

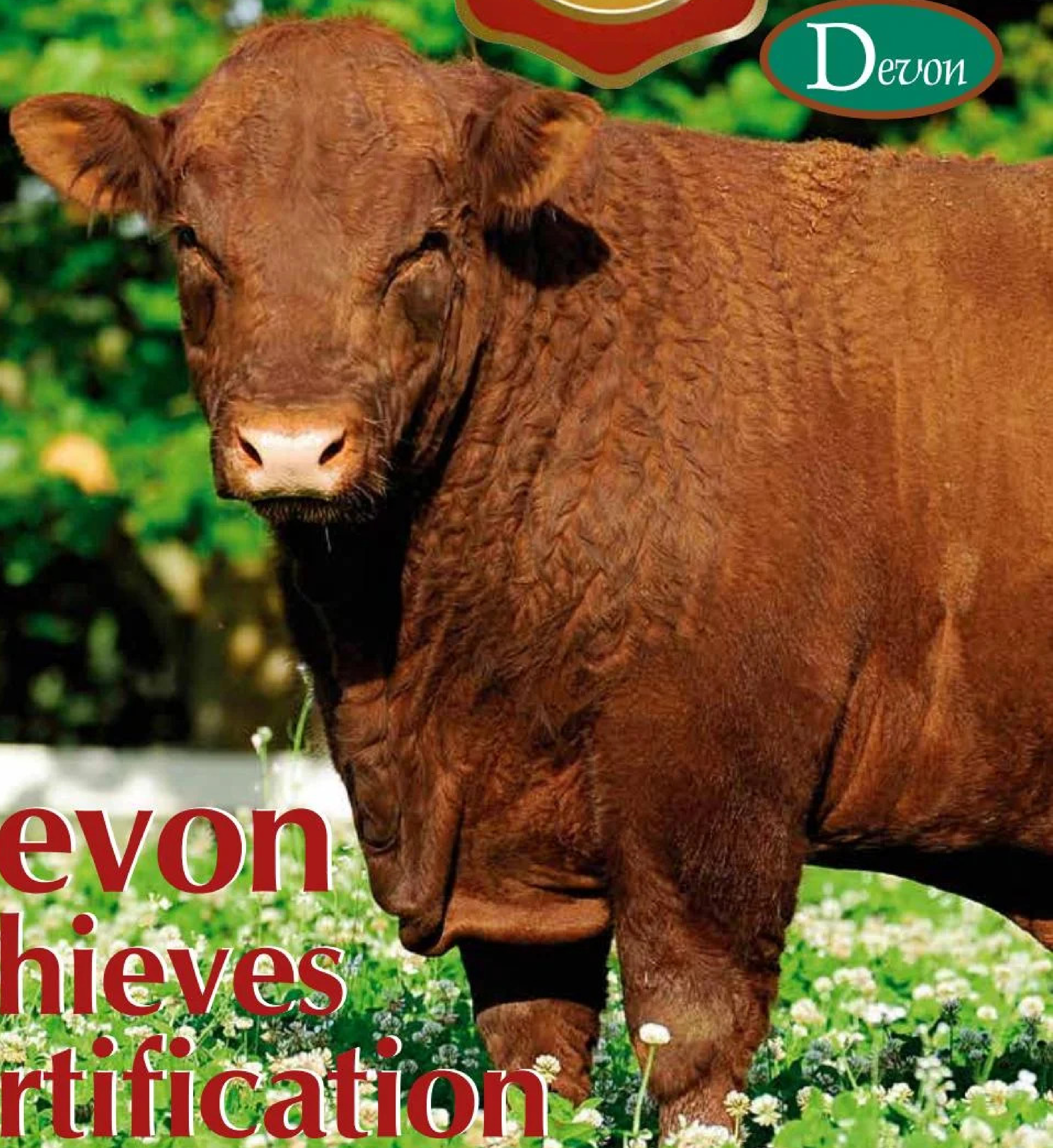
DEVON BREED YEARBOOK

AUGUST 2017

DEVON



Devon
achieves
certification



Devon Camboatã

Genética de resultado

DONS Comunicação

Reprodutores

Matrizes

Sêmen

Embriões

→ Camboatã TE 567

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2017

Premium Beef in the spotlight

Dear readers,

As Brazil, whose cattle inventory stands at 210 million head, is the largest exporter of animal proteins in the world, the members of the ABCD (Brazilian Devon Cattle Raisers Association) have realized that the time is ripe to invest in a very specific market, which is a gourmet meat market. The Devon breed has everything to do with the gourmet market. The Devon is a British breed that has in its DNA an intrinsic ability to produce high-quality, tasty, tender, and marbled beef.

On the other hand, Brazilian consumers have got acquainted with, refined their taste in, and started appreciating high-end products. Moreover, the consumption of naturally and organically produced foods has grown and is being encouraged nowadays. And premium beef meets precisely these requirements.

As the market is hungry for differentiated products, the ABCD management strongly supported by the Santa Catarina Devon Cattle Raisers Center approached the Ministry of Agriculture, Livestock, and Supply (MAPA), which is the apex body for guiding, enacting, and certifying agribusiness processes in the country, in order to register a certification program. The MAPA has a highly relevant position in the country as well as its processes and systems are worthy of international credibility.

Therefore, the ABCD put together a Certified Devon Beef Program in which the Association organizes and directs the chain following the guidelines of the CNA (National Confederation of Agriculture and Livestock) and the MAPA oversees the program and its members. As a result, The ABCD partnered up with these most respected government agencies on the planet to open doors into the world of Premium Beef.

The Certified Devon Beef Seal was officially launched at the Brazilian Devon Cattle Raisers Convention last May and was used for the first time in the state of Santa Catarina (SC) by the São João meat-packing plant, one of the most respected establishments in



the state. Relying on around 110 distribution outlets in SC, the São João meat-packing plant has won over new consumers who appreciate high-quality Devon beef for its excellence.

This edition will bring you information on how the Program works and how to join it in addition to a series of activities that are being promoted by the ABCD to publicize and further the goals of the Program. Moreover, our readers will read a report by James Smith, President of the British Devon Cattle Breeders' Society at the time when the last international Devon Breed Congress took place in England. Also, there is an invitation to join the Devon Tour, the next international Devon cattle event that will take place in the United States in May 2018, presented by Jeremy Engh, its organizer and President of the North American Devon Association. Among many news stories and accounts, the readers of the 2017 Devon Yearbook will enjoy a report on who was the big winner of the Chiripá Award and worthy of a homage paid by the ABCD at the Devon Breed Convention in 2016. As our magazine is becoming international, there is an interview and report on John May, current President of the British Devon Cattle Breeders' Society, who will also judge the cattle at the Expoin-ter 2017.

Check out the news. This magazine is made with a lot of thought and care to inform and support you, Devon cattle raisers and lovers.

We hope you will enjoy reading this issue which will go down in history for its reports on the achievements by the members of the Brazilian Devon Cattle Raisers Association for if the horizons of the Devon breed have changed in Brazil, it's mostly due to merit, competence, and successful work of its members.

Enjoy.

Betty Cirne-Lima

Brazilian Devon Cattle Raisers Association (ABCD) president

8 - 10

Devon beef seal is officially launched



11

34th Cattle Raisers Convention formalizes the beginning of certification

12

Devon beef: make it known to get value is a lesson learned from wine



13

Convention ends with an auction and a tribute



14

Malbec Restaurant holds 2nd Devon Beef Festival in Gramado



16

Camboatã and São Valentin celebrate their victories at the Expo André da Rocha

18

3rd Devon Beef Symposium highlights Devon cattle qualities

20 - 22



Devon breed champions at Expointer 2016

24 - 25

Interview: John May
*Longtime ties with English
cattle raisers*



26

A Field Day and an Auction in Sertãozinho

28

*Cattle raisers
from Santa
Catarina have
had a busy year*



30



*Australians want
closer ties with
Brazil*

32 - 33

World Meetings: Lesson from the Past, Visions of the Future
Articles by James Williams and Jeremy A. Engh

34



*Soely Barreto Hoffmann:
A life devoted to the
Devon breed*

36

*ABCD Delegation visits
the Falkland Islands*



January 2017 • August 2018

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A Cabanha com tradição de criar campeões!

Com grande história na criação de fêmeas campeãs,
a Cabanha Corticeiras usou toda a sua experiência
para ser também o Grande Campeão da Expointer 2016.



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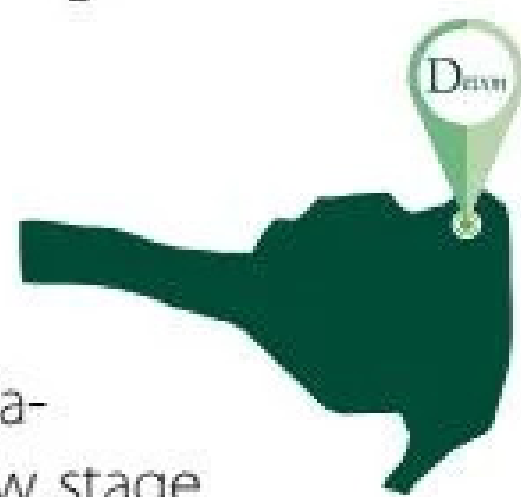
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Devon beef seal is officially launched

In May, 2017, the Brazilian Devon Cattle Raisers Association (ABCD) reached a new stage in the development of the Devon in Brazil by starting certified slaughter. The kickoff took place in the State of Santa Catarina in partnership with São João meat-packing plant located in São João do Itaperiú. The seal that identifies products certified by the ABCD ensuring high quality of meat was officially launched at the beginning of June.

The breed certification process is an initiative managed by the Brazilian Confederation of Agriculture and Livestock (CNA) with the consent of the Ministry of Agriculture, Livestock and Food Supply (MAPA), a body responsible for



overseeing the quality program. According to Paulo Costa, CNA coordinator of the traceability protocols, the creation of certification programs aims at improving livestock traceability and raising the quality level at which Brazilian meat is positioned.

To that end, the CNA called on the main associations of cattle producers to establish sets of rules that would ensure quality of meat and bonuses to compensate cattle producers for their investments and efforts to improve their herds. In addition to the Devon Cattle Raisers Association, such breeds as Angus, Hereford, Nellore, Charolais, Bradford, and Waguy are also part of the certifications programs on the CNA Platform.



Certified slaughter began in Santa Catarina last May



Official Seal

The Certified Devon Beef Seal can be used on products that meet the quality criteria established by the Brazilian Devon Cattle Raisers Association. Learn more about the program on the website: <http://www.cnabrasil.org.br/protocolo-carne-devon-certificada>



Paulo Costa, coordinator of the CNA Traceability Protocols

Advantages for producers and consumers

"Each association has set requirements and characteristics that cattle must meet to ensure the quality of the final product with proper tenderness and texture. As a result, we have added value to the entire chain of production. The farmers get rewarded for delivering differentiated cattle, recouping their investment in genetics and management. The association promotes the breed a lot more, expanding the herds. The meat-packing plant adds value to cuts delivered to retail customers and the end consumer has beef of guaranteed quality, certified by the

association", says Costa.

