zebu crossbreeding is the meat quality. The Devon breed has a superior meat standard in terms of both tenderness and marbling, taste and presentation. These qualities are transmitted to the progeny, adding value to the final product

This fact justifies the experiences of Almor Antonioli, from Nova Prata Farm, Bahia, and Alexandre Ferrari, from Santa Helena Farm, Mato Grosso do Sul, among many other examples of breeders all over the country. Alexandre Ferrari slaughters about 4000 Devon crossbreeding calves annually with over 500kg alive weighting. This F1 Devon x Zebu has great weight gain with fast finishing capacity and excellent quality, culminating in a greater valorization of the animals.

In addition, F1 Devon x Zebu females when taken to reproduction they present good result. Besides the excellent maternal ability and the consequent production of a heavy calf at weaning, these matrices are remarkably fertile and present an excellent rate of re-conception, even in adverse conditions. The performance of this crossbreeding is one of the reasons that explains its raising at Palmeira Farm, Camaquã (RS).

In addition to the results of zootechnical heterosis of this combination, the F1 Devon x

Zebu also presents a tick resistance. Such character decreases the herds plundering by this parasite and also reduces the costs to control it, demonstrating that the rusticity and adaptability of the crossbreeding are beneficial not only in country's tropical regions but also at subtropical areas with high tick infestation. This condition is one of the reasons that lead the breeder Alfredo Tavares, from Timbaúba Farm, Pedras Altas (RS) to use this crossbreeding with different levels of blood.

Finally, for technicians, breeders, industry and trade market that work with Devon x Zebu crossbreeding, it is evident the progeny quality from animals' fertility to final product added value. Similarly, consumers from different regions of the country have ratified research data indicating the outstanding quality of Devon meat, what is evidenced by the appreciation and fast commercialization of Devon's meat reported by entrepreneurs of meat boutiques of different regions of Brazil.

Subscribe to the ABCDevon channel on Youtube: www.youtube.com/devonbrasil and check out the breed information on this and other subjects.

By: Lucas Hax | Photo: Archive ABCDevon

A MELHOR PARRILLA

no Boulevard Laçador

CARNES E CORTES

SELECIONADOS

CERVEJAS E VINHOS

ESPECIAIS

VENHA APRECIAR
ALMOÇO E JANTAR



PARRILLA
TIERRA
DEL **FUEGO**



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PO animals at Conta Dinheiro Exhibition Park

TOP DEVON enters in the virtual era

Auction, which also had live bids, was live webcast for all Brazil.

The first virtual Top Devon auction marked in great style the closing of D-Day at Expoiner 2019 in August 28. In addition to live bids, the shot was live webcast. Forty-two breeding lots, females and the breed top bulls' semen were offered.

The bulls' average price was R\$ 8,000.00 and females R\$ 7,500.00, in a total of 58 sold animals. Among the rustic, the offered 80% were sold. The 250 traded doses of semen had an average price of R\$ 2,300.00.

Parceria Leilões was responsible for the auction, with transmission to all over Brazil on digital platforms. 50% of the sales were online, which proves that the new channel of negotiation is well accepted in the market.

Clean runway at the Top Devon SC auction

The auction had the participation of ten farms from Santa Catarina mountain region, Vale do Rio do Peixe and Greater Florianópolis

The 4th edition of the traditional Top Devon Santa Catarina Auction had total liquidity, with 100% of the animals traded in three hours of the event. The shot, promoted by the Santa Catarina's Devon Breed Raiser Section and approved by the Brazilian Association of Devon Breeders / ABCDevon, took place at Conta Dinheiro Exhibition Park, in Lages (SC), in September 28, 2019.

The sales' highlight were the sires, with mean price of R\$ 11,520.00. The most expensive animal was a bull from Sincelo Farm, of Urupema

(SC), which was sold for R\$ 25,600. Among females, the mean price was R\$ 8,300. Twenty-five Pure Origin animals were offered, 20 out of them were bulls, and five matrices.

The approximately 200 selected Devon crossing had a mean price of R\$ 7.13 per kilo for cows, R\$ 6.46 per kilo for pregnant cows, R\$ 6.06 per kilo for heifers and R\$ 5.47 per kilo for cows. The amount raised was R\$ 570 thousand. The shot, which traditionally takes place in the last Saturday of September, was in charge of Camargo Agribusiness and the auctioneer Delamar Augusto Macedo.

For Simone Bianchini, president of ABCDevon, Lages has been consolidating as an important Devon hub and Top Devon SC proves the breed evolution. "The advance of genetics is irreversible and the interest in females is a demonstration of the growth, year by year, in Santa Catarina", she evaluates.

