

ANUÁRIO 2021

ABCDB

Associação Brasileira de
Criadores de Devon e Bravon



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EDITORIAL

ANUÁRIO ABCDB 2021

Associação é um retrato dos novos tempos. Seguimos em plena pandemia nos reinventando. Ela trouxe apreensão para alguns e tristeza para outros tantos. Mas assim como a vida que segue, a pecuária também não para e vem nos trazendo gratas surpresas. Esta edição do Anuário é um retrato destas conquistas.

O reconhecimento da raça Bravon foi uma grande vitória para a família Devon. Uma conquista a quatro mãos que não aconteceu da noite para o dia. Sócios e diretores, amigos e criadores, todos empenhados para que este desejo se tornasse realidade.

Neste anuário apresentamos tudo o que de melhor é oferecido pela nova raça. Quem são os criadores que já apostam no Bravon. Além das boas mudanças que o reconhecimento nos trouxe, inclusive, um novo estatuto e um novo nome para a própria Associação.

Destacamos ainda os excelentes valores alcançados pelos terneiros Devon nos leilões bovinos de outono, da chegada de novos criadores através do Núcleo dos Campos de Cima da Serra Catarinense. Núcleos sempre tão importantes para o apoio aos criadores, aproximando-os das atividades e projetos da Associação.

Em meio a tantas mudanças, aproveito para agradecer a confiança depositada no nosso trabalho à frente da nossa ABCDB, com a reeleição para o biênio 2021-2022. Tenho certeza que as realizações que já conquistamos, e muitas outras que hão de vir, só são possíveis graças ao trabalho dedicado em equipe que fazemos.

Boa leitura!
Simone Bianchini
Presidente



Photo: Gustavo Rafael



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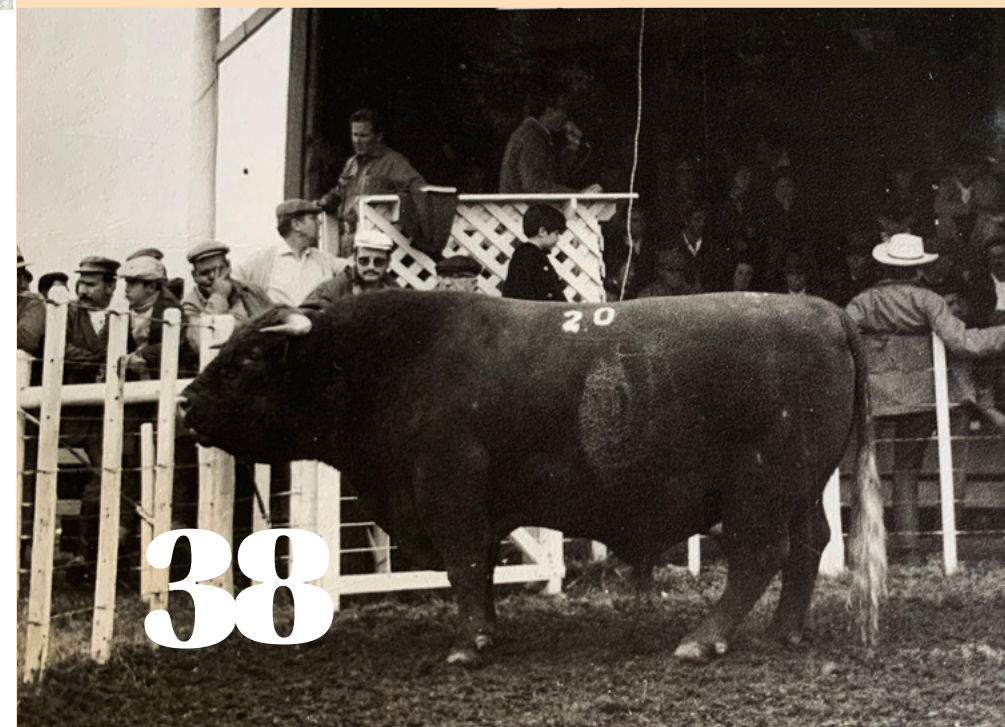
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ABCDB
Associação Brasileira de Criadores de Devon e Bravon



Photo: Alexandre Teixeira

Bravon arrives to conquer market

Aimed at meat production, the new breed was registered by MAPA

After years of extensive negotiations, a new breed in Brazil, more resistant to tropical climate and also to diseases, was officially registered by the Ministry of Agriculture, Livestock and Supply (MAPA) on September 25, 2020. Resulting from crossbreeding of Devon animals with beef Zebu, Bravon has been bred for many decades in Brazil, from the extreme South of the country to the most tropical regions.

The achievement is a previous claim of the Brazilian Association of Devon and Bravon Breeders (ABCDB). “It was an acknowledgment of the goals set to enhance the breed and the association, which now has greater national prominence with the possibility of registering two breeds, the pure (Devon) and the synthetic (Bravon),” says the president of the entity, Simone Bianchini.

The Association bets on the synthetic breed to expand the supply of quality meat in the Brazilian market. The Bravon has 5/8 of Devon genetics and 3/8 of Zebu genetics. “The Bravon can join precocity, fertility, maternal ability, easy finishing

and quality of carcass and meat of the Devon breed, with the rusticity, adaptability, longevity and resistance to endo and ectoparasites of the Zebu breed. This sum of qualities, combined with the hybrid Bravon’s vigor, ensures greater adaptability and high performance of the breed in different situations,” summarizes the technical director of the Association, Lucas Hax.

The crossbreeds are already being used successfully in farms in Rio Grande do Sul, Santa Catarina, São Paulo, Mato Grosso, Mato Grosso do Sul, Paraná, and Bahia. “The Bravon has a very important market because it has the same rusticity as the Zebu, with the advantage of having greater precocity and better meat quality,” explains Gilson Barreto Hoffmann, commercial director of ABCDB.

The Beginning of the New Breed

One of the first studies on crossbreeding of Devon with Zebu was published in 1956 in the United States. The document, published by the Florida Everglades Agricultural Experiment Station, contains a lot of infor-

mation on crossbreeding of Brahman with pure European beef breeds, including Devon. The goal of the study was to demonstrate that the crossbred breeds were superior to the purebred Brahman considering conformation, meat quality and growth rates, while showing tolerance to subtropical climate.

In 1979, the Secretary of Agriculture of Rio Grande do Sul published a Beef Cattle Crossing Manual that recommended the use of Devon cows with Guzerá breed. Over the years, crossbreeding of Devon with Nelore has emerged, always showing an increase in productivity.

The breeder José Carlos de Assis Brasil Senna, from Saudade Ranch, in São Gabriel (RS), remembers that in Rio Grande do Sul, there were occasional crossings of Devon with Zebu since the 1970’s. “They were crossed to get F1. We didn’t like it too much because it was a more temperamental animal, but it already existed”. Besides Senna, at least three other breeders started working with crossbreeding in the mid-1980’s: Almor Paulo Antonioli, Claudio Plácido Silva Ribeiro and Alfredo da Silva Tavares. “The cattle was basically European until that time, but came the fad of crossbreeding and they even started to dispose of the pure animals. I preferred to take a small part of my cows and started the crossbreeding, which was the reason that led me to create Bravon”, reveals Ta-

vares, from Timbaúba Ranch, Pedras Altas (RS). “We did and sold well. It was always fast to sell the bulls, without mentioning the heifers”, adds Ribeiro, from Palmeira Farm, in Camaquã (RS). Antonioli, from Prata Nova Farm, in Correntina, Bahia, remembers that one of the first sales he made to the meat processing industry was in 1988, in Barreiras (BA), in which he took 100 Nelores and 20 crossbreeds with Devon to slaughter. “The crossbreeds were half-blood and their carcass weighted 49 kg more than the pure Nelore. They all had the same mothers, only the father was different. They ate the same pasture. This was our parameter to conclude that the Devon breed did well with Nelore, with this higher amount of meat”, he explains.

At the time, the crossbreeding was still called Debu (Devon + Zebu). The name Bravon would only be officialized years later, during a meeting at Assis Brasil Exhibition Park, in Esteio, when João Vieira de Macedo Neto was at the head of the Association. Senna confirms that the crossbreeds were made to attempt the market demand. “There was a great potential for the synthetic breed to enter the central states of Brazil, much greater than the pure breed. There would be a much bigger market and there would be less problems using the synthetic Bravon than the defined Devon. Then, many years of selection had gone during which there was a standardization of

the breed, type, hair. I started to select only light red, brick color. Up to day, all my cattle are like that, which was the work of many years”, he highlights.

Besides the Southern fields, the work for the Bravon breed has advanced with the sale of animals for crossbreeding with Zebu in Central Brazil. In the 1990s, the Brazil Devon project sold bulls to central states, especially São Paulo, Bahia and Mato Grosso. According to Elizabeth Obino Cirne Lima, vice-president of the ABCDB, this work was headed by Macedo together with other breeders such as Reinoldes Cherubini, Carlos Benedito Franco, Claudio Ribeiro and Alfredo Tavares. “They even held a Devon show in Salvador (BA), something that we can hardly imagine happening today, just imagine it more than 20 years ago,” she says. She believes that the project was remarkable for the breed, by establishing Devon as an important option for crossbreeding with Zebu, through the establishment of strong business channels between breeders from South and Central states of the country. “When you take a European breed - continental or British - to crossbreed in Central Brazil, it is necessary to highly increase the business scale since in these states we work with farms that have a very large number of animals. So, by making annual sales, this project was essential to ensure the spread of Devon in those states,” she remembers.



Photo: Flavia Yamakawa

Debut at Expointer

In the late 1990s, the animals resulting from crossbreeding between Devon and Zebu were already participating in the Expointer. Alfredo Tavares remembers that Timbaúba Ranch took its first ring animals to Expointer 1999. “I took a couple of calves born in 1998, and in 2000 I took one animal. There were other people creating Bravon, but as they didn’t take them, I stopped taking to not compete alone,” he remembers. In 2009, the synthetics from Palmeira Farm won all the rustic awards judged that year. “Before 2009, we also took heifers to fairs in Paraná, animals that caused a good impression”, remembers the breeder Cláudio Ribeiro, who has been breeding Devon since 1970.