According to the coordinator, the main interest is to reassure customers about the origin and quality of products in a scenario of growing awareness and demands for food products of reliable origin. Adopting the certification processes also makes it easier to access international markets since the associations can make clearer and more reliable the criteria used to classify products by means of the certification seal, the criteria being approved by the CNA, at fairs in other countries.

Cattle producers must register

To apply for the Devon beef bonus program, you have to go through some steps. The first one is to go to <http://rastreadabilidade.cnabrazil.org.br/>. On this page you have to fill out the form entering your CPF (Tax Roll of Natural Persons) or CNPJ (National Roll of Legal Entities), read the terms and conditions, and click "View". Then, the system will search for information registered on the management platform of the Ministry of Agriculture. An email containing an access link will be sent to the email registered with the Agriculture and Livestock Defense Agency of the State. You must log in to your email account to access the system.

After accessing the system, you can get acquainted with

and choose the certification programs you would like to join. If, on your farm, you have more than one breed that has a certification program registered with the CNA, you can participate in more than one program. After choosing the Devon beef certification program, you must check which meat-packing plants are certified for slaughter.

The next step is to schedule a day for slaughter with the certified meat-packing plant of your choice. On a scheduled day, an ABCD qualified technician will certify cattle on the slaughter line. The bonus will be given to cattle that meet the requirements established by the association.

"The producer can view cattle slaughter reports that are



Certified products are already sold at retail in Santa Catarina

filed on the CNA Quality Platform. The reports contain the following information: number, series, and UF (federation unit) of the animal movement permit, how many animals were sent for slaughter, and how many animals were certified. This will allow the producer to have better financial and mana-

gement control. If the producer identifies a certain number of certifications, and, all of a sudden, there is a drop in the number of animals that meet the requirements, he/she can investigate what has caused such difference and make changes in the animal management, for example", explains Costa.

Cattle producer step-by-step registration on the CNA's Certified Beef Platform

1. Go to <http://rastreadabilidade.cnabrazil.org.br/> and press the "First Time Users" button.



2. Enter your CPF (Tax Roll of Natural Persons) registered with the Agriculture and Livestock Defense Agency of the State where your facility is located. After this step, you must read and agree to the Terms and Conditions.



3. You will receive an email with an access key to jump to the traceability website and get acquainted with the available certification programs.



5. Check the meat-packing facilities available for slaughter.



6. It is necessary to schedule a date with the approved meat-packing plant for a qualified technician to be present at slaughter.



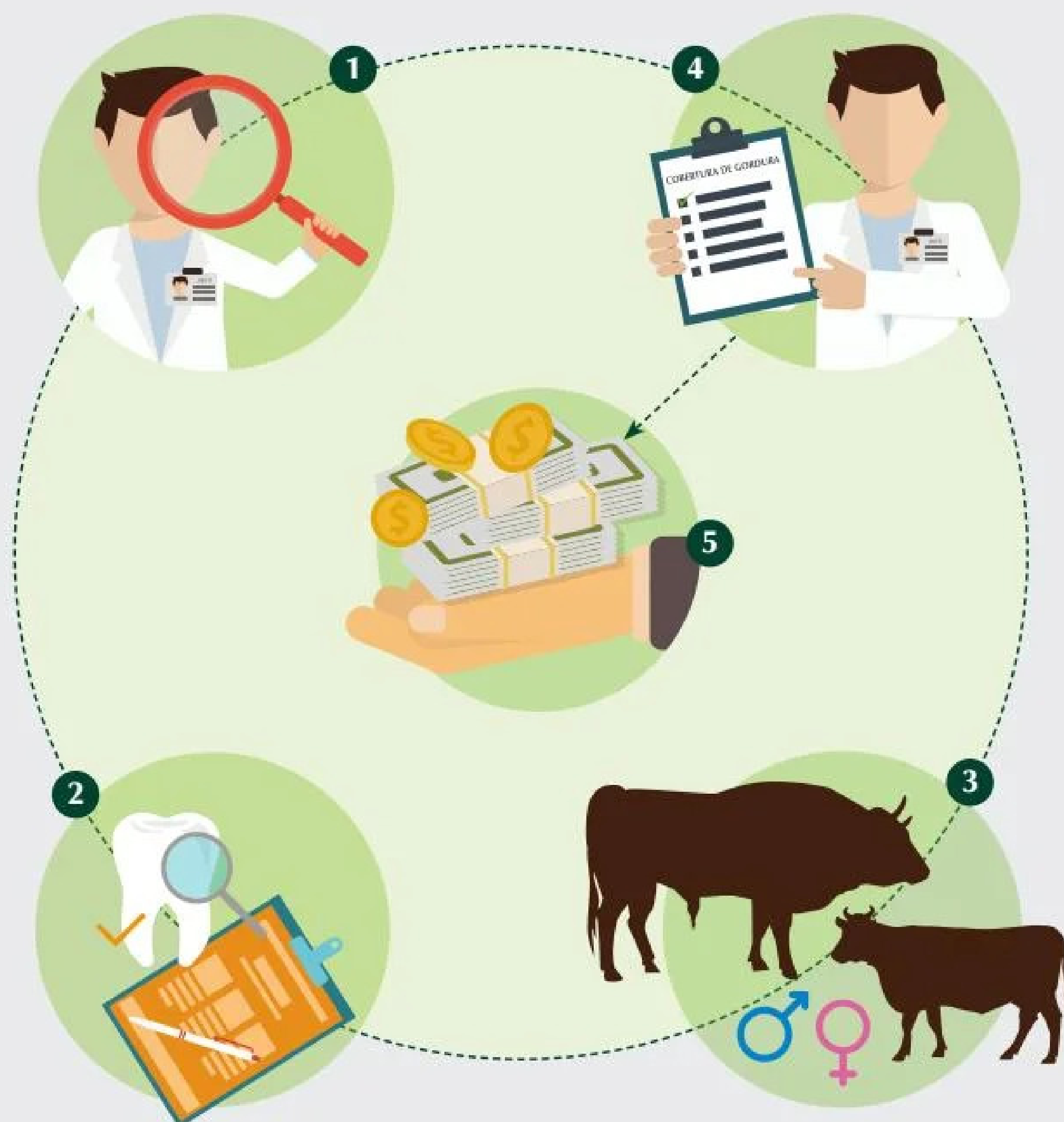
4. Now is the time to choose which program to join. You can join more than one program.



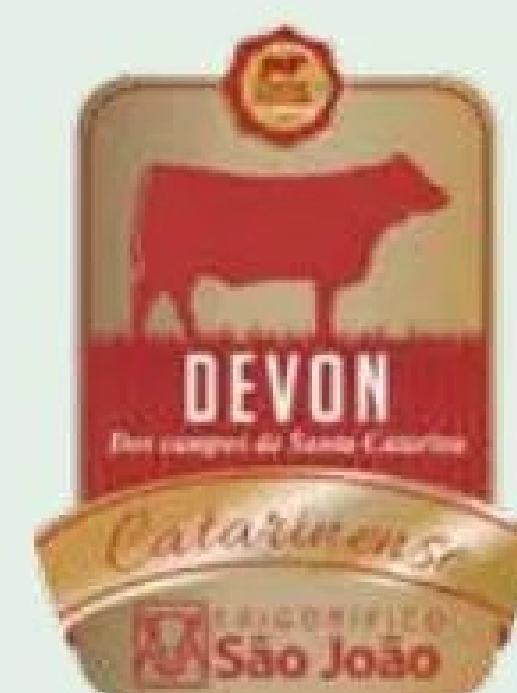
For any other information, go to: <http://www.cnabrazil.org.br/protocolo-carne-devon-certificada>

Step-by-step registration guide

- 1.** A technician accredited by the association inspects cattle in the observation corral. Animals are inspected to make sure they meet the breed standards.
- 2.** Upon entering the slaughter line, animals are inspected for dental chronology to make sure they meet the age requirements established by the association.
- 3.** The technician checks whether the animal is a male, a steer or a female.
- 4.** Fat cover is checked to determine whether cattle underwent a good finishing process, which determines tenderness and texture according to the expected degree of marbling.
- 5.** Bonuses are applied according to the bonus table of the meat-packing facility.

**Devon beef bonus system – São João meat-processing plant**

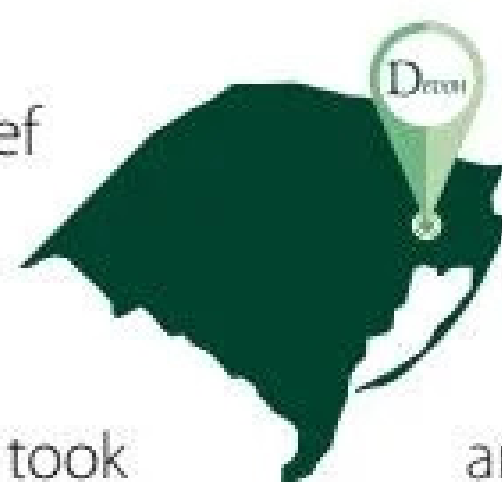
SEX	WEIGHT	MILK TOOTH	2 TEETH	4 TEETH
Steer	From 210 to 219,99 kg	6%	6%	0%
	From 220 to 239,99 kg	8%	6%	0%
	From 240 to 259,99 kg	10%	10%	6%
	From 260 to 279,99 kg	10%	10%	8%
	Above 280 kg	10%	10%	10%
Heifer	From 180 to 209,99 kg	6%	6%	0%
	From 210 to 239,99 kg	10%	10%	4%
	From 240 to 259,99 kg	10%	10%	6%
	From 260 to 279,99 kg	10%	10%	8%
	Above 280 kg	10%	10%	10%
Bullock	From 210 to 259,99 kg	4%	0%	0%
	From 260 to 279,99 kg	5%	0%	0%
	Above 280 kg	5%	0%	0%



34th Cattle Raisers Convention formalizes the beginning of certification

The Devon beef quality seal was launched at the 34th Convention of Devon Cattle Raisers that took place in Gramado on June 2-4. The declaration of the launch was signed by Elizabeth Cirne-Lima, ABCD president; Gilson Hoffmann, ABCD vice president; André Sanches, CNA Institute executive secretary; Simone Bianchini, coordinator of the Certified Devon Beef Program, and representatives from the São João meat-processing plant.

"By joining the Quality Platform – Rewarded Beef – the Devon breed gains space in the gourmet beef market and offers the most demanding customers a differentiated



sensory experience, ensuring quality and respect for health and environment', said Elizabeth Cirne-Li-

ma, ABCD president.

According to Ricardo Faria, business representative from the São João meat-packing plant, the beef quality in the first slaughters has exceeded

expectations. In June, more than a hundred businesses in Santa Catarina were already offering Devon beef bearing the certified quality seal.