The farms that participated in the auction were Changrila Farm, from Campo Belo do Sul, Capão do Cambará Farm, from Bom Retiro, Barra Farm, from Caçador, Gralha Azul Farm, from Fraiburgo, Quero-Quero Farm, from São Bonifácio, Sincelo Farm, from Urupema, Cajuru and Santa Maria Farms, from Lages, Colina Farm, from São José do Cerrito, and Estrela do Sul Farm, from Capão Alto.

According to Cácio Moraes, president of the Santa Catarina's Devon Breed Raiser Section, the shot exceeded the expectations. "Besides the trading, we are also happy with the audience, about 500 people came to check the quality of our animals. This shows Devon's strength in the state and that we are on the right path, always supported by ABCDevon", he celebrates. Currently, about 80 breeders are part of the Santa Catarina's Devon Breed Raiser Section. The Brazil's Devon herd is 250 thousand heads and Santa Catarina state holds the second breeding stock, just behind Rio Grande do Sul.

By: Simone Müller | Photo: Fábio Carvalho

FAZENDA



PALMEIRA

Selecionando animais com alto desempenho na produção de carne de qualidade.

Nossos Resultados na Expointer 2019:

- Lote Grande Campeão - Touros Rústicos Devon
- Melhor Touro Devon Rústico da exposição
- Lote Grande Campeão - Fêmeas Rústicas Devon

VENDA PERMANENTE DE REPRODUTORES



End.: Av. Presidente Vargas, 284/204 | Camaquã - RS

E-mail: faz.palmeira@terra.com.br | cs.ribeiro@terra.com.br

Fone/Fax.: (51) 3671.5366 | Cel. Cláudio (51) 99971.1003 | Cel. Kátia (51) 99998.2858



Technical meeting at Santa Lucia Farm

Annual technical meeting: focus on certification and registration

Updating brought together professionals from South Brazil

The town of Nova Prata, in Rio Grande do Sul mountain region, was the town of the annual meeting for technical professionals updating from the Brazilian Association of Devon Breeders / ABCDevon, in November 9, 2019. The event, in partnership with the National Association of Herd-Book Collares Breeders / ANC, was dedicated to updating and exchange of ideas on relevant topics such as the use of Registered Bulls and the Certified Devon Meat Program, the Certified Devon Calf Program.

Technical inspectors from Rio Grande do Sul, Santa Catarina and Paraná were present, besides meat-packing plants technicians, which work directly in the meat certification in São João (SC) and Famile (RS) meat-packing companies.

The National Breeders Association (ANC) was represented by the Superintendent Silvia Freitas and by Technical Council President, Flávio Alves. The ABCDevon directory was present with the President Simone Bianchini and the Commercial Vice-President Gilson Barreto Hoffmann.

The meeting started with a theoretical section, in which the ANC Superintendent Silvia Freitas spoke about updating the registration rules, including the process bureaucratic part. The consolidation of the Devon breed biotype, for both males and females, was also discussed especially between technicians. According to Silvia, the differential of this year was the promotion of the breed's genetic improvement. "We did a job of technicians encouragement to awaken the breeders' interest in registered animals. We believe that in two years we will achieve very positive results in terms of Summary of Bulls", explained.

The president of the ABCDevon technical staff, Lucas Hax, addressed the Programs Certified Devon Meat, Certified Devon Calf, and also reaffirmed the importance of promoting registered Devon bulls. "The ABCDevon has been working on the programs' interconnection, to benefit the animals' quality and the final product, which is the meat", affirmed.

In the afternoon, there was a course for accreditation of these technical inspectors as evaluators of the Beef Cattle Genetics Improvement Program, Promebo. The practical section was held at Santa Lucia Farm, together with the herd Devon.

The purpose of events like this is to align procedures and promote training and participation. These are moments for experience exchanges and integration of the group. The meeting ended up with a delicious Devon heifer barbecue offered by Santa Lucia Farm.

By: Simone Müller | Photo: PCD Fotografias

DEVON

A RAÇA DO MOMENTO

► PONTOS ALTOS DO DEVON

Rusticidade, precocidade, fertilidade, habilidade materna, temperamento e qualidade de carne.

► REPRODUTORES

Rústicos carniceros e eficientes.

► TOLERÂNCIA AO CALOR E CLIMAS TROPICAIS

Case de sucesso.

► NOVILHOS DE ALTO DESEMPENHO

Animais com excelente conversão alimentar e facilidade de terminação tanto a pasto como em sistemas intensivos.