Tavares with the Great Champion at Expointer 1999



Trio of Bravon rustics from Palmeira at Expointer 2009

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“The Devon breed itself is extremely well adapted and has excellent production characteristics. This leads us to believe that the Bravon will present even greater potential on gaining space in the national livestock breeding, given the constant increase of demand for synthetic breeds”

The effort for official recognition

The first attempts to register the Bravon breed in MAPA started during Elizabeth Cirne Lima’s administration at the head of ABCDB. “When I was president and Katia Ribeiro was president of the Technical Council, we took some actions with the ANC in Pelotas in order to register the breed, but without success,” she remembers. According to Elizabeth, the main impediment for the recognition of Bravon, as pointed out by MAPA, was the small volume of animals produced to request registration. “This requirement created a vicious circle. Because we had few animals, the breed did not get the registration. Without registration, breeders were not motivated to invest in the crossbreeding necessary to the breed establishment,” she says.

The situation only changed when there was a change in MAPA’s rules. “That was the moment when Gilson Hoffmann and I went to the superintendent of the Ministry in RS, Roberto Schroeder, to make sure that there was the possibility to request for the registration,” remembers the for-

mer president of the association. This change happened at the end of Elizabeth’s last term. “Soon after, Simone Bianchini took over the presidency, took over the project and registered the breed, with the essential support of Lucas Hax, Gilson Hoffmann, and Kátia Ribeiro, in the elaboration of documents and actions of sending forms, registrations, and controls,” says Elizabeth. The official forwarding of the whole process was in 2019.

The good news and the changes for the association

Simone Bianchini reminds of receiving the news of recognition by ANC. “It was late on a Friday afternoon. I was very thrilled. Everyone had such a happy weekend”, she celebrates. According to the leader, it was an achievement of years of work, with many struggles that took place. “We called to MAPA practically every day to see how the process was progressing and what was missing,” she remembers. “It is very good winning a victory, to remember each overcome obstacle and to recognize that, through these difficulties, we learned, grew, and became stronger. The obstacles serve only as steps that lead us to reach our goals, this is the most important part of everything that happened,” emphasizes Simone.

Cooperation with the ANC

Since Bravon was not a breed recognized by the MAPA, the crossbreeds were registered as Devon CCG (Crossbreeding under Genealogy Control) by the National Breeders Association (ANC) Herd-Book Collares. “We created this category within the Devon breed,” explains the superintendent of registers, Silvia Freitas. Until 2020, there were 504 males and 2048 females in the entity’s files. The Bravon registry service is in charge of the ANC due to a cooperation agreement with the ABCDB. The breeders must send the reports of crossbreeding and birth of animals, as already occurs with the Devon breed. Silvia believes in

the potential of the new breed. “The Devon breed itself is extremely well adapted and has excellent production characteristics. This leads us to believe that the Bravon will present even greater potential on gaining space in the national livestock breeding, given the constant increase of demand for synthetic breeds”, says the zootechnician.

Versatility in crossbreeding

Devon has shown great versatility in its crossbreeding with Zebu, obtaining good results with several different breeds. “It is still early to judge and define the best crossbreeding to obtain the Bravon, our experience is based on the CCG Devon animals that preceded the recent formation of the breed,” says Luiza Ramos Ribeiro, Technical Inspector of the Brazilian Association of Devon and Bravon Breeders (ABCDB).

Luiza points out that each property defines its crossbreeding according to its own selection criteria and search for complementarity between characters. “What we consider very important and should seek for is the breed standard. In the Bravon PS, the hair is ruby or dark red; ½ blood or ¾ blood animals may present a Brazilian hair, or a lighter one. The more breeders dedicate to the selection and establishment of a phenotypic and productive standard, the faster Bravon will occupy its space in the crossbreeding in the national cattle breeding, which is a great responsibility for breeders and technicians,” says the technical inspector.

Currently, some Zebu breeds have been outstanding in the formation of Bravon such as Sindi, red Brahman and Nelore, and there are other breeds as the Guzerá. “The Sindi and the red Brahman, since they have reddish hair, they have been generating products with excellent hair standards in crossbreeding with Devon, besides being very meaty, well-balanced and conformed indivi-

duals,” says Luiza.

One of the breeders that has been betting on Bravon is Paulo Bröering Filho, from Nossa Senhora do Montserrat cattle ranch, in Coxilha Rica, Lages (SC). He innovated by crossing 30 Devon PO cows with Sindi, a breed originated in the desert of Pakistan and widespread in the Brazilian Northeast. The females of the first generation, born in August 2019, became pregnant again with Sindi and are already with calves. “The cattle are exceptional, extremely rustic and the hair is almost all reddish. We haven’t had time to get to 5/8 yet, but what we have so far is not just good, it’s fantastic.” Between males and females, Bröering has more than 150 crossbreeds. “I published it on the internet, now there are Sindi breeders from Caatinga who came to me, people from Rio Grande do Norte and Paraíba who didn’t know what Devon was, just like most people here don’t know what Sindi is”.

In Cáceres, Pantanal of Mato Grosso, the gaucho Hilton Sidnei de Moura raises Nelore, Gir, Caracu and Sindi in native and improved fields. “I have been a buyer of cattle for slaughter for almost 50 years. I’ve always been an admirer of Devon and in 2020, I got semen from a bull from Palmeira Fram (Camaquã) and from Santa Inês (São Francisco Paula)”. Moura is excited about the experience of crossbreeding with Devon. “The females are still 1/2 blood, I intend to get to pure, by absorption. The mothers were inseminated with Devon again, so they are calved and pregnant of the bull Oráculo da Pedreira (Da Pedreira Ranch, from Dom Pedrito). I have crossed Devon with tricrossed females. It is doing wonderfully well; the product is very good! The hair is usually smooth, the females are very good mothers, I’m extremely optimist.” Moura believes that the British breed is the best adapted to the region. “Pantanal cattle need a high percentage of European cattle, the ones that have succeeded have followed this orientation. Zebu

cattle can’t stand water in the shins or in the belly during the flood season, but the European cattle can. At this point that rusticity appears, and among the British, the most rustic is the Devon, unquestionably”. According to the breeder, the results have encouraged other cattle breeders in the region to invest in crossbreeding. “People in the neighborhood have started to get enthusiastic! And, for those who do the finishing, there is no doubt: the meat from crossbred animals has a very good acceptance in Brazil.”

In São José do Cerrito, Santa Catarina plateau, Adriano Nath Garcia has been crossbreeding Devon with Tabapua. “I had a generic cattle that started to present ticks, so I had to raise Zebu to try to reduce the problem,” he remembers. According to the Garcia Farm breeder, the result is ‘spectacular’. “I want the Bravon female to cross with whatever I would like to. I intend to get to 200 cows of this type. I don’t finish the males; I’m selling the calves to confine. The females I keep in the farm, and the cow that fails I sell”.



Sindi x Devon heifer

Photo: Semex Brasil

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“I want the Bravon female to cross with whatever I would like to. I intend to get to 200 cows of this type. I don’t finish the males; I’m selling the calves to confine. The females I keep in the farm, and the cow that fails I sell”.
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Bravon Technical Information

Management

According to the technical director of ABCDB, Lucas Hax, the management of Bravon and Devon is very similar. “Although both breeds are very rustic, the Bravon is more resistant to ticks, requiring less care. Because of the percentage of Zebu blood, cattle hose management requires more caution with the Bravon, even to identify animals that may present a behavior worthy of discarding,” he explains.

Phenotype

Bravon animals must present a meat producing biotype. The animals should be large, long, moderately tall, deep, with adequate muscularity, straight top and bottom lines, with folds in the dewlap and chest and moderate foreskin.

The head should be medium-sized, with a muscular neck in the males. In the females, the head should be more elongated and a scruffier neck. In the ½ and ¾ animals, there

may be a greater termite prominence. The nostrils should be large and well implanted, of pinkish or dark color. The ears should be horizontal and of medium size. In ½ and ¾ animals, the ears may be larger and pendulous.

The females should have a good mammary apparatus, good amplitude of thigh bones and sacrum, and a lighter skeleton than the males, showing the femininity of the animal.

The forelegs should be well upright with good thoracic opening, strong and muscular forearms. The hind legs should be well upright and separated, strong and showing the musculature and quarters depth. Both of medium to high length. Chunky skin on chest and dewlap, without excess at the navel. It should be of medium thickness, covered with fine, short and dense hair.

Hair

In Bravon PS animals (purebred), the hair must be dark red covered with dark areas, especially on the head and legs, and dark streaks (brasina) along the animal’s body. Bravon ½ and ¾ may have lighter hair, such as brasina, baia and their blends. As far as the acceptance of white and lunar patches, only one lunar patch will be tolerated, as long as it can be covered by one hand. White patches will only be accepted in the ventral region, between the udder or scrotal base and the navel, not exceeding the groin region, and may be more than one in both genders. It should be emphasized that, although accepted, these patches are undesirable.

Adaptability

The breeding is adaptable in various climates. Bravon has the advantages of adaptation to heat, rusticity, and resistance to ectoparasites of the Adaptabilitywith fertility, precocity, maternal ability and meat quality (with marbling) of the Devon.

Four months old Bravon calves



Photo: collection / Timbathá Ranch



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Photo: Guilherme Zambiazzi

Rio Canoas Farm registered the first Bravon on ANC

First registered Bravon animals are from **SANTA CATARINA**

The first calves born Bravon, in the record book of the National Association of Breeders Herd-Book Collares (ANC), are from Rio Canoas Farm, Anita Garibaldi (SC). Three females and two males integrate the breeding stock of Wanderley Corona, who started working on the first crosses in 2017. “I put bulls with the red Brahman lineage under the Devon PO females, so that the cattle don’t get spotted, I want to preserve the ruby hair. My herd is all red, both PO and non-PO. I’m a small breeder and I’ve always believed in the breed. They are docile, good to handle, excellent carcass, I’m very satisfied”, says the cattle breeder from Santa Catarina plateau.