Cuts ready for sale are vacuum packed and labeled. The labels contain information on the origin of animals. There are more than one hundred registered businesses in the State of Santa Catarina that sell certified Devon beef. The São João meat-packing plant is approved for selling beef throughout the State of Santa Catarina, but the ABCD expects to register meat-packing plants from other States as well. To find businesses that sell Certified Devon Beef in Santa Catarina, go to <http://www.frigorificosaojoao.com.br/onde-encontrar>.

PHOTOS/RAFAEL CAVALLI



The declaration of the launch of the seal was signed in Gramado



Simone Bianchini, coordinator of the Certified Devon Beef Program

A year of efforts and achievements

Simone Bianchini, coordinator of the Certified Devon Beef Program, reports that a year and a half of studies, adjustments, and negotiations passed from the first agreements to formalization of the certified Devon beef seal. This effort has already been rewarded by the first results:

"The slaughter of the certified Devon cattle hit a record high for the first time already last June:

195 certified animals. Generally, cattle raisers and producers are very happy about the practical results in terms of certified cattle bonuses. The amounts represent an incentive since the average bonus was around R\$250.00 per certified animal. This is a great motivation for developing beef cattle in the State of Santa Catarina and a huge incentive for cattle raisers", Simone said.

The pioneer

Ademar Roesner, a cattleman from the Quero-Quero ranch in São Bonifácio, Santa Catarina, was the first one to register on the platform. According to Roesner, the decision to join the certification program came from the realization that the process is advantageous to both producers and consumers:

"The program ensures differentiated profitability, which is an incentive for producers. But I

am also a consumer and I know what it means to purchase beef bearing identification of the breed of cattle and its characteristics, with quality assurance. The seal shows that beef has a differentiated value, and that's exactly what customers are looking for when they purchase gourmet beef", explains Ademar, cattle raiser and confiner, who is currently preparing animals for certified slaughter.

PERSONAL ARCHIVE/PUBLICIZING



Devon beef: make it known to get value is a lesson learned from wine

How to make Devon beef qualities known to consumers was the topic addressed by Carlos Simm, former president of the FEDERACITE (Federation of clubs for integration and exchange of experience) and president of the Aproccima (Association of Rural Producers of Campos de Cima da Serra) during the Brazilian Cattle Raisers Convention held in Gramado. Simm broached a strategy which is already a standard practice in another chain: the wine supply chain. He sustains that just like there are experts on tasting, classifying, and recommending products on the wine market, the same may be applied to beef as there are also significant differences between breeds, cattle raising, and types of beef cuts. Therefore, just as it happened with premium wines, the consumer is capable of recognizing and willing to pay for a gastronomic experience with a differentiated meat product such as Devon beef cuts.

According to Simm, the first step is to educate consumers on choosing the right beef. To that end, it is necessary to make qualities that influence tenderness and flavor such as marbling and the age of slaughtered cattle known to the public. Moreover, consumers must be educated about how to cook meat in order not to waste good beef cuts that are badly cooked, which may affect the consumption experience. That is why the Aproccima offers a series of tips for choosing and cooking beef on its website.

"Consumers must know more about different breeds, peculiarities of the products at their disposal, origin of animals and how animals were treated. There is a growing concern over the origin of cattle", says Simm. He reminds that the interest in gastronomy spurs creation of fraternities, dissemination of the figure of the sommelier whose exclusive occupation is to taste and classify different types of wine, a culture that could be spread to other niches, which is the case of beef.



Simm gave a lecture on strategies for promoting beef qualities

Tips for choosing and cooking beef

The Aproccima website offers 49 tips on how to choose and successfully cook beef. You can check out all tips at <http://www.aproccima.com.br/dicas.php>

See our meat-tasting tips below:

- **Tenderness:** to tell whether the beef is tender, press the meat with your index finger, withdraw the finger, and watch: if the indent bounces back immediately to its original size, it means that the meat is not tender; if the

indentation remains, it means that the meat is good for great barbeque.

- **Beef ageing:** If there is no fresh beef with guaranteed tenderness, choose aged beef. Beef ageing is a completely natural technique for making beef tenderer. To this end, the beef is stored in vacuum packages at 0° for 21 to 30 days.

- **Cooking time:** Tender beef cooks quite fast. Beef is sliced and roasted on the grill in a few minutes. Tenderness and juiciness are easily preserved when beef is served rare or medium.

- **Size of beef cuts:** a top sirloin cap from a young animal is naturally smaller. If it exceeds 1.2 kg, it may have a part of the silverside. Smaller pieces are indicative of young animals.



TADEU BRUNELLI

Convention ends with an auction and a tribute

The 34th Brazilian Convention of Devon Cattle Raisers ended with an auction, a tribute, and a party, on June 3 at the Hotel Serra Azul in Gramado. Cattle raisers from Rio Grande do Sul, Santa Catarina, Paraná, Bahia, Uruguay, and representatives from the CNA and British Embassy took part in the event. Cattle, both PO (Pure Origin) and PC (Pure-Bred), embryos, and semen were offered at the auction promoted by Rédea Remates and broadcast by Lance Rural. The average price for PO cattle was R\$3,550.00, and for PC, R\$2,550. The embryos and semen doses were sold for an average price of R\$1,750.

Commitment Recognized

After the auction, Carmem Maria Jardim, a cattle raiser from Corticeiras Agropecuária farm, Cristal, received the Luiz Fernando Cirne Lima Trophy. The tribute represented five decades of commitment to the Devon breed. Corticeiras Agropecuária farm started purchasing Devon cattle in 1965 at the Menino Deus Fair and got its first Grand Champion in 1969. Elizabeth Cirne Lima, ABCD president paid tribute by highlighting endurance and courage of Carmem Maria Jardim when she stood at the helm of the farm relying on support of her children and grandchildren to become, with love and commitment, a benchmark in cattle raising. After receiving the trophy from Luiz Fernando Cirne Lima, her sponsor, Carmem Maria



RAFAEL CAVALLI

Cirne Lima handed the trophy to Carmem Maria

reminisced about her dedication. She said that her love for Devon cattle is only second to her feelings for her own children and grandchildren. Carmem Maria Jardim participated in all of the Expointer editions.

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Malbec Restaurant holds 2nd Devon Beef Festival in Gramado

malbec Restaurant sprang to life in 2012 to cater to the needs of increasingly demanding customers who go to Gramado to experience the best Rio Grande do Sul has to offer, mainly, in terms of gastronomy.



According to Josiano Schmitt, restaurant manager, the idea is to maximize the experience of those who want to get acquainted with the Gaucho culture which is a mix of traditions of the Pampas regions of Rio Grande do Sul, Argentina and Uruguay.

"To be different from the traditional all-you-can-eat service, we opted for à la carte barbecue. Instead of betting on quantity, we are focused on quality of meat, serving customers portions that make them feel satisfied, comfortable, and assured that special care is taken while their food is prepared", says Schmitt.



PHOTOS/RAFAEL CAVALLI

Cooking techniques give value to noble beef cuts

The restaurant serves different types of meat, but it was Devon beef that took center stage last June. This year The Malbec held the 2nd Devon Beef Festival offering prime beef cuts served with special sauces and accompanied with grilled vegetables and rice. The amount of meat purchased by the restaurant doubled compared to the 1st Festival in 2016.

The Malbec strives to be as authentic as possible and reduce the distance food travels from field to plate. The restaurant's employees attended a lecture on the origin of the Devon breed of cattle and its characteristics by the ABCD president Elizabeth Cirne-Lima.

"The secret to a successful

dish begins long before the fire starts to burn", says Schmitt. Everything begins with proper selection of suppliers, which gives confidence on the origin of cattle and beef storage at correct temperatures. "Knowing your product makes all the difference; cutting the wrong membrane deprives the dish of its characteristics", warns Schmitt.

Special care should be taken when tending the fire which must be fueled with firewood to ensure the right temperature and the right amount of smoke that will impart the flavor of a gaucho roast. The best time to salt beef is one of the secrets that the hotel manager won't give away for anything.

What wine should I pick?

The name Malbec is a tribute to a grape variety of French origin grown in Argentina, which produces wines of renowned quality. The Malbec's wine list boasts more than 200 labels, not exclusively Malbec.

Going through the restaurant's wine list requires knowledge of each label since the wines are categorized according to their taste characteristics and not necessarily to regions or types of grapes. There are fruity, light and soft, intense and powerful wines as

well as prestige wines, - Argentina alone has 400 Malbec labels. Therefore, the wine will have a certain characteristic not only because it is produced from some grape variety or comes from a certain region, warns Schmitt. The restaurant usually suggests more structured wines to pair with meat. However, the idea is to let customers pick a wine to their liking themselves without imposing any pairing standards in order to customize the experience.

MARINA GOULART



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* Prêmio Supremacia Genética ANC PROMEBO 2016 - Touro Palmeira 1892



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Camboatã and São Valentin celebrate their victories at the Expo André da Rocha

The farms that had big winners at the Expo André da Rocha, an event that takes place once every two years in Campos de Cima da Serra, received trophies commemorating their performance.

On November 26, 2016, a tribute was paid to Camboatã Agropecuária which threw a barbecue for 60 Devon cattle raisers and sympathizers. At the event, Marcos Pandolfi, cattle raiser and owner of Camboatã, received the Coronel Firmino Jacques trophy. It was the second time the trophy had been given to Camboatã.

The Coronel Firmino Jacques trophy is given to cattle raisers who win the Big Championship of Devon Females at the Expo André da Rocha. Pandolfi won the 2013 edition with Camboatã female 280 G5300 CO72.

With the very same specimen, he also won the Big Championship of Females at the Expointer 2013. In March, it was the turn of the São



Valentin Farm to celebrate its achievements. The farm was the scene of double celebration as it received the Reinoldes Cherubini trophy (Bronze Bull) for entering Grand Champion São Valentin Creditor 1731 at the Expo André da Rocha 2015 and also celebrated 70 years of commitment to the Devon breed.

Reinoldes Cherubini, 78 years, has been part of this history since a little boy and says that he has seen the Devon breed evolve a lot over the decades, which he compares to the evolution of other technologies over the same period.

All thanks to careful genetic selection. The Reinoldes Cherubini trophy was established in 1968 by Luiz Fernando Cirne Lima. It changes hands once every two years and is awarded to the best specimens in Campos de Cima da Serra. The Cherubini family received the Bronze Bull for the first time in 1970.

Testimonials

"Receiving the Coronel Firmino Jaques Trophy for the second time, considering the importance of this distinction, is the crowning moment of the genetic selection of the Devon breed that we have been developing at the ranch".

ALEXANDRE TEIXEIRA

Marcos Pandolfi,
owner of
Camboatã



"Before the Expointer was held in Esteio, when it was an exposition in Menino Deus in 1957, the São Valentin won Grand Female Champion and Best Triplet of the Breed. We have participated every year since then. And we are already getting ready for the next one."