► ANIMAIS DE VALOR AGREGADO

A carne Devon Certificada é marcada pela maciez, sabor e suculência, agregando valor ao produto final, bem como aos terneiros, matrizes e reprodutores.



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Jaime Tarouco is a reference to the new generations

Animal and meat specialist

Jaime Tarouco acts in the admission of Devon animals to trial at Expointer

Terms like marbling and succulence fell in the consumer market's taste, but they are part of the work and researches that the zootechnician Jaime Tarouco has been performing over the years. Post-doctor and professor at the Department of Zootechnics at UFRGS, Tarouco assesses the animals during the Expointer using ultrasound examinations to identify the cattle that have relevant characteristics for high-quality meat.

The zootechnician follows Expointer since 1995. Since then, he has noticed the introduction of new technologies at the event, mainly in the animals' trial.

About 10 years ago, the Devon breed started using ultrasound to examine carcass characteristics. "It is necessary more exploitation of the ultrasound potential. With it I can evaluate the characteristics of the carcass,

yield, meat quality in live animals. It is not necessary to wait for slaughter to know that", he explains.

What we are looking for are well-shaped animals in terms of butchery characteristics, which are within the breed standard, that is, they have a large back related to the cuts yield and the amount of muscle; a good thickness of subcutaneous fat, covering - protects the carcass from cold and also promotes precocity - and, as the animals are pasture raised, it is necessary earlier finish calves and females that reproduce earlier too.

According to Tarouco, when measuring the thickness of the cattle fat, it is possible to identify these animals and increase the frequency of these genes in the herd population. However, for the success of this work at Expointer, Tarouco suggests greater rigor in the selection process for both females and males that will be the future progenitors.

He agrees that the consumers are more informed, seeking for a meat that meets their expectations in terms of taste, succulence,

tenderness. He also highlights that there was an evolution of the meat product. "Before, in butchery, a big piece was bought, it could be taken two or three cuts. Today, in a big void, we can take the steak and the void. Rib also, several types", illustrates.

In order to reach an excellent meat, it is necessary to select sires that meet the characteristics of taste, tenderness and marbling. "Who buys the meat understands that, with marbling, they will have a more succulent meat. This streaky fat appears in the ultrasound and is essential for a good quality product", he reports.

Both investment and genetics improvement led to a better use of the carcass, adding value to the product. "We also have new ways of preparing, with important qualitative characteristics. The consumer appreciates all of this", concludes.

By: Cristiano Soares | Photo: Simone Müller



**É mais do que
um brinco.**



É uma garantia de origem.

A identificação animal é uma ferramenta muito útil na gestão e manejo. Com ela, o pecuarista ganha acesso a informações de nutrição, uso de medicamentos, reprodução e genética, entre outras. A ABCDevon sabe disso e a identificação é essencial no Programa de Certificação de Carne Devon. Informação, esse é o futuro da Pecuária. Você está pronto para mais?

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65
ANOS

E PRONTOS PARA MAIS.



Registered bulls: high genetics

Registered bulls value the breeding stock and guarantee profitability

Program aims to ensure the genetics of the Devon herd

The production of quality meat is a reality in Brazil. After the Brazilian consumer has discovered - and approved - the certified meats, the productive beef cattle chain follows a path that has no return: the quality at all stages, "from pasture to the plate". A decisive factor in this process is the animals' genetics, which perpetuates the herd quality and generates equally superior calves and heifers.

Concerned about guaranteeing the genetics, the Brazilian Association of Devon Breeders is expanding the work of breed's valorization together with the breeders across the country. The objective is to inform cattle raisers about the importance and advantages of having registered sires in the herd.

For Simone Bianchini, President of ABCDevon, the objective is the recognition of genetics that breeders have been working on. "Improvement, through performance evidence, has been bringing, year after year, the birth of animals with a better feed conversion, with predominance of marbling and premium meats", reminding that investors, winters and confiners have already known the difference of acquiring registered bulls. "You invest in a first moment, but the gains and profits will come by producing early

calves and heifers with higher performance in carcass production, with greater yield, on the scale". And she warns: "the cheap can be expensive: in acquiring animals without genetic background and ones that have not been passed by the Association accredited technicians' screen". Registered Devon bulls have an ear tattoo with the Association seal that guarantee Devon genetics.

Among the planned actions are visits from accredited technicians to breeders to explain the importance and advantages of working with bulls of origin. The main advantage is the production of certified calves and heifers, and consequently, certified meat, for the meat-packing plants partners, São João, in Santa Catarina, and Famile, in Rio Grande do Sul.