A Devon breeder since 1992, Corona says that he has already been contacted by people interested in the crossbreeds and is planning future business. “It is a positive surprise since we already have some years of achievements and we have to keep them. I get directly involved and look for results, because this is not just a hobby for me. The genetic gain only occurs when your dams are improved animals, I believe that those who can breed the best individuals will lead the way. My project is to sell good sires, I think we are going to have an excellent future with this breed. Bravon goes far”.

First Bravon in genetic center



Timbaúba Bravon 135 - Tannat

Timbaúba Bravon 135 - Tannat is the first specimen of Bravon hired by a Brazilian genetic center. He is at CORT Genética, from Uruguai. Curiosity: the sire, from Timbaúba Farm, Pedras Altas (RS), has as maternal grandmother the first Bravon Grand Champion of Expointer, in 1999.

“Tannat entered in semen collection around age four. He has a lot of collected semen and the market has been growing, we are getting good returns from buyers. He was already a tested bull (with reproductive descendants), so he went to center,” explains the breeder Leonardo Tavares. “Tannat is a PS Pure Synthetic. In 1999, we got the first Bravon ¾, his maternal grandmother is from this generation. Thus, Tannat is the 3rd generation of animals ¾ from Timbaúba”, adds Leonardo.



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Peso: 1.100
PE: 42 cm
Criador: Ivo Tadeu Bianchini
Prop.: Cabanha São Luiz e Camboatã Agropecuária

Sunset TE de São Luiz
Tilbrook Sunset II
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Jequitibá RotoKawa São Luiz 475
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tat1086b	AB42098	M	DE	5.30	6.1	6	4	5	6	7	7	6	6	4	5	5	4	6	4	4	5	
Animal Information					Decision Indexes																	
Gender (M/F)		Breed		Animal ID Number		Igenity Production Index Star Quartile Ranking						Igenity Production Index					Igenity Maternal Index					
M		DE		tat1086b		★★★★						5.30					6.1					



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ABCD in the Media

2020 was the year in which the association obtained one of the largest representations in the national press. There were more than 200 publications of the brand in electronic media such as radio and TV, in addition to newspapers and magazines with themes referring to the breed and the association.



73,6 thousand reached
36 thousand reached



4,4 thousand followers
3,4 thousand engagements



3,33 thousand subscribers



Unidos somos FORTES.



ABCDB is born

.....
**Recognition of
the Bravon breed
promotes changes in
the corporate name,
logo and statute of the
Association**

Founded on September 20, 1952 to promote the Devon breed in Brazil and defend the interests of breeders, the entity was called, since then, the Brazilian Association of Devon Breeders. Exactly 68 years later, in September 2020, the performance and responsibility were expanded, with the recognition of the Bravon breed and the official registration authorized by the Ministry of Agriculture (MAPA). After unanimous approval during the entity's assembly, in November, the synthetic breed officially became part of the Association's corporate name, which had its name changed to Brazilian Association of Devon and Bravon Breeders (ABCDB). On the same occasion, the new statute of the Association was approved, with the necessary adjustments to the new reality. The document prepared by the attorney and

member Marcos Evaldo Pandolfi, is published in full on the website devon.org.br.

The next step, another natural consequence of so many changes, was the creation of the ABCDB logo, in March, 2021. The new logo is composed of the initials of the association, followed by the full name of the entity. "The ABCDB logo becomes what we call an 'umbrella'. We have together the logos of the two breeds that the Association includes. Depending on the situation, each breed can work alone, using its own brand", explains Salete Paludo, from the team responsible for the formation process. The project was developed by the branding designer Gilberto Souza, a specialist in this type of job.

The new Bravon gained its own logo. "As it has the Devon in its essence, the option was to maintain a syner-

gy between the two brands, which are part of the same association. The colors chosen were ruby, which refers to the color of the cattle's hair, and orange, which brings a certain robustness to the brand. The circular format was also adopted, because when ABCDB has the signatures together, the DEVON and BRAVON logos will have the same proportion and will occupy balanced spaces in the communication," adds Salete. The Devon brand remains the same, in ruby and green, since it had been reformulated a little more than three years ago. The new visual identity will be applied to official documents, promotional materials and social media of the entity.



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ACESSE NOSSO CONTEÚDO

Devon heifers at R\$23.95/kg

In virtual sales or direct negotiations, the autumn season 2021 followed the good moment of the national cattle breeding

The record prices for the Devon, last fall season in Santa Catarina, was obtained by a lot of five heifers, each one with an average weight of 261 kg. The live kilogram reached R\$ 23.95 at the 24th São José do Cerrito's Bull and Heifer Fair, in April. The amount paid to each specimen was R\$ 6,250. The good results were repeated in about 40 sales of calves that traditionally occur between March and May. In Urubici, females were bought for R\$ 19.05. In Bom Jardim da Serra, lots of Devon and Bravon were negotiated for R\$18.55/kg and, in Lages, a lot reached R\$18.64/kg. In 2021, all sales in Santa Catarina Midwest and Mountains ended up with a clean track with the average price of the females surpassing males' price. "The fairs were excellent, with total liquidity of the animals reflecting the great moment that cattle breeding is experiencing in our state and in Brazil. These results follow the booming de-

mand in the replacement market for females, and our expectation is that the breed will continue to be valued," celebrates Cácio Moraes, president of the Santa Catarina Center of Devon Breeders, headquartered in Lages. "We can certainly state that the virtual format has made it possible for producers who are far away from the local where the event is held to buy the animals," he adds.

Good business also in Rio Grande do Sul. The auctions with online broadcasting, organized to avoid crowds during the pandemic, were approved by farmers and buyers thanks to the greater ease in the organization and audience reached in the commercialization.

In addition, chat groups by application and social media, such as WhatsApp and Facebook, also accelerated direct sales. "The negotiations were facilitated by the Internet and social networks and, currently, the virtual auctions are a consolidated reality,"

says the president of the Core of Devon and Bravon Breeders from Encruzilhada do Sul, Álvaro Moreira, also a calf breeder. "The sales were satisfactory, the prices at the time of the commercialization were according to the market average. The values of livestock had a considerable increase if compared to 2020, and here in the region the demand for calves, heifers and Devon cows is much higher than we can meet," he adds. In Pedras Altas, in South state, lots of calves were sold for up to R\$17.00/kg.

"We can certainly state that the virtual format has made it possible for producers who are far away from the local where the event is held to buy the animals."

With 27 years of experience in the market, the commercial director of Tarumã Cattle Auctions, André Francisco Canalle notes that traditional customers of a place also began to buy in several others. "The virtual auctions has shortened the distances and improved convenience, because buyers can watch the auction and make their shots from home. This increased the audience of the events, expanding the possibility of sales," he says. "In the beginning of the season, the offer was leaner due to the drought and some buyers got ahead of us. With the consolidation of prices in April, the volume of offered cattle increased. We closed the season with all the Devon lots, both male and female, with values above average. None was below average", he guarantees. The businessman calculates that this year's season involved 25 to 30 thousand calves in Santa Catarina, "Besides that, many farms held their own auctions facilitated by the virtual media".

The commercial director of the Brazilian Association of Devon and Bravon Breeders (ABCDB), Gilson Barreto Hoffmann, celebrates the success of the season. "The positive moment that the beef cattle industry is experiencing is also the result of hard work and dedication of the breeders. We believe that in Santa Catarina, Devon and Bravon have been standing out, especially thanks to the Certified Devon Meat program promoted by the Association, which has been achieving excellent results for breeders and pleasing the consumer. In Rio Grande do Sul, besides good sales, we still have good expectations for the certification of new meatpacking plants and we are sure that the change in health status, now free of foot-and-mouth disease (FMD) without vaccination, will allow the opening of new markets for gaúcho livestock.

"Besides that, many farms held their own auctions facilitated by the virtual media"



DIGITAL EXPOINTER 2020

Devon breed had special participation in edition that honored the 50 years of Assis Brasil Exhibition Park

In a completely different edition from the 42 previous ones, the so-called Digital Expointer 2020 took place from September 26 to October 4, in Esteio (RS), at Assis Brasil Exhibition Park, without the public presence due to restrictions imposed by the Covid-19 pandemic.

By decision of its Board of Directors, the Brazilian Association of Devon and Bravon Breeders (ABCDB) chose not to participate in the event in order to avoid risks to health of breeders, handlers and employees. The fair, which honored the 50 years of the Park's inauguration, took place in a hybrid model, with most of the

events in digital format, with full transmission over the Internet and some in person.

The Devon breed had a special participation in the event. A trio of animals represented the breed during the traditional Parade of Champions, on October 2. The bull Fazendeiro and the female Pérola, with a one month old calf named Aurora, paraded through the central track for the authorities, organizers and guests present in the tribune of honor. The animals are from Boeck Ranch, of Everton Oliveira Boeck, from Encruzilhada do Sul (RS), a Devon breeder since 2019 and associated to ABCDB the following year.

"It was very important for us, a new cattle farm, to represent the breed in Esteio. We are very grateful to the association and to everyone for the invitation. It is gratifying to see the Devon animals in the field, the cows suckling, the docility in handling. Fascinating is the word that best defines it", summarizes Boeck.

.....
"It was very important for us, a new cattle farm, to represent the breed in Esteio."