BEZIER FILMS



Reinoldes Cherubini,
owner of the
São Valentin
Farm

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CABANHA SANTA LÚCIA
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D E V O N

3rd Devon Beef Symposium highlights Devon cattle qualities



The attractiveness of the Devon breed for producers and the publicizing of its quality to consumers took center stage in the debates at the 3rd Devon Beef Symposium held on January 25th in Lagoa Vermelha, the national capital of barbecue. The event was part of the program of the National Barbecue Festival and International Creole Rodeo.

Lucas Hax, the ABCD technical director, presented a series of studies that show technical superiority of the Devon breed in different aspects, both for producers and for consumers, when compared to other breeds. One of the advantageous aspects is tameness of Devon cattle which results in a more efficient use of physical facilities necessary for cattle handling and has a positive effect

on beef quality. "Stressed cattle may get hurt during loading for processing at the meat-packing facility and damage the carcass. Besides, the quality of beef as well as its visual appearance and shelf life depend on the level of energy in the cell. Calmer cattle burn less energy during pre-slaughter fasting, thus helping to keep properties of beef after slaughter", explains Hax.

PHOTOS/PUBLICIZING



Studies showing technical superiority of the Devon breed were presented

Research assesses several factors

The studies assessed several factors of a research carried out at the Federal University of Santa Maria, comparing the feed conversion rate of several breeds. Said rate shows how much feed the animal consumes to gain 1 kg of weight and the time taken to reach 100 kg live weight. It was observed that, compared to the mean value of the rest of the breeds, Devon cattle showed greater weight gain – mean weight gain of 1.410 kg as compared to 1.180 kg in other breeds – which means that Devon cattle need less feed to produce 1 kg of weight – and reached 100 kg live weight a lot faster – on average, 70 days as compared to 85 days in other breeds. These factors are very advantageous for cattle producers who

obtain less resource-intensive quality meat.

Fat cover – external fat that covers the carcass – was assessed. The thickness of fat cover in Devon cattle was 4.4 mm as compared to that of 3mm in the rest of the animals: "Fat is important for visual appearance and flavor of beef, protecting the carcass from the processes used in the meat-processing industry", specifies Lucas.

The study also assessed marbling, fat deposited between muscle fibers which is responsible for flavor and, indirectly, for tenderness. The research measured the shear force required to break the meat fibers apart, which is indicative of tenderness in addition to texture and palatability. Devon beef scored 8.25 on a scale of 1 to 9.

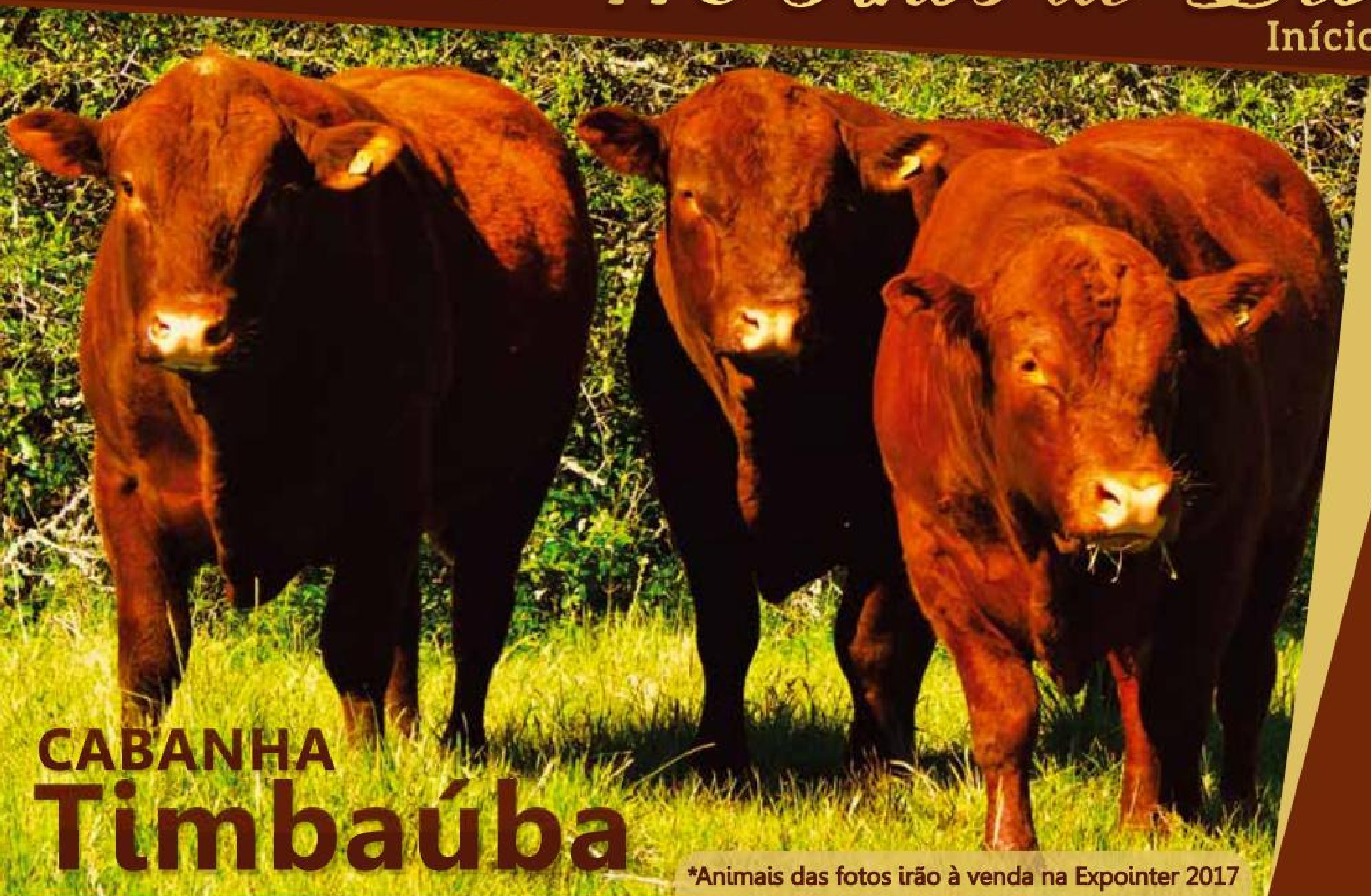
Certification and a Tribute

The 3rd Devon Beef Symposium featured a lecture by Simone Bianchini, coordinator of the ABCD certification program, who explained the bonus table and the criteria for participation in the project. Francisco Schardong, Farsul's managing director, emphasized that adaptability and easy handling makes the Devon cattle an ideal breed for family agriculture. Gustavo Bonotto, Lagoa Vermelha mayor, recognized the ABCD's effort to strengthen cattle farming which is a very important factor for the economy of the region. A tribute to the late founder and first president of the Center of Devon cattle raisers of Campos de Cima da Serra João Horácio Barreto da Costa who had passed away last year was paid during the Symposium. João Vicente, João Horácio's son, remembered how much love his father had devoted to Devon cattle and recognized the importance of continuing down the path toward strengthening and improving the Devon breed.



110 Anos de Devon

Início 1907



CABANHA
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*Animais das fotos irão à venda na Expointer 2017

1º Devon
Mocho
DO BRASIL

60 ANOS DE DEVON MOCHO - Importação 1957



Alfredo e Alice da Silva Tavares

Devon breed champions at

A competition that reflected an increase in Devon cattle numbers in other States. That was the climax of the participation of cattle producers from Santa Catarina and Paraná who, along with cattle producers from Rio Grande do

Sul, put the traits of their cattle to the test in Esteio.

The cattle judging relied on the experience of an international jury, one of whose members was Norman Catto from Scotland, who judged Angus and Shorthorn in Palermo last year.

According to his assessment, the cattle that entered the show ring showed a lot of quality and met the prevailing requirement for an average animal, neither too heavy nor too light, which is able to grow well when released into an open field.

GIOVANI VIEIRA PHOTOGRAPHY



The Expointer 2016 cattle champions were:

Males

- Grand Champion – Pen 982 – Corticeiras Agropecuária Farm – Cristal, RS
- Reserve Grand Champion – Pen 977 – Santa Alice Ranch – Santa Maria, RS – Ana Cecília Ribas
- 3rd Best Male – Pen 986 – São Valentin Farm, São Jorge, RS – Reinoldes Antonio Cherubini
- Young Exhibitor Trophy – Pen 979 – Santo Antônio Ranch – Guabiju, RS – Helena Marques Cherubini
- Chiripá Trophy – Pen 978 – Santa Lúcia Ranch – André da Rocha, RS – Soely Barreto Hoffmann
- Champion Calf – Pen 967 – Coqueiro Ranch – Santa Maria, RS – Helena Van Hoogstraten Trindade
- Reserve Champion Calf – Pen 966 – Corticeiras Agropecuária Farm – Cristal, RS
- Champion Junior – Pen 977 – Santa Alice Ranch – Santa Maria, RS – Ana Cecília Senna Ribas
- Reserve Champion Junior – Pen 974 – São Valentin Farm – São Jorge, RS – Reinoldes Antonio Cherubini
- Champion Two Years – Pen 978 – Santa Lúcia Ranch, André da Rocha, RS – Soely Barreto Hoffmann
- Reserve Champion Two Years – Box 979 – Santo Antonio Farm, Guabiju, RS – Helena Marques Cherubini
- Champion Two Years and over – Box 981 – Santa Lúcia Ranch, André da Rocha, RS – Soely Barreto Hoffmann
- Senior Champion – Pen 982 – Corticeiras Agropecuária Farm – Cristal, RS
- Reserve Senior Champion – Pen 986 – São Valentin Farm, São Jorge, RS – Reinoldes Antonio Cherubini

Expointer 2016



PHOTOS/GIOVANI VIEIRA PHOTOGRAPHY

Grand Champion

Corticeiras tattoo 1115 from the Corticeiras ranch, Cristal (RS) was the Grand Champion among the males. The bull was assessed by the international member of the jury Norman Catto as a super bull for any breed, with a lot of meat, proper muscle mass and a lot of masculinity. In spite of being used to winning the highest title, considering that Corticeiras Agropecuária is a traditional winner of the Devon female championships, Carmem Maria Jardim, owner of the bull, couldn't hide her satisfaction when she also won the best Devon male title. It was the 13th Top Devon Award for the Corticeiras ranch which has participated in all of the Expointer editions.



Grand Champion Female

Benedictus Princesa from the Santa Maria ranch, São Gabriel (RS) was the Grand Female Champion among the females. Benedictus Princesa owned by Benedito Franco had already been on the Esteio rings. Before becoming Grand Female Champion, she had already won Female Champion Calf 2014 and was part of the champion triplet last year. Franco praises its lineage, especially the paternal one. Her grandfather Benedictus Euro was a big success in Santa Catarina and a hallmark in Devon cattle raising in the neighboring state.