The Association's Technical Director, Lucas Hax, explains that in the middle of technological advances, there are countless genetic improvement tools for obtaining better animals, both in field productivity and meat quality. According to the veterinarian, the main advantages of acquiring registered bulls are the guarantee of breed purity and, consequently, the inherent qualities of the Devon breed, such as weight gain, ease of finishing, maternal ability, temperament and meat

quality. In addition, the acquisition of registered bulls allows the use of animals evaluated by the Beef Cattle Genetics Improvement Program, PROMEBO, which contains genetic evaluation data that make possible to choose genetically improved sires that best meet the herd's needs. "We are going to show that raising registered Devon bulls results in the production of heavier calves and heifers, better mothers and steers with greater weight gain and better carcasses. The profitability is guaranteed", says Hax.

Registered bulls are important because:

- ① generate standardized and heavier calves and heifers;
- ② produce heifers that will be good mothers;
- ③ result profitability in certified calves' production;
- ④ provide the guarantee of the products breed fitting in the Certified Devon Meat Program;
- ⑤ proven genetics with data that value the breeding stock.

By: Simone Müller | Photo: Gustavo Rafael

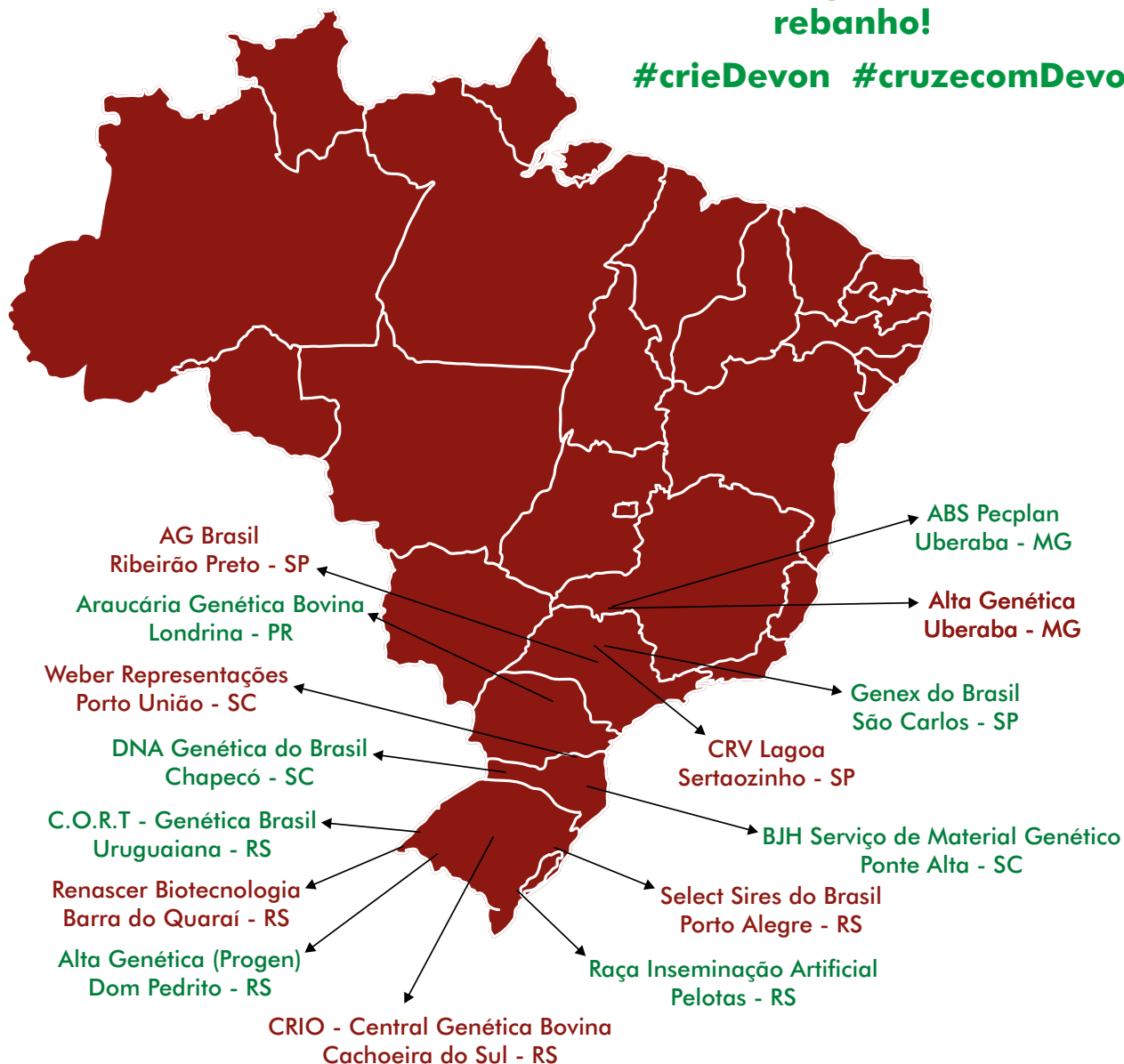


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**Além da monta natural, a
reprodução de animais Devon PO
ou cruzas pode ser facilitada
através da aquisição de material
genético (sêmen ou embriões)
diretamente com centrais de
inseminação artificial ou ainda nas
propriedades criadoras.**

**Garanta qualidade em seu
rebanho!**

#crieDevon #cruzeComDevon



**Lembramos que as centrais podem possuir variadas
sedes e regiões de atuação.**



Mano Lima with the Grand Champion at Expointer 2019

My name is Mano Lima

One of the biggest names in country music talks about creating Devon and tells how he led country life to stages



Country singer is Devon breeder

we have to do what we like, otherwise we get out of axis. Thus, we have to get on the axis to be happy. Money is not everything, the spirit is what supports us and cannot be forgotten. I have faith. Today, I am an accomplished man

"It comes from childhood. The father raised Devon in Campos do Bororé and now I do too. I am very happy, for me and for my father's memory", summarizes the singer and composer Mano Lima, one of the greatest names of gaúcho's music, referring to the creation of Devon, initiated in 2019. "I started by the incentive of my great friend Cirano Vieira Marques, who has been raising Devon for many years. The herd is still small, my goal is Devon cows, all PO. But it is for personal satisfaction, not for business, negotiation involves a lot of personal part and I don't like it", confesses the also farmer Mano Lima, who acquired from São Valentin