Boeck Family and animals at Devon parade



Família Silva Tavares



114 Anos de Evolução na Raça Devon

TAURA - Timbaúba 1151
Timbaúba Stonegrove 800 x Timbaúba 754

PIONEIRA NO BRAVON 3/8



1º Grande Campeão Bravon no Brasil
Timbaúba Bravon 41
Expointer 1999

1º Touro Bravon em coleta no Mundo
TANNAT - Timbaúba Bravon 135
SÊMEM DISPONÍVEL

1º Geração de filhas do TANNAT
Padronização racial e precocidade

64 ANOS DE DEVON MOCHO
1ª Importação - 1957

Alfredo da Silva Tavares e Família

O AGRO NÃO PARA!



A Federação Brasileira das Associações de Criadores de Animais de Raça, entidade representativa e atuante, que tem como foco a promoção e defesa dos direitos, interesses e aspirações da classe dos criadores de animais de raça, favorecer o estímulo a criação, oferecendo suporte comercial e qualificação zootécnica, visando obter a melhor genética, com foco na entrega de um produto de qualidade para os mercados internos e externos, entre outros objetivos participa e proporciona suporte as associações e aos seus associados, em exposições e feiras e nas relações com os mais diversos setores do agronegócio, mantendo intercâmbio técnico e científico com entidades afins, propondo medidas, políticas e ações para atender os anseios e prioridades do setor.

Para registrar, propagar, e divulgar as importantes conquistas do agronegócio e, das associações que formam a Febrac, estamos preparando, mais uma edição da Revista Febrac – que circulará na primavera 2021, sempre abordando temas e assuntos relevantes ao setor e as pessoas que mantem este setor pujante e vencedor.

**Junte-se
a nós!**

Venha apoiar, esta iniciativa que visa dar visibilidade as ações das Associações e aos criadores de animais de raça.

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2020 Bull Summary



Palmeira Farm Bull won 2020 Genetic Supremacy

The Bull Indexes launching, one of the most expected events of Expointer, also occurred in a virtual way in 2020, during the Promebo Seminar. The ABCDB opened the series of lives with the breeds, the Devon Day, in which the winners in Genetic Supremacy and National Genetic Dissemination were announced. The event promoted by the National Association of Breeders Herd-Book Collares (ANC), took place on August 1st.

One of the most awaited events of Expointer, the Promebo 2020 Seminar, with the Bull Indexes launching and the announcement of the winners in Genetic Supremacy and National Genetic Diffusion, also took place virtually. The ABCDB opened the series of lives with the breeds, during the Devon Day, on August 1st, in an event promoted by the National Association of Breeders Herd-Book Collares (ANC).

Palmeira Farm, by Claudio Plácido Silva Ribeiro, from Camaquã (RS), received the Genetic Supremacy award. The winner was the bull Palmeira 1892 2498, of the 2018 generation, which achieved a final index of 31.82 in the Beef Cattle Improvement Program (PROMEBO). “We have participated in PROMEBOS since the beginning and selected these high-per-

formance animals from our herd. The bull 2498 is the synthesis of this: he is a son of a bull, tattoo 1892, which also received the Genetic Supremacy award. And his mother is daughter of a field trial champion,” says Katia Ribeiro, veterinarian and manager of the livestock production at Palmeira. “Thus, we can produce more meat of better quality. The family is very proud of this award, which is desired by all breeders, it is a recognition of the job led by my father”.

The Devon cattle that obtained the highest number of registered offspring between July 2019 and June 2020 were also revealed, taking the National Genetic Diffusion award. In the male category, the bull BRAVO G7090 DE SANTA ALICE 1100, by Armando Adão Ribas Succession, from Santa Alice Ranch, Santa Maria (RS), won the first place for the 103 sons registered within the period. In the female category, the winner was the female ARAPARI 1561A0488A0254, with 14 registered sons, owned by Carlos Barlem Ramos, from CBR Genética Bovina, Lages (SC).

After the awards and thanks to the winning breeders, the live went on with a chat with the superintendent of Genealogical Record of the ANC Silvia Freitas, with the president of ABCDB Simone Bianchini, and the technical director Lucas Hax. Focu-

sing on the advances and challenges of beef cattle breeding and herd selection, important topics were discussed, such as genetic improvement, the advantages of using registered bulls in the herd, the breed certification programs and ABCDB's actions, among them the feed efficiency test of bulls and carcass ultrasound examinations.

For Simone Bianchini, the seminar with virtual awards was an opportunity for breeders. “It broadened the participation, because even those who don't usually go to Esteio could follow it from home, in a safe way,” she says. She also explains that, just like the ANC, the ABCDB has not stopped. “We continue with programs like the Certified Devon Meat program, with slaughter and supply of premium cuts from the top meat to dealers. From the farm gate, farmers are also reinventing themselves and genetic improvement is becoming increasingly important. Devon breeders in Santa Catarina, for example, who joined PROMEBOS, begin to have genetic improvements in their herds with these evaluations. The consequence is greater visibility for everyone, including the animals and the farm, and in a broader sense, the growth of the breed,” she adds.



Saudade and Santa Alice Ranches win the 2021 Genetic Supremacy Award

The female Saudade IL S5082 G7658 6041, with the tattoo 6041, was the first young female of the Devon to win the Genetic Supremacy Award, from the National Association of Breeders Herd-Book Collares (ANC), which previously was only granted to males of the category. The animal with a final index of 33.74 in the Beef Cattle Breeding Program (PROMEBO), comes from Saudade Ranch, owned by Ana Cécilia Teixeira Senna Ribas, from São Gabriel (RS). The breeder is highlighted in the Bull Summary 2021/2022 for having obtained the following indexes: the tattoo 6029 obtained an index of 29.34, and the tattoo 6003 reached an index of 29.26.

The male awarded with the Genetic Supremacy Award was the bull Galpão Candidato 1502 de Santa Alice 2280, tattoo 2280, from Santa Alice Ranch, breeder Armando Ribas'

Succession, Santa Maria (RS), with the final index 34.17. The sire tattoo 794, from Da Pedreira Ranch, owned by Luiz Fernando Cirne Lima, Dom Pedrito (RS), was the second place, with an index of 32.74. In order, with the index 29.67, is the tattoo FIV125, from Marcos Passarin, from Gralha Azul Ranch, Fraiburgo (SC).

The specimens awarding of the 2019 generation was virtually announced on Tuesday evening (29), during the live launching of the Bull Indexes 2021/2022 digital version, a traditional publication result of a partnership between ANC and Embrapa Pecuária Sul, which is released every year. The new platform will be updated weekly in order to facilitate the access of breeders to the database of the seven beef cattle breeds that are evaluated by Promébo. This information may be decisive in the genetic selection of the properties.

"Both the male and the female are re-

sults of planned and successful mating. Our job as breeders is to use all tools to demonstrate that the Devon breed is an excellent option for those who are seeking for profitability and benefits, from the farm to the final consumer," celebrates Henrique Ribas, manager of the two farms that won the first place.

"The Association congratulates the winners and also the achievement of the female's recognition since they are equally fundamental in the genetic composition of the herds. We see the Bull Summary as an important tool for breeders, the online version will bring agility and will keep us updated, it's a gain for everyone's work," praises the president of ABCDB, Simone Bianchini.



Warehouse



Tattoo 6041 from Saudade Ranch

Chanceled by the ABCDB, Top Devon Brazil and Top Devon SC stand out as the main auctions for the Devon breed

Good demand for sires, dams and crossbreeds confirmed, already in 2020, a booming beef cattle market

Traditionally held in September, the Top Devon Brazil 2020 and 5th Top Devon SC auctions proved the appreciation of Devon genetics and the good moment of the national livestock breeding.

The event that traditionally took place during the Expointer, in Esteio, Top Devon Brazil 2020 is now completely virtual, following the health recommendations. Photos and videos of the 24 lots of offered bulls and females, all purebreds of origin (PO) selected by nine reference farms in Devon genetics in Rio Grande do Sul, were available to interested parties, in advance, via Internet. The

auction, on the 21st, was in charge of the auctioneer Décio Lemos with transmission by Trajano Silva Remates.

In Santa Catarina, the 5th edition of the Top Devon SC took place over two consecutive days, and was considered the largest exclusive auction of the breed ever held in the state. It had a clean track on September 25, with the sale of all 269 animals of the 44 lots of Devon crosses. On the following day, September 26, purebred Devon were offered. The highest price achieved was for the bull Hercules da Gralha Azul, sold for R\$18,000. The sale, sanctioned by the ABCDB and promoted by the Catarinense Core of Devon Breeders

(NCCD), the animals were present on the track of Conta Dinheiro Exhibition Park, in Lages, but sales were completely online. The final result was a growth above 100% compared to the 2019 edition. For the president of the NCCD, Cacio Moraes, it was a financial return above expectations. "The success of Top Devon is the sum of a collective effort of all involved breeders, the quality of the offer, the moment that the agro sector is living and the competence of the auctioneer." The auction, which had the participation of 14 farmers, was in charge of Camargo Agribusiness and the auctioneer Delamar Augusto Macedo.

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"The success of Top Devon is the sum of a collective effort of all involved breeders."



Top Devon SC: Hércules da Gralha Azul reached the greatest value



TRADIÇÃO E QUALIDADE EM DEVON MOCHO

A História de uma marca e de uma filosofia.

70 anos marcados pelo pioneirismo e ousadia.

Um sonho distante e a crença em uma raça que veio de longe
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Gerações de uma família que se dedica com tanta paixão
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Mobilization for the new core of breeders

In September 2020, Devon and Bravon gained even more strength in Santa Catarina, with the foundation of the newest breeders' group. Headquartered in São Joaquim, the Devon Breeders' Association of Campos de Cima da Serra in Santa Catarina is formed by herds in the municipalities of Bom Jardim da Serra, São Joaquim, Urubici, and Urupema. The work is done in partnership with ARCS (Regional Association of Campos de Cima da Serra Catarinense).

For the president of the new core, Hernani Macari, from Passo Velho Ranch, in Bom Jardim da Serra, the foundation of the group should develop and stimulate the breeders in Campos de Cima da Serra Catarinense. "This region is the coldest in Brazil and the breeders choose Devon because it does very well in the extreme cold due to its rusticity," says Macari.