Females

- Grand Champion – Pen 961 – Santa Maria ranch, Santa Margarida do Sul, RS – Virgínia Franco
- Reserve Grand Champion – Pen 952 – Santa Alice ranch, Santa Maria, RS – Bibiana Silveira Ribas
- 3rd Best Female – Pen 940 – Corticeiras Agropecuária
- Young Exhibitor Trophy – Pen 941 – Jr do Prata Ranch, André da Rocha, RS – Paloma Jacques Ribeiro
- Chiripá Trophy – Pen 945 – Santa Lúcia Ranch, André da Rocha, RS – Julia Barreto Hoffmann
- Female Champion Calf – Pen 940 – Corticeiras Agropecuária, Cristal, RS
- Reserve Female Champion Calf – Pen 941 – Jr do Prata Ranch, André da Rocha, RS – Paloma Jacques Ribeiro
- Female Champion Junior Heifer – Pen 952 – Santa Alice Ranch, Santa Maria, RS – Bibiana Silveira Ribas
- Reserve Female Champion Junior Heifer – Pen 950 – Corticeiras Ranch, Cristal, RS – Otávio de Figueiredo Agostini
- Female Champion Senior Heifer – Pen 955 – Camboatã Agropecuária, Camaquã, RS – Marcos Evaldo Pandolfi
- Young Cow Champion – Pen 957 – Santa Lúcia Ranch, André da Rocha, RS – Gilson Barreto Hoffmann
- Cow Champion – Pen 961 – Santa Maria Ranch, Santa Margarida do Sul, RS – Virgínia Franco
- Reserve Cow Champion – Pen 962 – Corticeiras Agropecuária

Hardy Cattle

Cattle from the Santa Alice ranch also excelled in hardiness. The ranch was responsible for three champions: 1100 (best hardy), 1110, and 1140. Among the females, the Santa Maria ranch based in São Gabriel was the big winner, reaffirming its vocation for female cattle raising as it won the first prize among the nose-ringed cattle. The three winners were 2415 (best hardy), 2399, and 2381. The animals were assessed by the international jury including Norman Catto who also judged nose-ringed cattle.



Hardy bulls from the Santa Alice Ranch



Hardy females from the Santa Maria Ranch

FOTOS GIOVANI VIEIRA FOTOGRAFIA

Top Devon Cattle Auction

At the traditional Top Devon Cattle auction, hardy specimens entered Ring J at the Assis Brasil Exhibition Park in Esteio. The average price for bulls was R\$10,230.00 and for females - R\$3,640.00. The highest price was fetched by Hardy Grand Cham-

pion sold for R\$15,400.00. According to Guilherme Minssen, the auctioneer who conducted the sale, the breed repeated last year's success as the holder of one of the best average prices for hardy cattle among the beef cattle breeds at the fair.



Vitrine da Carne Gaúcha teaches how to value noble cuts

TIAGO FRANCISCO/FARSUL SYSTEM PUBLICIZING



Partnership

The ABCD has participated in the event since the first edition of the Vitrine da Carne Gaúcha" whose objective is to show the beef qualities of livestock bred in Rio Grande do Sul to visitors to the Fair.

The visitors to the Expoiner Fair had an opportunity to learn more about handling and cooking noble beef cuts as part of the traditional program of the Vitrine da Carne Gaúcha, using Devon beef as an example. Marcelo Bolinha, a meat specialist, spoke about the deboning of a Devon carcass and showed how to distinguish between the traits that point to quality beef.

Bolinha explained that the displayed carcass exhibited faithfully the characteristics of a well finished Devon steer in terms of muscle mass volume, marbling, color of cuts, and ease of cutting, all of which translates into beef tenderness. He gave some tips on how to cook different types of cuts, but highlighted one which is sought after most at the most demanding gastronomic centers in the world: a Tomahawk steak also known as the "Flints-

tones steak". "This steak has unbelievable flavor with fantastic juiciness and is one of the most frequent specials on restaurant menus in New York", said Bolinha. Among the tips shared with the audience, he cited the importance of buying products that bear the federal inspection seal in order to be certain of the origin of beef. The displayed carcass belonged to the Palmeira Farm located in Camaquã. Kátia Ribeiro from the technical board of the ABCD (Brazilian Devon Cattle Raisers Association) highlighted the opportunity of publicizing the quality of Devon beef to final consumers. The "Vitrine da Carne Gaúcha" is a very successful event at the Expoiner. We managed to show the main traits of Devon beef: taste, marbling, and tenderness", she said. Then, the visitors had an opportunity to taste some beef cuts prepared by the chef.



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Interview *John May*

A special judge guest will judge specimens of Devon cattle at the 40th Expointer in 2017. John May is from Priorton Farm located in Craditon, County of Devon, the cradle of the Devon breed, and comes from a family that opened doors of their farm to Brazilian cattle raisers 45 years ago, contributing to the development of the Devon breed in Brazil. Check out the interview with the current president of the Devon Cattle Breeders' Society.

What is the history of the Devon breed at Priorton Farm and the farm's relationship with Brazil?

Devons came to Priorton in 1921 and have been the mainstay of the farm ever since. Modernisation in particular machinery has meant a drastic reduction in the labour force. When I first left school in 1978 my father employed 4 full time workers, now we have just 1.

Priorton first exported cattle to Brazil in the 60's and strong links have been maintained ever since. Our visitors book indicates we welcomed guests from Brazil in 1972, 1974, 1975, and the World Congress in 1980. Last year, 2016 we were very honoured and pleased to welcome delegates from Brazil and other nations to visit Priorton during their tour of England. New friendships have been forged ensuring the continuation of dialogue across the nations into the future.

What do you expect from your visit to Brazil?

My wife, Sue will be accompanying me on the trip. This is our first visit to Brazil. I am very much looking forward to judging the Devon cattle presented to me at Expointer 17. It will also be very interesting to see the other breeds, some obviously known to me like the Hereford and the Simmental, but also your native cattle such as the Brahman. We have looked up about the Expointer and have been told it is a very large exhibition. Sue I know is very much looking forward to seeing the horses and the gaúchos.



Devon cattle juror at the 40th Expointer is from the County of Devon, United Kingdom

PHOTOS/PUBLICIZING



What criteria do you think are important when judging Devon cattle?

Whatever breed I judge the animal has to fulfil the breed standard and have good legs and locomotion. Obviously I feel a huge responsibility representing the Devon Cattle Breeders Society in the UK, of which I am currently the President. I feel very honoured to have been invited to judge and visit Brazil. Truly a life time experience.

The Devon breed in the UK has had to adapt to changing consumer needs in particular less fat, whilst retaining the wonderful marbling of the meat that the Devon breed is renowned for. The introduction of the Saller cattle during the 80's changed the Devon breed to an animal slightly larger and leaner without losing the attributes that the traditional Devon is known for. As a longstanding breeder of Devons, I believe the Saller influence has it's place but the true Devon must never be lost. The Devon has exceptional maternal attributes and the ability to produce meat from grass on a low cost system. The UK requirements are changing in that a smaller carcass of below 420kg dwt is now required. The Devon is well suited to meet these needs and is becoming increasingly popular as a terminal sire crossing with crossbred continental

females to produce finished animals off a grass based system.

How has farm work in the United Kingdom changed in recent years?

Farming in the UK has changed considerably in the last 40 years. Sadly a good proportion of the younger generation do not wish to follow in their father's footsteps having seen the long hours involved for little return and are choosing to work outside of the family farm to achieve a good life style and income. The small family run farms are disappearing and the acreage being purchased by larger modernised units which can afford the huge expense of up to date agricultural machinery.

My father, William (Bill) was born at Priorton Barton, to a family steeped in the tradition of Devon cattle. Although the Priorton Herd was established on the purchase of Priorton Barton in 1921, Devon cattle had been in the family for generations before and have remained with the May family ever since. Words 'May' and 'Devon cattle' go hand in hand. My father was a well respected judge and breeder of Devons, he also held the office of President in the 70's. I believe he taught me well to appreciate sound breeding and the ability to look forward to maintaining the Devon as a commercial beef animal.

Longtime ties with English cattle raisers

Priorton farm located in the County of Devon is run by the couple John and Sue May and has had a long-term relationship with Brazil, which was forged by John's father William (Bill). Claudio Ribeiro, a cattle breeder from Palmeira Farm, who was the ABCD president at the time when the First World Devon Congress was organized, recalls his visit to Priorton in 1980.

"After arriving in the United Kingdom, we found out that the way they went about raising Devon cattle was different from what we were doing. Animals were sturdier there. Cattle that we show at fairs are different from cattle they have in fields. Maybe, because of harsher winters, they developed techniques for

keeping cattle sturdy all year long. That was what impressed us most", Ribeiro says.

Gilson Hoffmann, ABCD vice-president, recalls some of the most remarkable animals produced at Priorton:

"Priorton Unapproachable 1 purchased by José Gomes Filho, a cattle raiser from the Batalha de Bagé Ranch, sired Battle Unapproachable 940 which was Devon Grand Champion at the Expointer 1980. Another bull that deserves mentioning was Priorton Universe 2, grandfather of the famous British Bull Ferdinand. Here in Brazil, Priorton Universe 2 also sired excellent animals. Some females also came from Priorton to Brazil in the 70s. My father, Sady D'Avila Hoffmann, purchased

one of these cows, Priorton Showgirl 177 which produced 15 calves in 18 years", Hoffmann tells.

Before the Mays, cattle raiser Dudley Down was the first English guest invited by the Devon Cattle Breeders' Society to judge at the Menino Deus Agricultural Exhibition in 1961, former ABCD president Luiz Fernando Cirne Lima recalls.

"In 1961, Dudley Down was a distinguished English cattle raiser who had produced successively three bulls that greatly influenced the breed: Peverstone Pretender, P. Defender, and P. Darius. Housed at Nunehead ranch, P.Darius had sired innumerable animals that were brought to Brazil", he recalls.

PHOTOS/PUBLICIZING



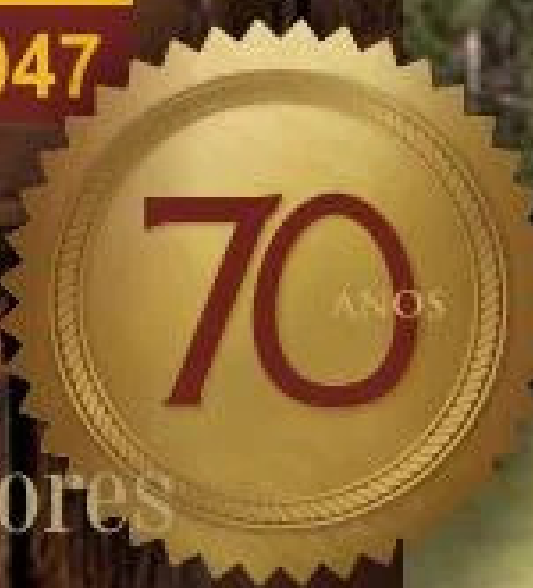
Bill May, 1974 - Royal Show



Dudley Down, 1961 - Porto Alegre



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A Field Day and an Auction in Sertãozinho

On November 19, the ABCD held a Field Day dedicated to the Devon breed at the CRV Lagoa Performance Center in Sertãozinho (SP). The event brought together around 60 cattle producers, technicians, and students from around the region: Victor Sala, a field technical assistant at the Lagoa CRV, spoke about



"Management, Goals, and Results". Then, ABCD technical director Lucas Hax presented "Traits and results of the Devon breed and crossbreeding". After the lectures, the guests examined the Devon cattle confined at the CRV Lagoa Performance Center and had a barbecue party enjoying beef from Palmeira Farm, Camaquã (RS).