Farm, Nova Prata (RS), the Devon bull champion of Expointer and Expoagro André da Rocha in 2019. "Ben-Hur is strong, he has worked hard, I am very happy. Back times, my father would say that there was no better and no heavier than Devon steer, from the age of three. But today, there is an advantage since the calves, they are sons of mothers who are very good at feed, then there's no mistake", he praises. "I respect all, but the Devon's female is a good mother, the best, she is very docile". When asked about the advantages of the breed, it is emphatic: "They are not aggressive, they win in meat quality and rusticity."

Mario Rubens Batanoli de Lima is from Itaqui. He was born in Bororé, current district of Maçambará, western border of Rio Grande do Sul. He learned to ride horses at two. "I was a shy boy; I had more affinity with animals than with people". When he went to town for the first time, in adolescence, he found Itaqui too crowded. After the family's move to São Borja,

he was a ranch's foreman and, as a tropeiro, he traveled long distances. His musical career began at 30, almost by chance. "The poet and writer Apparicio Silva Rillo saw myself singing at a barbecue and said I was an artist. He took ten years insisting, but I didn't believe him. One day he got me to make a record, I said to my mom that now he was going to leave me in peace. When the records arrived in my house, I gave all of them as gift, but didn't it just burst?", he says enjoying himself.

The song "How I am in this body" fell in the public's appreciation. In a career of almost 40 years, Mano Lima accumulates successes like "João Balaio", "Estouro de Tropa", "Cadela Baia" and "Pedro Ventania". Mano Lima believes that the experience as a ranch's foreman enriched his art. "In fact, I was from the country and the country is the differential in my work. I say what I have done and lived. It's like I say: my voice is not beautiful, but it is true", complete, modest.

It's at Santa Cecília Farm, in Santo Antônio das Missões (RS), where Mano Lima spends most of his free time. Beyond the Devon, he raises mules, zebus, ideal breed sheep, criollo and English horses. And it doesn't stop: "Now I won a quarter-mile horse, the breeding is increasing", he says, well-humored. "All breeds are good; they grow well in my hands because I like animals". And he says: "we have to do what we like, otherwise we get out of axis. Thus, we have to get on the axis to be happy. Money is not everything, the spirit is what supports us and cannot be forgotten. I have faith. Today, I am an accomplished man."

By: Simone Müller | Photo: Gustavo Rafael



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**Núcleo é o elo de
ligação entre o produtor e
a Associação Brasileira de
Criadores de Devon.
Venha fazer parte do
Núcleo de sua região,
participando das
atividades desenvolvidas
e integrando-se aos
demais criadores desta
distinta raça.**



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