With the new group of breeders from Santa Catarina, the ABCDB now has 12 groups all over Brazil. The other 11 are from Santa Catarina (headquarters in Lages), Bahia, Mato Grosso do Sul, Paraná, São Paulo, and six from Rio Grande do Sul: São Borja, Encruzilhada do Sul, São Sepé, São Gabriel, South (headquarters in Pelotas) and Campos de Cima da Serra. For the coming months, the expectation is for expansion, with the creation of a third core in Santa Catarina, involving breeders from Caçador, Campos Novos, Anita Garibaldi and Água Doce, among other cities in the Midwest of Santa Catarina.

Considered a link between breeders

and ABCDB, the cores aim to foment the breed's creation and promotion in their regions. "They help to regionalize the association's work. With the cores we can hold regular meetings, exchange ideas and even help and encourage those who face difficulties in breeding", says Rodrigo Cherubini, from São Valentin Farm, Nova Prata, who is the president of Campos de Cima da Serra Core, one of the oldest in Rio Grande do Sul.

Another important function of the cores is to help organizing events to promote the Devon breed regionally. One example is ExpoAgro André da Rocha, the second most important fair for the Devon breed in Rio Grande do Sul following Expointer. "Another example is the Devon Meat Symposium we used to organize at the National Barbecue Festival, in Lagoa Vermelha, before the pandemic. We used to have a day with lectures and a festive lunch with Devon meat," remembers Cherubini. As in other areas, social activities are expected to take back as the effects of the pandemic are under control.

Regulation

- The Regional Cores affiliated to the ABCDB have their activities organized through their own regulation, approved by the association's executive board aiming at promoting and spreading the breeds;

- The associate can propose to the executive board the formation of regional cores in order to promote the development of the breeds that constitute the purpose and objectives of



Hernani Macari

Photo: Simone Müller

the ABCDB;

- The Regional Cores are responsible for: (I) - promoting the development of breed farms by holding periodic meetings, conferences and debates with the aim of spreading the methods of selection, crossing and improvement by the ABCDB; (II) - assisting the regional technical inspector by facilitating his contacts with breeders in the municipalities that comprise the Core area; (III) - hearing possible complaints from members regarding the progress of services and forwarding them to the executive board.

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"This region is the coldest in Brazil and the breeders choose Devon because it does very well in the extreme cold due to its rusticity,"

Devon promotes carcass assessments by ultrasound in animals evaluated by Promebo

Program helps cattle breeders with beef cattle selection

The use of animals with proven genetics directly impacts the quality of the herd and productivity of commercial herds. Therefore, the information of the Expected Difference in Progeny (DEP) is decisive in the selection. Since 2020, the Brazilian Association of Devon and Bravon Breeders (ABCDB) promotes the Carcass Ultrasonography Development Program in animals evaluated by the Beef Cattle Improvement Program (PROMEBO). The two carried out editions are the result of a partnership with the Federal University of Rio Grande do Sul (UFRGS).

In the first evaluation, in September 2020, the 2018 generation of Devon males and females about to turn two years old, was assessed in partner farms that have herds evaluated by Promebo. Between April and May 2021, the 2019 generation was evaluated and breeders from Santa Catarina began to participate in the project. The ultrasonography exams measure the loin area, marbling, thickness of subcutaneous fat in the ribs and chops.

"It is an evaluation in addition to the two that are already required by Promebo, at weaning and at yearling," explains the technical director of ABCDB, Lucas Hax. "At this stage, the animals already have good muscle development and adequate fat de-

position, which is important for the quality of the exam.

The work was coordinated by Jaime Tarouco, professor at UFRGS. The zootechnician explains that the exam is an important tool for the selection of specimens. "The ultrasound evaluation looks for superior animals, both in carcass genetic merit and meat quality. It is a fine tuning in body composition and carcass data", he details.

The results are sent by the evaluator technician directly to the National Association of Breeders Herd-Book Collares (ANC), Promebo's coordinator, for the generation of DEPs related to the carcass.

"These DEPs allow us to identify superior animals considering the variables related to the carcass, highlighting those animals with greater potential to generate products with higher meat yield at boning, easier finishing and better meat quality. In addition, the carcass bioeconomic index of Devon is generated, which will monetize the improving effect of these animals on calves. This index is important because it makes clear the financial return of the genetic gain that the sire adds to his progeny," adds Hax.

"The Carcass Ultrasonography Pro-

gram is an incentive for the members, enhancing the continuous improvement of the Devon herd. These evaluations aim to produce meat with higher yields and more quality, meeting the demand of the premium meat market. ABCDB is aware, all members can participate", says the entity's president, Simone Bianchini.

In the first edition, the evaluated animals were from Palmeira Farm, from Camaquã; Da Pedreira Ranch, Dom Pedrito; Santa Alice Ranch, Santa Maria; Santa Lúcia Ranch, André da Rocha; Santo Antônio Farm, Nova Prata; São Valentin Farm, Nova Prata; and Saudade Ranch, from São Gabriel, all of them in Rio Grande do Sul.

In 2021, Gralha Azul Ranch, from Fraiburgo; Colina Ranch, São José do Cerrito; Santa Maria Farm and São Luiz Ranch, Lages, all in Santa Catarina, participated. Among the breeders from Rio Grande do Sul are Palmeira Farm, from Camaquã; São Valentin Farm, Nova Prata; Da Pedreira Ranch, Dom Pedrito; Santa Alice Ranch, Santa Maria; Saudade Ranch, São Gabriel; and Santa Lúcia Ranch, from André da Rocha.



Jaime Tarouco during evaluation



ABCDB

Associação Brasileira de Criadores de Devon e Bravon

Núcleo é o elo de **ligação** entre o produtor e 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.



ABCDB

Associação Brasileira de Criadores de Devon e Bravon



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

Além da monta natural, a reprovação 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 dos criadores.

Garanta qualidade em seu rebanho!

#crieDevon #cruzeComDevon

Santo Antônio Farm, from Guabiju (RS) wins the first ABCDB Feeding Efficiency Test

Test evaluated residual feed intake as a selection strategy and effects on carcass characteristics, obtained by ultrasound

The bull tattoo 1289, from Santo Antônio Farm, Guabiju (RS), owned by Reinaldo Cherubini Filho, was the winner of the first Feeding Efficiency Test, which evaluated 21 bulls between 15 and 18 months old, from 11 farms in Rio Grande do Sul. The animals were evaluated and classified into three groups: elite, superior and commercial, according to the objective analysis of the research. The event was organized by the Brazilian Association of Devon and Bravon Breeders (ABCDB), in partnership with Federal University of Rio Grande do Sul (UFRGS).

Santo Antônio 1289 “Veneno”, born on August 20, 2019, was the first in the ranking for achieving a final index of 4,525. According to Cherubini, the winner is the result of genetics of the breeding farm, of mountains of Rio Grande do Sul, and has a strong concentration of inbreeding from Santo Antônio 423, the Grand Champion at Expointer 2004. He makes plans for the specimen. “He stood out in an official test, so I have to hold on this genetic by collecting semen. We will continue to take care of him and see how he behaves from now on, we believe in him very much”, he celebrates.

The second place was conquered by the animal with tattoo 6052, from Saudade Ranch, São Gabriel (RS), owned by Ana Cecília Senna Ribas. In third place was the specimen with tattoo 1950, from São Valentin Farm, Nova Prata (RS), by Reinoldes Cherubini.

The trial that took place from September to December 2020 lasted 90

days, in which the first 20 were for adaptation to the facilities at University’s Agronomy Experimental Station in Eldorado do Sul (RS). The zootechnician and test coordinator, professor Jaime Tarouco, classified the performance of the Devon as excellent. “The objective of our work is to identify balanced animals in all the characteristics. Among them, loin area, finishing and feed efficiency, gaining more weight by eating less dry matter. The intramuscular fat of the test winner is “top”, 3.64%, while the average is 2.44%. This is much higher than the average of other breeds,” he says.

For the veterinarian and technical director of the ABCDB, Lucas Hax, the participation of animals in tests like this, as well as in genetic improvement programs, is essential for a more accurate selection in the herd. “It is possible to identify zootechnical characteristics that are economically significant too. Knowing what the animal carries in its genetics, we have a panorama of how that animal progeny will be. And we avoid the mistake of selecting a beautiful animal, but one that doesn’t carry the

genes of greatest genetic merit. He adds: “This is extremely important for the genetic advancement of the breed and also contributes to cattle breeding as a whole, making the animals more competitive.

“This first technical-scientific evaluation contributed significantly to the breed since the results obtained prove that Devon has an excellent feed conversion rate, among other positive features, producing an intramuscular fat (marbling) that meets the most demanding premium meat consumer market,” concludes the president of ABCDB, Simone Bianchini.

Also participated in the competition animals from Da Volta Ranch, from Muitos Capões; Da Pedreira Ranch, Dom Pedrito; Palmeira Farm, Camaquã; Da Gruta Ranch, Pelotas; Santa Maria Ranch, São Gabriel; Santa Alice Ranch, Santa Maria; Saudade Ranch, São Gabriel; and Santa Lucia Ranch, from André da Rocha.

Bull 1289 reached intramuscular fat of 3.64%



Photo: Gustavo Rafael

2021 Feed Efficiency Test



Photo: Gustavo Rafael

In the second edition of the trial, which is going on, 25 Devon bulls are at the Experimental Station of the Federal University of Rio Grande do Sul (UFRGS), in Eldorado do Sul, since the beginning of July. After the adaptation period, the sires are in the evaluation phase, which continues until October. Just like the par-

ticipants of the 2020 test, the animals will be genotyped to compose the reference population of the breed.