Cattle producers and students attended the lecture

10th Virtual Auction

Last December everyone's attention in Sertãozinho turned toward the 10th Virtual Auction that took place on 12/10. 30% superior cattle of each breed confined at the Center in Sertãozinho were offered for sale via Internet – in addition to Devons, there were Angus, Santa Gertrudis, Senepol, Nelores, and Tabapuã specimens. 471 bulls raised by 68 cattle producers from nine Brazilian

states took part in the 2016 edition. The cattle were entered into the test after weaning and remained under test until November, their average age being approximately 15 months old. Seven Devon specimens took part in the sales fetching an average price of R\$7,028.57, the total turnover being R\$49.1 thousand. 100% of the participating cattle were sold. The total turnover of the 10th CRV Lagoa Auction was R\$707.5 thousand.



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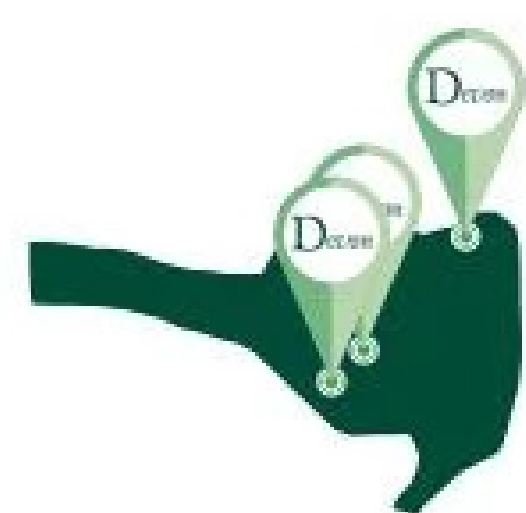
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Cattle raisers from Santa Catarina have had a busy year

The Santa Catarina Center has had a busy year. In addition to all the steps to complete the quality certification process, the Santa Catarina ABCD Center is engaged in publicizing the seal, attracting customers, and boosting the brand in the State, according to the Santa Catarina ABCD Center coordinator Eduardo Gamborgi. Among the events pointed out by Gamborgi is partici-

pation in livestock auctions that have resulted in an increase in the value of the Devon breed with prices that reflect the arrival of the certification. Among the most important events was the Top Devon SC auction held for the second time in August 2016 after the success of the first edition of the event inaugurated in July 2016. Check out the events carried out at the Santa Catarina Center:

PHOTOS/PUBLICIZING



Technical meeting in Lages

The ABCD and the ANC (National Association of Cattle Raisers) held an Annual Devon Breed Technical Meeting in Lages at the São Luiz Ranch belonging to Ivo Tadeu Bianchini. The meeting brought together the ABCD Technical Board, ABCD technicians, and members of the management board. Among the issues tackled at the meeting were regulations on genealogical registration of animals, Devon Beef Certification Program, breed standards, and the direction of selection within the Devon breed. The event took place in May 2017.

Meeting of Cattle Producers in Palmeira

The producers of British Breeds in the Municipality of Palmeira attended a lecture on the traits of the Devon breed by Eduardo Gamborgi. As the topic of the lecture was "Contribution of the Devon breed to the market of quality meats", he highlighted the hardiness of Devon cattle grazing native pasture and the quality of its meat that satisfies the most demanding markets, placing special emphasis on the certification of Devon beef. At the end of the event, a beef tasting was offered to the cattle producers.



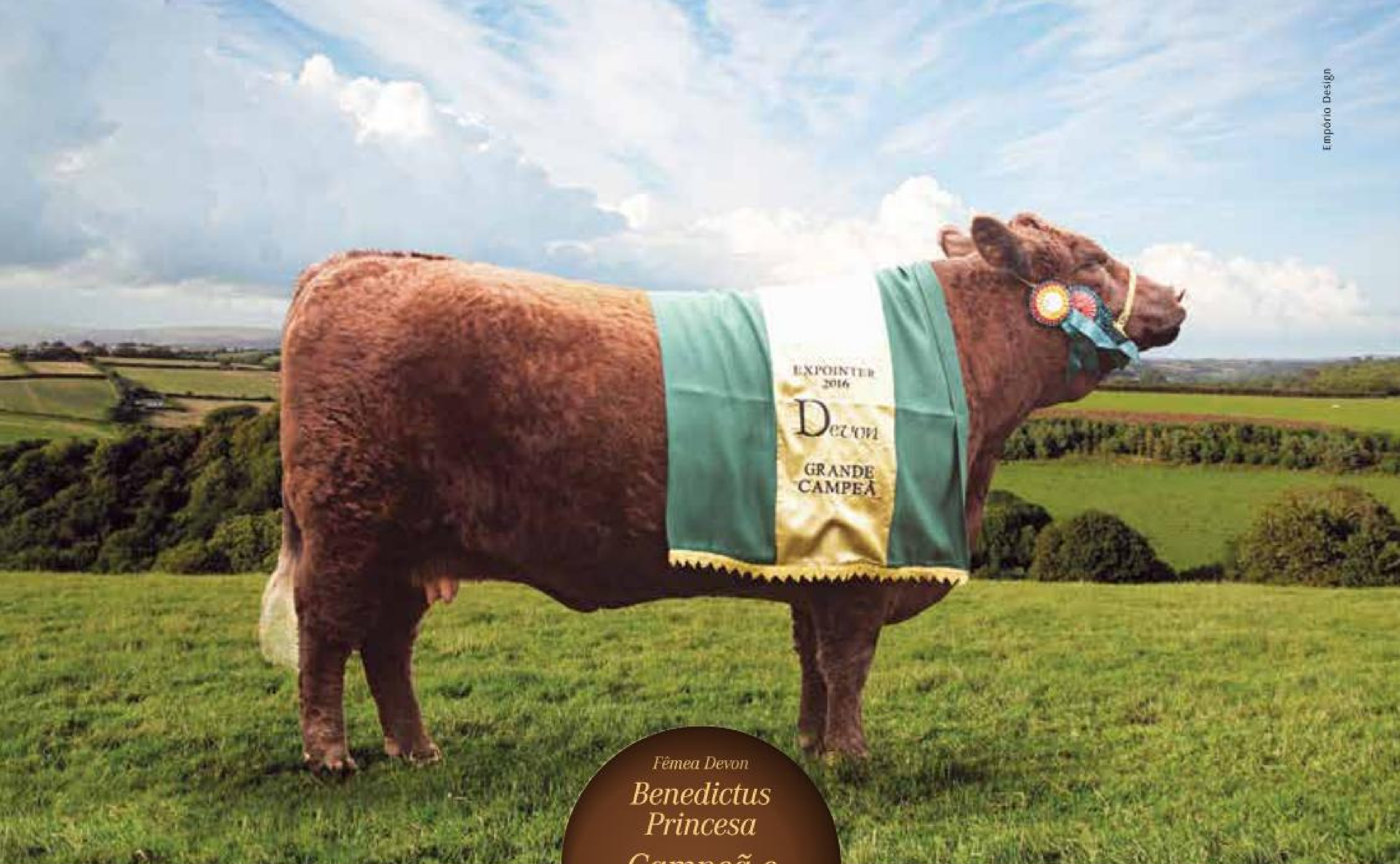
Expolages

Expolages is one of the main events aimed at developing the agribusiness in Santa Catarina. At the October 2016 edition, the representatives from the ABCD, FAESC (Federation of Agriculture and Husbandry of Santa Catarina), CNA, and São João meat-processing plant met to sign a trade agreement that forged a partnership for slaughter of certified Devon cattle. The ABCD president Elizabeth Cirne-Lima took part in the event as a member of the jury.

Exposuper

The event that aims at bringing novelties to the supermarket industry and takes place in Joinville reached its 30th edition in 2017. The advantages of Devon beef were presented by Gilson Hoffmann, vice-president of the ABCD (Brazilian Association of Devon Cattle Raisers), Antônio Marcos Passarim, ABCD vice-president for commercial sales, Simone Bianchini, coordinator of the Devon Beef Certification Program, and by the representatives from the Santa Catarina-based São João meat-processing plant which was the first one to certify Devon carcasses. The Exposuper was held in June 2017.





*Fêmea Devon
Benedictus
Princesa
Campeã e
Grande Campeã
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Australians seek closer ties with Brazil

Facing similar challenges and having the same driving forces, Australian Devon cattle raisers see in the Brazilian market a good chance to expand their business and exchange experiences. Vic Edwards and Alison Heap from Gowan Ross & Vix Devon, from New South Wales, have managed to overcome some challenges imposed by the Australian climate to enable export of genetic material to quite competitive markets. They say that Australian cattle breeders have already had to deal with diseases typical in hot climates, which posed an obstacle to reaching foreign markets, but climate changes have worked out in favor of decreasing the incidence of such problems,

and nowadays cattle raisers are approved to export semen to the most demanding markets, including the European Union.

The couple raised five Poll Devon bulls in order to offer semen to the Brazilian market. The semen of these bulls have already been sold to Canada, the United States, and New Zealand: "These are completely new lineages for the Brazilian herd", says Vic Edwards who has already visited Brazil on a tour commemorating 100 years of the breed in Brazil. Vic also imports genetic material from several countries and emphasizes that he considers the exchange to be positive: "We are not only exporters of our genetics, but we are also importers and have used bulls from New Zealand



FOTOS DIVULGAÇÃO ROSS&VIX

in our programs. Now we have bullocks sired by Lakotas King Henry from the United States."

In August, 2017, Edwards and Heap commemorated a triple victory: Grand Champion, Reserve, and the heaviest bull at the Brisbane Royal Show in Australia.



Alison Heap and Vic Edwards

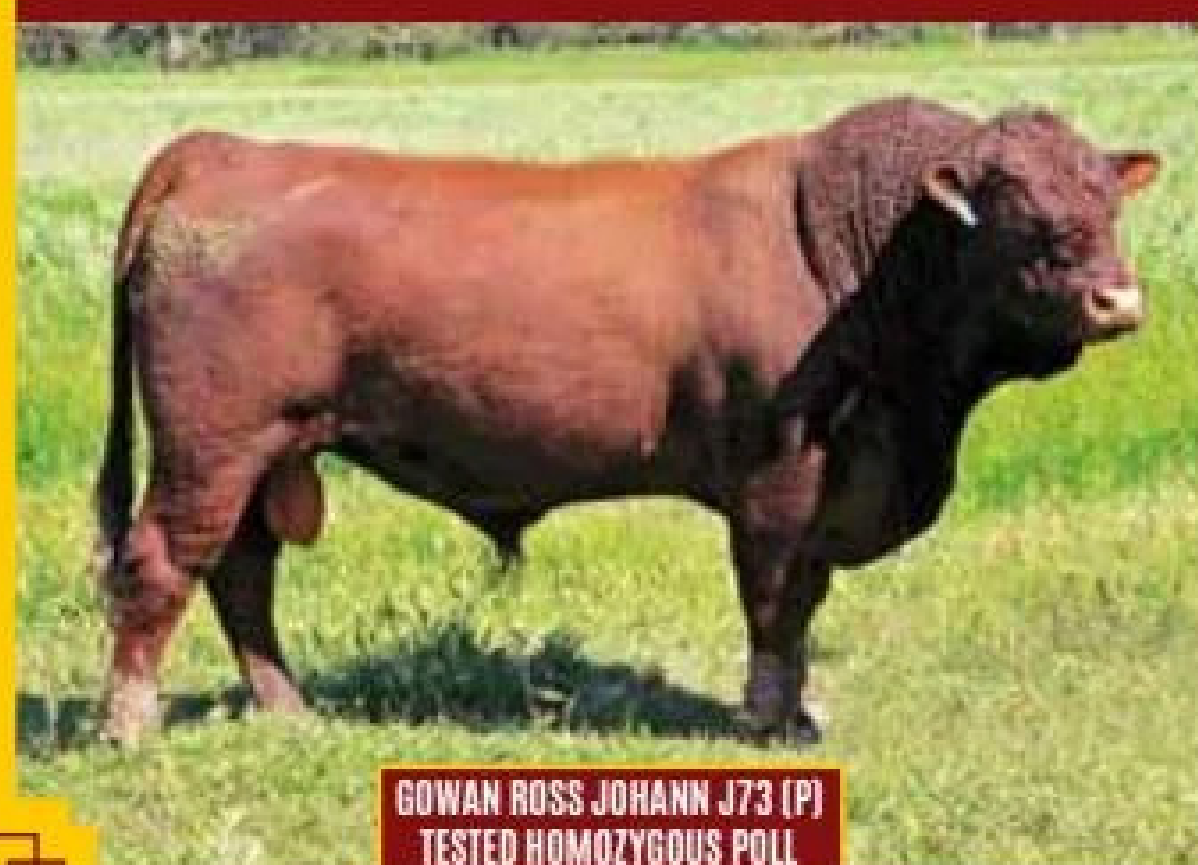
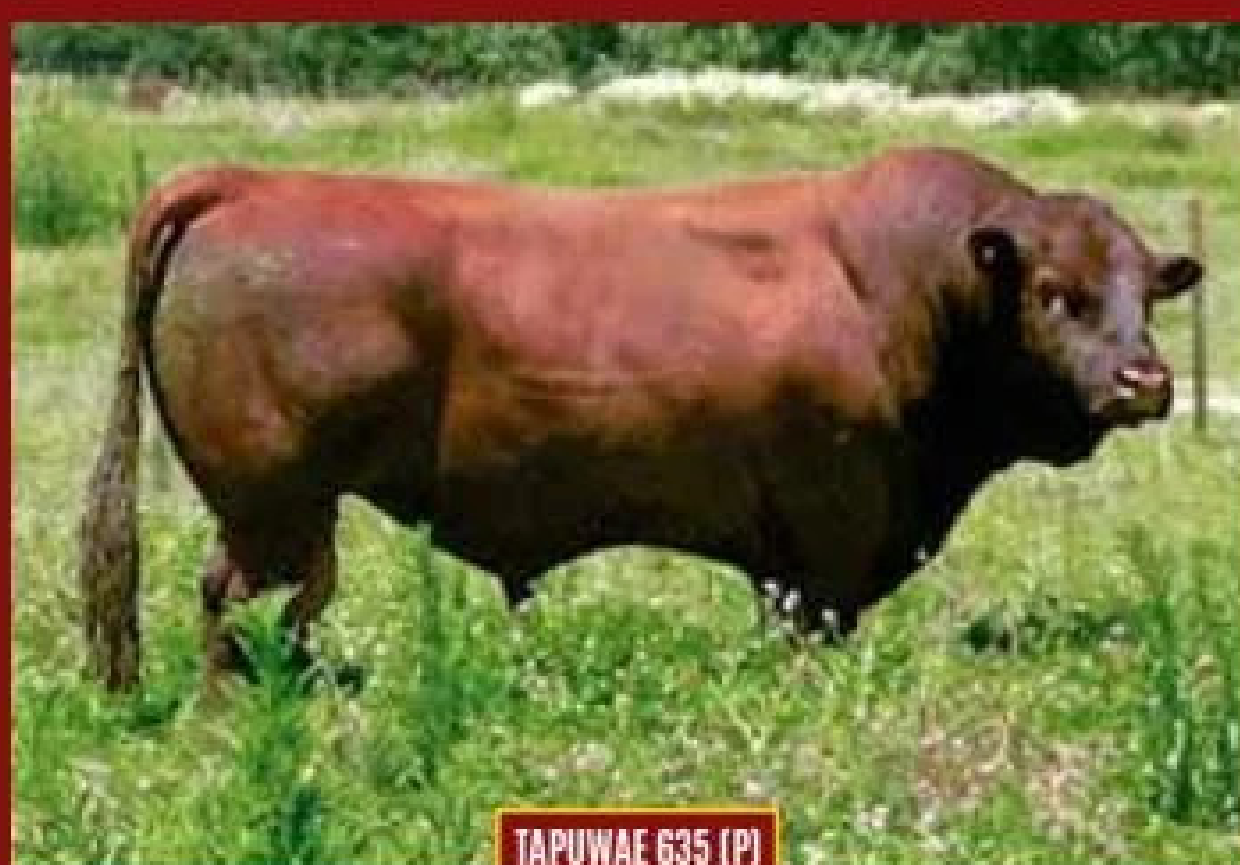


GOWAN ROSS GENTLEMAN G82 (P)

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World Meetings: Lessons from the Past, Visions of the Future

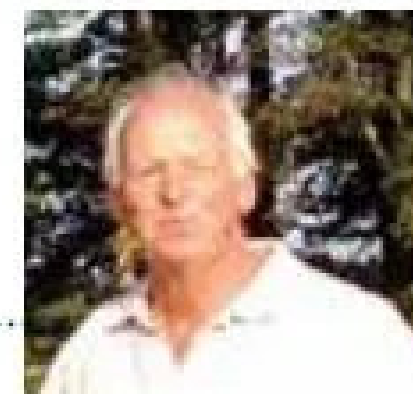


In 2016, the Devon World Congress was held in the United Kingdom. The event takes place once every four years; therefore, the next one will be only in 2020. However, a mini tour which is organized once every two years will be held in 2018. In between these two events, we have invited the organizers to reflect on these activi-

ties. James Williams, the president of the Devon Cattle Breeders Society of the United Kingdom at the time of the World Congress, will speak on the lessons of the event that took place last year while Jeremy Engh from the Red Devon USA will speak about the program of the mini tour that will take place next year.

A meeting to improve and grow

PUBLICIZING



James Williams
Devon Cattle Breeders Society former president

Coming together once every four years, the World Devon Congress reunites old friends from across the world, and introduces new friends to each other. It is a demonstration of the versatility of our breed beyond our own shores. It is an opportunity to exchange knowledge and best practice with breeders who have been working with Devon cattle for generations. There is an encyclopaedia of knowledge of bloodlines, types, and history. There is the humility to admit mistakes and weaknesses, and the forum to discuss individual strengths. Cattle are looked at with a constructively critical eye. It is intense. 17 herds visited in less than two weeks, with other events interspersed into the programme.

There was a view that our national herd had significantly 'improved' in that time. We had successfully resolved the size issue, while the influence of external grading up had diminished through the generations thus ensuring the greater purity of the bloodlines. We were seen to be in a good place, by the constructively critical eye. If there was a 'but', it was a concern expressed by some that

size for its own sake should not be the Holy Grail. The character of the breed was paramount, and we were reminded of our responsibility in the 'home' of the Devon not to sacrifice those attributes that make the Devon so successful in so many parts of the world.

We were able to show different types of cattle in different environments. The herd owners surpassed themselves in showing cattle at their best in high summer. A wet spring meant that for once the parched grasslands of East Anglia were not, while in the (unusually) drier west, it was tactless to complain about a shortage of grass especially in front of our Australian visitors. The entertainment and hospitality was of the highest possible standard throughout the tour, and on behalf of the breed society I would like to thank all of those herd owners and their families who put themselves out to provide such generous fare. Large numbers of home based members also took the opportunity to join our visitors on herd visits.

The first centrepiece was the conference held in Exeter. It was a reminder of how technology is moving forward

in our world with opportunities to exchange information across the world on genetics, and how these are being used as a guidepost to the refining of the best characteristics. We reflected that we all work in differing environments, even within one country, but there is much to be learned from establishing a global database of genetic information. The conference saw discussion at a high level including our members, our international delegates, and our external speakers.

The second centrepiece was the Royal Three Counties Show at Malvern with over 100 Devons of great quality forward to be judged by two of our overseas visitors, Ted Laurie from Australia and Professor Elizabeth Cerne Lima from Brazil. What was on display made us proud of what we can do with our cattle.

Organisation and planning started more than two years before the tour took place. Lisa Roper and her committee worked hard to ensure that no detail, however insignificant, was missed. Our breed secretary, Catherine Broomfield was tireless in her efforts and we our sponsors generosity made it all possible.

Devon breeders around the world.

PUBLICIZING



Jeremy A. Engh
Red Devon USA president

I am sorry it has taken so long to reach out to you about the 2018 World Devon Congress mini tour in the United States. I can the dates of your visit will be the second half of the month of May 14th -24th, 2018. I am still working out the final details of your stay but I can give you the following information. We plan to have you arrive in Washington DC. We plan to spend one day at Lakota Ranch, in Remington Virginia where you will see cattle from Lakota as well as several other local Devon farms including cattle owned by David Schumacher, Cathy Cochran, Steven Bassett, and more. You will also be treated one day at Stratford Hall, the home of Robert E. Lee, a famous general from our Civil War. Stratford hall houses both horned beef and dairy Devons similar to those farmed in the 1800's. Stratford hall is very close to the birthplace of our first president, George Washington and we are trying to arrange a visit there as well.