The animals of the 2020 generation that are participating in this edition are from Da Volta Farm, from Muitos Capões; Santo Antônio Farm, Guabiju; Santa Lúcia Ranch, André da Ro-

cha; São Valentin Farm, Nova Prata; Santa Maria Farm, Saudade Ranch and Saudade Farm, São Gabriel; Da Pedreira Ranch, Dom Pedrito; Boeck Ranch, Encruzilhada do Sul; Santa Alice Ranch, Santa Maria; and Palmeira Farm, from Camaquã.

PROVA DE CONSUMO ALIMENTAR RESIDUAL ABCDB / UFRGS 2020

CAMPEÃO

Nome do touro: Santo Antônio 1289 Veneno

Dados finais da Prova CAR: Pontuação Final: 4.525 pontos - ELITE

Peso: 630 Kg | P.E.: 42 Cm | Frame: 130 Cm

A.O.L: 98,50 Cm2 | Touro Mocho

Tela		Módulo		Data		Tela		Módulo		Data	
Tela	1289	Módulo	20/08/2019	Data	2019	Tela	1289	Módulo	20/08/2019	Data	2019
Tela	1289	Módulo	20/08/2019	Data	2019	Tela	1289	Módulo	20/08/2019	Data	2019

“My future is with Devon”

Young people are an increasing force in agribusiness and, among Devon breeders, it is not different. About 21% of the decisions in the field are made by farmers who are between 26 and 35 years old, according to a survey conducted by the Brazilian Association of Rural Marketing and Agribusiness (AB-MRA). Arthur, from Santa Catarina, and Lucas, from Rio Grande do Sul, represent this segment, and they have in common the family succession and the interest for such a promising sector in the economy.



Lucas during judgment at Expointer 2018

Lucas Pandolfi, Camboatã Farm

Son, nephew and grandson of farmers, Lucas Pandolfi has in his blood the will to make the field happen. The routine, unusual for a young 18-year-old, is of days dedicated to work in rice fields and with the Devon herd at Camboatã Farm. At night he studies Business Administration.

Life in Camaquã is recent. Lucas grew up in countryside until he was ten, on the family's property in Esmeralda, Campos de Cima da Serra region. “Grandpa had already worked with Devon, but it wasn't purebred, it was crossbred. My father, Evandro, and my uncle Marcos have been working strongly with Devon for 20 years, and our focus is on genetics. I always lived close to the cattle; it was easy because they are gentle to handle. I accompanied and did everything, I went to the field to get the animals and learned how to manage them”, he says, excited. After Camboatã moved to South-Central region of the state, Lucas started to attend exhibitions as well. “I went to the fairs, to Expointer, I followed the cattle sales, I got interested in everything that involves Devon”.

For two years now, Lucas has been part of the ABCDB Youth Committee and proudly tells that he took the Young Exhibitor trophy at Expointer 2018. “It was the only time I signed up and was awarded,” he celebrates. Oppositely to his brother, who opted for an urban life, he guarantees that countryside life is part of all his plans. “My future, for sure, is in cattle breeding and farming, I'll back to the farm. I like Devon, I believe in the future of the breed, with more recognition and genetic improvement”. When asked about the meat, Lucas is emphatic: - I like the marbling, Devon meat reaches the most known breeds, it is as premium as. It is very, very good. In fact, there is no better!



Arthur with the docile Devon calves

Arthur Martins Reitz, Espinilho Farm

“As the popular saying goes, there's no such thing as second-class meat, only second-class cattle. And Devon is all first class, which makes it possible to work with it in its entirety and with any cut, even the tip of the breast. On the barbecue, in the pan or roasted, it's exceptional, I'm sure it's among the best,” says Chef Arthur Martins Reitz. With a degree in Gastronomy, Zootechnics and about to become an Agronomist, Arthur commands the livestock activities of the Espinilho Farm, in Urubici, along with his brother, Leonardo. “Mom is the owner and the rest are up to us”, he summarizes.

It was on the property in the Santa Catarina Mountains, where his great-grandfather already raised Devon cattle, that Arthur spent great part of his childhood and grew up with beef cattle. “I used to stay three mon-

.....
“As the popular saying goes, there's no such thing as second-class meat, only second-class cattle. And Devon is all first class, which makes it possible to work with it in its entirety and with any cut, even the tip of the breast.”

ths with my grandfather. He used to crossbreed several breeds and the Devon always drew attention when entering the stall. He was the more gentle and docile bull; on the other hand, we used to joke that he was rough, short and giant,” he reminds. I had my horse and stayed among the adults, moved the animal from one field to another, brought it home, I always liked handling it, so much that I went into zootechny and I'm still involved with the farm”, says Arthur, now 30 years old.

Currently, the work at Espinilho is exclusively with Devon. “We are reformulating the farm, removing the animals that have no standard and keeping only red animals, with the Devon's characteristics. We already

inseminate with some specific bulls and we also do the transfer with Devon”, he explains. The herd is raised in native fields and the expectation for the spring 2021 is the birth of 60 calves. “This year we didn't lose any animals thanks to our management, but also because the females take good care of their calves, their maternal skills are exceptional. Devon is going to revolutionize the meat market, it is imprinting a breed characteristic, which breeders and people who want quality meat are looking for. My future lies with Devon, I know we have a lot of work ahead,” he concludes.

Garantindo qualidade em genética Devon há mais de 70 anos



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DEVON

missing

The present of the Devon breed is the result of a past driven by hard work and passion, built by people who always believed in the quality and potential of ruby-haired animals. João Vieira de Macedo Neto made of Azul Ranch a reference and carried the breed's name far. We invited Macedo's daughter, Susana Macedo Salvador, to write about her father, the Azul Farm, and the Devon.

It was in the family fields, at West Border, in Quaraí, that João Vieira de Macedo started Azul Ranch in 1907. By importing ten cows and a Devon bull from Lorraine Ranch, owned by G J French, in Uruguay, the doctor took the first steps in the farming company that would become the largest genetic bank of English breeds in Brazil. He was a breeder of pure-bred cattle, sheep and horses, and also imported English animals. The bulls Devon Granate I, Stoke Colonel and Warrens Park Warrior were marked in the Rio Grande do Sul zootechnics that time. In the mid-thirties, Lauro Dornelles de Macedo succeeded his father. Convinced of the need to search for new genetic contributions to boost the herd, he traveled to England and to the United States. Clampit Novelty, Whitefield Juryman, Big George, and Effingham's Red are some of the iconic imports of that time.

In 1957, his nephew João Vieira de Macedo Neto, who had recently gra-

duated in Agronomy, started working at Azul Ranch. Macedo, as he was called by his grandfather and uncle, was especially dedicated to the preparation of breeding stock for exhibitions and sales. The production, which initially was for his own use, became a complementary activity and, in 1963, the 1st Annual Sires Auction was held at the ranch's headquarter. In search for new markets and meeting the demand, in 1988, the Only Devon Auction was held in partnership with other breeders in Guaíba.

The Ranch based its activities on the incessant search for the best genetics, technology and improvement. Through the importation of semen and animals, plus the use of advanced tools in the improvement and management processes, it has sought to obtain products fully adapted to the reality of our environment and market. The development of the Devon herd has sought beefy, rustic, and fertile animals. Besides having a moderate size, which imprints it a low nutritional requirement for maintenance, the breed has a greater adaptation to rough pastures and heat.

Along with his passion for Devon, Macedo inherited the conviction of the breed's productive potential and adaptability, since they are very rustic animals. Azul has 700 registered cows in production, all of them un-



Macedo, a Devon reference

dergone the careful genetic evaluation program Promebo, the safest technology to identify and multiply genetically superior animals.

Skilled at team building, in the 80's he strengthened the team by bringing his son-in-law and sons to work with him. Personally, he was always an inspiration to me. This concept was not even talked about, but he was already, naturally, a Humanized Leader. He invested and believed in his team. Working with him in Azul Ranch was a life school for me and for many others.

In the early 1990s, Macedo saw the opportunity to conquer new frontiers. He received visits of breeders from Central Brazil and, foreseeing the advance of beef cattle breeding at Cerrado of Mato Grosso, he established partnerships by investing in the synthetic breed Bravon, as an effective alternative to take the advantages of heterosis to the large herds there. There were many visits, exchanges of experiences, and field days in Camapuã (MS), where Agro-

pecuária Marajó was located, which was later sold to the TV show host Ratinho. At the end of the decade, in search for new genetic materials, Macedo imported from Australia and New Zealand cattle breeds specialized in meat production in tropical and subtropical regions. He became friends with Peter Judge, from Ban Ban Ranch, who later became a judge at Expointer and spent a month at Azul Ranch following the routines and the selection of the Devon breed.

The Devon breed brought us many miles traveled throughout Brazil, dad did not hesitate to 'hit the road' and also received visitors from long distances, who arrived by plane in search for selected Devon genetics. Among them, Flávio Meneguetti, then Marajó's owner, Ratinho and Alberto Sampaio, from São Paulo. I also highlight Almor Antonioli, friend and client who took many sires to Bahia. And I remember that the Clay Center researcher, Keith Gregory, was impressed and guaran-

teed that it was the best Devon he had ever known, an excellent genetic material for crossbreeding. The confidence and credibility were such a thing that many customers bought animals without choosing. They arranged everything over the phone, anticipating the virtual purchases, because at that time the Internet did not even exist.