After 3 days in Virginia we will plan to head North to Pennsylvania. We will be hosted by Bob Vankirk of Four Seasons farm. Bob has both commercial and purebred cattle and has been a very active member of our association for many years. While at Bobs you will also see cattle from other east coast producers including, George Kepple, the Bentrem family, John Lindley, and Paul Colucci. After

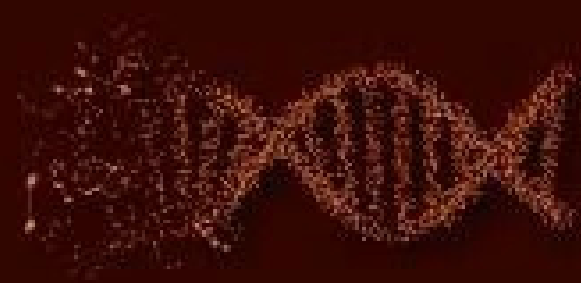
a day at Four Seasons Farm you will head west to Pittsburgh, Pa where we will have a tourist day in this great American city. From Pittsburgh we will fly west to Las Vegas, Nevada. From there we will be hosted by Kelly Heaton and Chuck Hughes. Kelly and Chuck will provide our guest with the, "American Western" experience. You will see the Grand Canyon, and old time cattle drive and more. After our visit we will return to Las Vegas and then home. I will communicate with the Devon societies around the world to ensure everyone is in contact with our travel agent and hope to make planning as easy as possible. I cannot wait to see everyone.

On another note, our annual conference will be held this year in Springfield, Missouri. Missouri is the largest beef cattle producing state in the USA and we are excited about bringing the most practical breed of cattle in the world to their doorstep. We will be hosted by Missouri ranchers, Garland and Alice Pierce of Cross Creek Red Devons and Bob, Lana, and Ty Robertson of Ozark Red Devons. We plan to broadcast our annual sale over the internet through a company called DV auction so you have no excuse for not bidding on some great American Devon cattle. Please follow our webpage for more information about both these events and do not hesitate to contact me with any special request or concerns. www.reddevonusa.com

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Genética Superior



Ademar Roesner
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Soely Barreto Hoffmann: A life devoted to the Devon breed



ARQUIVO PESSOAL/DIVULGAÇÃO



Exactly 60 years ago, a marriage cemented two relationships: a family formed by Soely Barreto Hoffmann and Sady D'Avila Hoffmann and Soely's commitment to the Devon breed; after all, among the wedding gifts the couple had received were ten Devon breed specimens and that's how the Santa Lúcia farm in André da Rocha was started.

"My father, Amantino Barreto da Costa, had always been engaged in raising Devon cattle and passed his interest in the breed on to his children. He founded the Santa Lúcia Ranch in Barretos, nowadays Capão Bonito do Sul, and had been my big motivator. When my husband passed away in 2005, I was left in charge of the Santa Lúcia Ranch. But, thanks to the help of my children Gilson, Liane, and Renato, we managed to move on and develop further the Santa Lúcia Ranch", shares Soely who turned 81.

Family collects awards

In the past six decades, the family has grown and their joint commitment to the Devon breed has resulted in innumerable awards. Among the most recent awards she singles out the one that she received in 2011: Sombra weighing 1,300 kg won the title of the heaviest bull at the Expointer. She also won Grand Champion Breed, Reserve Grand Champion, and Chiripá Champion at the Expointer 2015. As for the Chiripá Trophy, she has won it every single year ever since it was created in 2012. The Santa Lúcia Ranch also won the CDP Trophy, twice. Moreover, it won such regional trophies as Reinaldo Cherubini Trophy and Coronel Firmino Jacques Trophy, BPA certification in category Silver, Cutting-Edge Farm and

CITE of the Year in addition to the Luiz Fernando Cirne Lima Trophy awarded at the Devon Cattle Raisers Convention in 2015.

Soely believes that the drive for continuous improvement enabled her to achieve such results. "A lot of changes have been implemented at the ranch over the last few years: imports of semen from such countries as Australia, New Zealand, England, and the United States, purchases of bulls from different renowned cattle breeding farms, sales of bulls and females to municipalities of Rio Grande do Sul, São Paulo, Mato Grosso, and Paraná, and permanent sales of semen".

Finding qualified workers, fluctuations of production prices - in addition to cattle raising, the farm has soybean, oat, and rye-

RAFAEL CAVALLI



grass plantations - and high cost of inputs are among the main challenges. Which is why she believes it is important to prepare future generations so that they strive for continuous improvement focusing on quality over quantity. She has three grandsons and they are already engaged in the work on the Ranch and participate in the Expointer.



**CABANHA SÃO BENTO
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ABCD Delegation visits the Falkland Islands

In February, 2016, an ABCD delegation set out on a trip to a destination which is almost unknown to Brazilians: the Falkland Islands. This British overseas territory is in the South Atlantic Ocean near Tierra del Fuego, the southernmost piece of land in South America. A place where the inhabitants have to face cold weather and winds blowing from neighboring Antarctica, which makes the agricultural development quite a challenge.

The need to find sources of food that could thrive in an unforgiving climate awa-



kened the interest of the population in Devon cattle which is recognized for its ability to adapt to different climates, producing good results both in European winter and in Australian and Brazilian summer, for example.

The ABCD delegation travelled to the islands at the invitation of the Legislative Assembly and the Government of the Falkland Islands to get acquainted with the geography, economy, and community and to look into the possibility of bringing Devon cattle to new pastures.



Cattle producers overcome difficulties



Harsh climate conditions impress the visitors

"We were impressed by harsh climate conditions and difficulties faced in livestock farming by rural producers, especially, in relation to wool sheep and cattle, considering the low annual precipitation and extreme cold during throughout the year, which is a favorable environment for Devon cattle as this breed is the hardest of all British breeds and is capable of turning poor pastures into quality meat and withstanding low temperatures", says the ABCD vice-president Gilson Hoffmann.

According to Micha-

el Poole, a member of the Legislative Assembly, the idea of bringing the ABCD to share experience sprang from the need to increasingly encourage local self-sufficiency.

"The islands have trade relations with few countries, but have a community that needs a lot of products: machinery, fertilizers, and chemicals to correct the soil. And Devon genetics has important aspects that can improve local husbandry", explains Michael exemplifying possibilities that may open for a trade partnership with the Southern Brazil.

Common characteristics

The members of the delegation group visited a few farms where they could get better acquainted with production systems and technology used. They also visited a meat-processing plant that slaughters mainly sheep, mostly for export, and cattle in smaller numbers.

In spite of having an independent administration, the international relations of the islands are the responsibility of the United Kingdom. Among the advantages of developing Devon cattle together with the islands, highlighted

by Michael is the meat-processing plant approved to sell products to the EU countries. What the islands have in common with the Southern Brazil is vast country landscapes, influence of the culture of the South American pampas on the local tradition that blends with the British heritage of the island inhabitants. The relations between Brazil and the Falklands are expected to be strengthened by exploring trade opportunities in agriculture and husbandry, thus benefitting both communities.

PHOTOS/PUBLICIZING



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Translation: Oleg Savistkii

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13^o LEILÃO DE TOUROS ARAPARI

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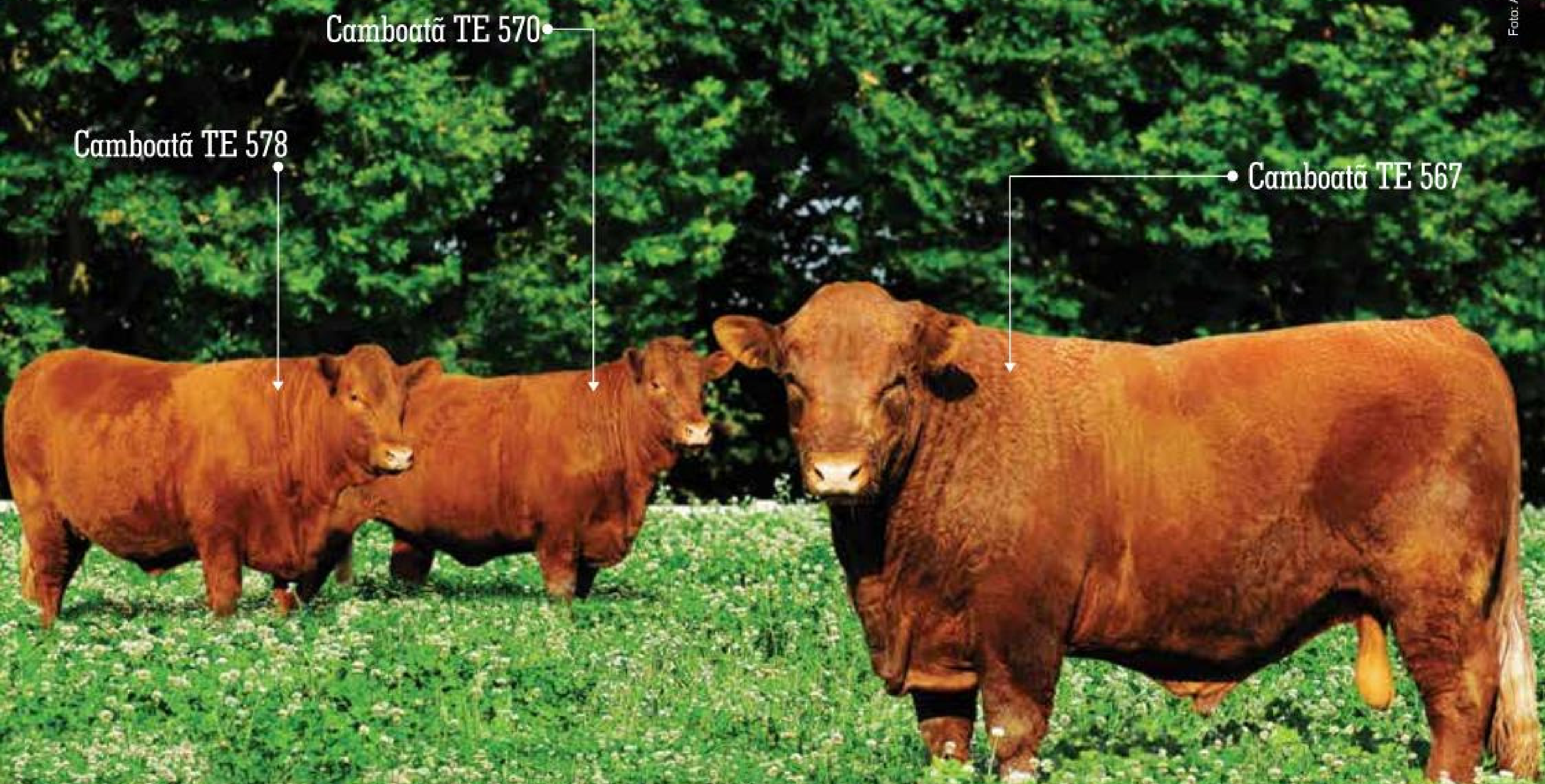
QUALIDADE DEVON
DO PASTO AO PRATO

O MELHOR EM CARNES, COM O SABOR DO CAMPO

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