Always a companion, he managed to bring together what he loved most: family, friends, and cattle breeding. He always had his children and grandchildren around him, witnessing his achievements and learning from him, in exhibitions where he won several Grand Championships, conventions, trips and conferences, but mainly in the day to day life at the ranch. He wisely passed on his love for cattle breeding and genetics to future generations. Today it is a challenge for us to continue this wonderful legacy he left. Much more than material, it is a legacy of values, principles, and love for the land. We

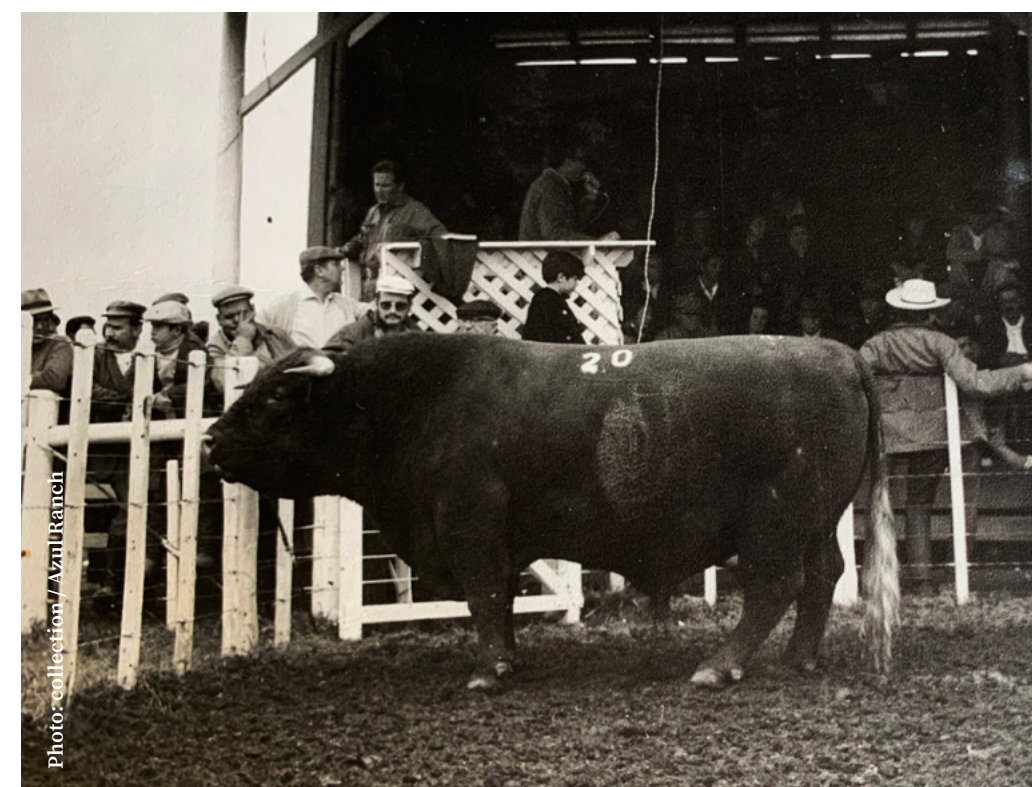
will pass away, but it will remain producing in the hands of those who will succeed us.

He was tireless, determined and almost stubborn, I would say. In 2010, without a seat in the bus that would travel to the World Congress in England, he invited his granddaughter to accompany him and, even though he was ill, he organized himself with other farmers. There he went again to visit the birthplace of the breed. With his father at the head of Azul Ranch, the Devon breed crossed borders. There were many apprenticeships and, above all, many friends. He had a lot of affection for the community and his friends from Devon. It was always the stand he frequented at Expointer. He participated in all editions of the convention in Gramado and in the traditional auction. I am sure that he left his mark on Devon and on the hearts of many breeders of this great breed, just as he took many of them in his huge heart.

Macedo on stage, 1969 annual auction

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“Much more than material, it is a legacy of values, principles, and love for the land. We will pass away, but it will remain producing in the hands of those who will succeed us.”



New areas are recognized as FMD-free without vaccination

Change of sanitary status opens global market for 44 million cattle herds

On April 27, the World Organization for Animal Health (OIE) recognized the states of Rio Grande do Sul, Paraná, Rondônia, Acre, 14 municipalities of Amazonas and other 5 municipalities of Mato Grosso as new areas free of foot-and-mouth disease (FMD) without vaccination. Before, only Santa Catarina had this status. The inclusion of these regions in the new health status greatly increases the business opportunities for Brazilian cattle farmers. According to the

Ministry of Agriculture, Livestock and Supply (MAPA), Brazil now has a herd of 44 million head of cattle, which corresponds to 20% of the national bovine herd, in zones free of foot-and-mouth disease without vaccination. Furthermore, almost 50% of the swine farming and 58% of the slaughterhouses are in regions with this new health status. Only in Rio Grande do Sul, an increase of US\$1.2 billion per year in business is expected in the animal protein sector with the change in the health status.

Currently, there are around 70 countries recognized as free of FMD without vaccination, which are potential markets for the production of beef and pork, at a better price and without sanitary restrictions such as, in the case of beef, boning and maturation. Among these countries are Japan, USA, Mexico and EUA. According to the state government, the Rio Grande do Sul animal protein sector will have open doors to 70% of the global markets that the state did not access before.

The president of the Brazilian Association of Meat Exporting Industries (Abiec), Antônio Camardelli, highlights that the gain will not only occur because of the growth in exportation volume, but also due to the value

paid to meats and meat products from regions without vaccination, which usually have higher prices in more demanding importing countries. “These markets pay very well per ton, as Japan and South Korea. The tendency is to expand our space and strengthen our ties with traditional commercial partners, such as China and the United States”, he evaluates.

At the occasion, the Minister of Agriculture, Tereza Cristina, said that this recognition was only possible thanks to the permanent vaccination of cattle in these regions and the collaboration of states and municipalities. “I emphasize the commitment of the Brazilian cattle farmers in complying sanitary standards. I emphasize the dedication of the employees who worked tirelessly to execute the strategy of the national surveillance plan for foot-and-mouth disease, which allows us to celebrate this international recognition,” she added. The Ministry’s goal now is to extend the same sanitary status to the whole country until 2026.

The president of Farsul, Gedeão Pereira, alerted to the role of the farmer in maintaining the status. He reminded that the main vigilant is the cattle breeder. “The responsibility is

very big and increases a lot regarding the surveillance aspect of our animals, the sanitary surveillance. We, the farmers who are experiencing our properties, are the first watchmen. It is true that the official veterinary service has great responsibility regarding our borders, ports and airports. But we are the key, who are inside our properties”, he declared.

Gedeão also reinforced the importance of strengthening the private funds for the farmer’s safety, such as Fundesa (Fund for Development and Sanitary Defense), so that they have the agility to act in benefit of the breeders. But he reinforced the responsibility of farm owners to prevent outbreaks of the disease. “When you find any suspicion in your property, you have to run quickly to the health authority, for the veterinarians of the official service to check the possibilities of differential diagnosis. There are other vesicular diseases that can be confused with FMD. We will only have an effective long-lasting conquest if we are vigilant and fast”, he defended.

Devon and Bravon breeders gain good business expectations

The recognition of new areas free of foot-and-mouth disease without vaccination encourages Devon and Bravon breeders, and brings positive expectations for business. “The change in health status means a great advance for cattle breeding in Rio Grande do Sul and is the crowning achievement of the work of several sectors,” says Gilson Hoffmann, commercial director of the Brazilian Association of Devon and Bravon Breeders (ABCDB) and Coordinator of the Sectorial Chamber of Beef in Rio Grande do Sul.

Hoffmann remembers that the breeders from Rio Grande do Sul had a very strong market for genetic commercialization with Santa Catarina, especially in Campos de Cima da Serra, which was lost in 2000. That

year, while Santa Catarina removed the vaccine from its herds in order to obtain the status of FMD-free zone without vaccination (conquered in 2007), Rio Grande do Sul faced its last outbreak of the disease, which forced the gaúcho’s breeders to immunize their herds again. As a result, cattle from Rio Grande do Sul could no longer be sent to farms and fairs in Santa Catarina. “We always used to take our animals to events in Santa Catarina, such as Expolages, but we could never participate anymore. And they didn’t even come to Expointer anymore. The return of this integration will be very good, because just like we want to go back to places we used to go in the past, in Lages, São Joaquim, Chapecó and many others, people from Santa Catarina also want to come and participate in the events in Rio Grande do Sul.

Some of the advantages of the new health status are already being seen in the breeders’ pockets and in the routine of the properties since the end of vaccination in 2020. “The free status without vaccination reduces costs in the livestock system and brings a number of benefits to cattle breeders,” explains ABCDB’s technical director, Lucas Hax. “It is less management that involves labor and movement with the cattle, which can generate weight loss. Also, with the reduction of vaccine lesions on the carcass, there will be fewer discounts on the carcass toilet by the slaughterhouses.”

According to Simone Bianchini, president of ABCDB, the change in health status is a big step for the increase of Devon and Bravon breeds. “Our animals have, as one of the main characteristics, the adaptability. They do well both in Santa Catarina Mountains and in Pampa Gaúcho, Northeast or Midwest of the country. That is why it is important that Rio Grande do Sul can trade animals and genetics with Santa Catarina and other states, this exchange is essential for all breeds, “concluded the leader.

Announcement comes 21 years after the last outbreak in Rio Grande do Sul

The announcement of the new sanitary status, so expected by cattle breeders, comes 21 years after the last outbreak of FMD in Rio Grande do Sul, which occurred in Jóia, Northwest of the state. At that time, the outbreaks were eliminated with the so-called sanitary rifle. More than 11 thousand animals were sacrificed, among them eight thousand cattle heads. The health authorities decided that the vaccination restart was a necessity.

Foot-and-mouth disease is caused by a highly transmissible virus that promotes serious economic losses, in addition to health problems in animals, such as fever, followed by the appearance of vesicles (canker sores), mainly in the mouth, tongue, teats and around the hooves. The wounds end up causing excessive salivation, lameness, decreased milk production and weight loss.

At the time of the last disease outbreak, in 2000, Gilson Hoffmann was veterinarian at the State Department of Agriculture, where he worked for 35 years. “I worked together with the focus, in Jóia, and I followed all the sadness that was there, and then the loss of the status of zone free of the disease without vaccination and the return to the old status, the return of vaccination. It was a major retreat, which harmed the entire livestock sector, not only the cattle.

Now, celebrates Hoffmann, not only Santa Catarina market is open again to gaúchos, but even greater possibilities may arise. “The breeders now have new business perspectives and will be able to reach more demanding markets, which are those that pay better. For sure, this change will bring great benefits”, he adds.



Photo: Emerson Faguinho

Gedeão Pereira



Ivo Tadeu Bianchini

Devon pioneer in SC

cimens of Devon together with his friend Áureo Vidal Ramos.

He graduated in Veterinary Medicine at Center for Agro-Veterinary Sciences (CAV) of Lages, and specialized in animals' genetic improvement, by natural selection and artificial method of reproduction of pure breeds in his farm, through the method of artificial insemination and embryo transfer - a technique in which he was a pioneer in Santa Catarina. This innovation gave to São Luiz Ranch a new direction, highlighting the property in the genetic improvement of cattle in Brazil.

With his professional success, Bianchini gained a prominent position among the agricultural leaderships of Santa Catarina. In 1976, he was chosen president of the Rural Union of Lages. Only three years later, in 1979, he was elected president of the Agriculture Federation of Santa Catarina State (Faesc), the sixth leader in the history of the institution, and held the position until 1990.

In the ABCDB, Bianchini was always a member who sought to contribute to the development of the entity and to help its members. "He was a great friend of the Devon and of the association members. He was very respectful with everyone and had an exemplary sweetness and loyalty, being able to move mountains for

his friends by the actions of the ABCBD," says breeder Elizabeth Cirne Lima, former president of the Association and his friend. "He had a very important role for all his work, for the entity's projects, and he cared for his friends with great affection. He is already missed, but he left our president, Simone Bianchini, a way to keep Ivo close to us. Simone learned at home, with Ivo, to love Devon", says Elizabeth, who is currently ABCDB's administrative vice-president.

A reference for breeders

The passion for Devon and his dedication to cattle breeding have made him a reference in the animals' genetic improvement, as well as a great promoter of new breeders and breed's expansion. One example is Caiapiá Ranch, in São Joaquim (SC). "Caiapiá was born from São Luiz genetics. I am proud of this because he (Ivo Tadeu Bianchini) taught me a lot of things", says the cattle breeder Jeferson Oliveira, Caiapiá's owner. "There was one day that I left São Joaquim and went to his farm. I received a lesson due to all the things he taught me. Certainly, he was my great motivator, and our first matrices came from him. We will keep his cattle here. I was very sorry to hear about Ivo's death", remembers Oliveira.

Para o amigo e também criador Al-For his friend and also breeder Almor Antonioli, the development of Devon in Brazil owes a lot to Ivo Tadeu Bianchini. "He was very dedicated to the breed, a technician, a



Mr. Ivo with Devon cattle from São Luiz Ranch

veterinarian who applied science to the improvement of the Devon and helped a lot in the animals' selection, printing his technical vision about them," he says.

The importance of Ivo Tadeu Bianchini for the development of Devon cattle in Brazil is also remembered by Elizabeth Cirne Lima. "He was essential in several aspects. First as a breeder, for the quality of his herd. Then as a disseminator of the breed, selling to other breeders. If we have excellent Devon breeding, especially in Santa Catarina, most of them have Ivo's animals in their origin," she points out.

Elizabeth also highlights the importance of Bianchini as a breed selector, ensuring that the Devon herd in Brazil had an excellent genetic profile. "He knew and had contact with breeders outside the country, and indicated bulls from abroad to be semen suppliers, which would be imported by companies and groups of Brazilian breeders, usually through a joint association to make the purchase. This brought genetic diversity and a quality selection for the national herd," he reminds.

Another important tool for selection is the judgments and, in this aspect, Bianchini also stood out, remembers Elizabeth. At Expointer, he was a juror three times: in 1988 (with Cláu-

dio Ribeiro and Luiz Fernando Cirne Lima), in 2003 and in 2007 (with Aino Jacques and Alfredo Tavares). "The judgments are the way to indicate which physical type and performance a breed should have. With these tools he also helped to select the best Devon animals in Brazil", she points out.

The cattle farmer with simple habits who valued the job

All the importance of business and politics did not take away from Ivo Tadeu Bianchini his main characteristic: a common man from countryside and passionate for what he did. Bianchini left five sons, nine grandchildren and two great-granddaughters. For João Vicente Barreto da Costa Filho, one of his grandsons, his grandfather's life was defined by simple habits: "He liked to barbecue and make meals. My childhood was marked by moments when he would bring us presents made by himself, such as salami, cheese, gila jam, or pumpkin", he remembers.

João Vicente highlights that the cattle breeder was a person who valued the countryside activity. "He dedicated his life to the country world. The job in the field was practically a call for him, something that he valued immensely. He was very intelligent, skilled in business, and liked to talk about cattle prices, soybean prices,

and similar subjects", he highlights. "When we visited him on the farm, there were always two moments that were sure to happen. One was to have coffee with muffin or some sweet that he had made. The other was to take us to see the pastures he had planted and the beauty of the cattle, always showy. He was very proud to show the job he was doing."

The grandson recalls one occasion, which gives a glimpse of Bianchini's personality. "At the end of the year we liked to have a family meeting, with grandparents, grandchildren and uncles. I lived in Florianópolis and we always wanted him to go there, to go to the beach. One day he said he would go to Florianópolis, but not to the beach, because he was from Virgo, an earth sign, that had nothing to do with water. He had a strong personality, he was very determined, but he knew how to play with that too," she laughs.



Certified Meat

Certified Beef: the way to increase the value of the breeder's product

The increasingly consumer demand for quality meat also drives Devon breeders. Since May 2017, ABCDB has had the Certified Devon Meat program, which is the seal of quality assurance for the product coming from the breed's herds.

The certification aims to promote and enhance the breed, with bonus for breeders for the arroba's price and added value to the meat.

"This certification seal brings us pride as farmers; it is the possibility to put on the market a meat with 'Name

and Surname', where besides Devon Breed on its label there are the product specifications, such as origin, sex, age, fattening system", explains Katia Ribeiro, veterinarian and manager of livestock production at Palmeira Farm, in Camaquã (RS).

For the certified meat to reach the market, there is a production process that starts from the choice of reproducers for mating, passing by nutritional management since the gestation of the mothers, adequate sanitary management and animal welfare practices. "It's a 365 days job

by us, cattle breeders, to guarantee this process, enabling the animals to express their genetic potential," says Katia.

All this work is rewarded through the appreciation of the certified carcass, which directly impacts the farmer producer's pocket. According to Katia, the appreciation of the certified animals reflects on the entire production chain, from the increased demand for standardized Devon calves, as well as for heifers to replace the Davon dams and bulls, which will be the future parents of these

animals. "Nothing is more rewarding to a cattleman than to see his product recognized and valued in a beautiful roast," he highlights.

"Thanks to the influence of Simone Bianchini, with the help of Gilson Barreto Hoffmann (ABCDB's commercial vice-president), Lucas Hax (technical director) and other members of the association, the job of building the documents for certifica-

tion of Devon beef was carried out," highlights the breeder Elizabeth Obino Cirne Lima, ABCDB's vice-president. "Thanks to this, in which Simone was the 'driving force', we are now among the entities that are part of the movement for certified meat with MAPA", says Elizabeth.



Topics for the Certified Meat page

How about knowing more about Certified Beef, in details? We talked with the technician of the São João slaughterhouse, Luisa Ferreira, to give that "grand finale" advice for the best roast.

Why is certified meat important?

It's the meat that has undergone an evaluation, both of breed and age characteristics, as well as the fat layer. The certification values the breeder and guarantees the quality of the cuts in terms of tenderness and juiciness, perfect for those who seek excellence in meat. Certification provides consumers with the assurance that they are getting a meat with the degree of tenderness and juiciness of the Devon breed. This provides the consumer with reliability in the quality of the product and of the supplying slaughterhouse.

What are the risks and guarantees of buying certified meat?

The meat that comes from a meat packing plant with the municipality (SIM), state (SIE) or federal (SIF) inspection seal has undergone a safe slaughtering process. Both the slaughter process and the meat and other products were inspected and evaluated by a veterinarian, and this evaluation allows the identification that the meat and other products are safe for consumption and do not transmit risks to consumer health.

It is important to emphasize that the veterinarian responsible for certification is a technical inspector hired and trained by the Brazilian Association of Devon and Bravon Breeders to ensure the quality and veracity of the products.

How is the meat stored so that it lasts longer and preserves its flavor?

The meat needs to be stored under refrigeration from 0° to 4° C (in case of chilled meat), in freezing temperatures of -12°C, or colder (in case of frozen meat).

What are the risks of buying meat without origin?

"The meat that comes from a slaughterhouse with a municipal (SIM), state (SIE) or federal (SIF) inspection seal has gone through a safe slaughter process, where both the slaughter process and the meat and other products were inspected and evaluated by a veterinarian.

This evaluation allows us to identify that the meat and other products are safe for consumption and do not transmit risks to the consumer's health.

What about the preparation?

The final result of the cuts is greatly influenced by the way they are prepared. For example, "picanha"

cut that is well prepared on the grill is highly valued in restaurants, but hardly anyone will see an advertisement for a dish with ground "picanha". Another example is the tenderloin cut, widely used in the preparation of steaks for grills and ground meat, but not indicated for grill preparation. This allows us to emphasize that there is not good or bad cut, but rather the most suitable preparation method for each piece of meat. For this it is necessary to evaluate the characteristics of the marbling degree and fat layer, and then follow the most suitable preparation method, with the appropriate temperature and the ideal cooking time.

Can freezing affect the meat's flavor or not?

During freezing, the juice naturally present in the meat fibers undergoes a process of ice crystal formation. In order to not lose all the crystallized juice during freezing and thus keep its characteristics of tenderness and juiciness, it is necessary to thaw the meat in refrigerator at 4°C, for 24 hours before preparation. If the meat is defrosted at room temperature or during preparation, the loss of liquid will be greater, making the meat drier and, consequently, less flavorful.

Programa Carne Devon Certificada

COMO GANHAR MAIS



Passo 01 Produtor se cadastra

O produto 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 produto **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)**.



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