

LIVESTOCK  
IN THE AGE OF  
ARTIFICIAL  
INTELLIGENCE



anuário

# DEVON



# 2025

# Genética Devon



Camboatã Netuno  
Grande Campeão 2024



” Melhorar a genética é, sempre, paciência e constância. Nestes 25 anos de dedicação à raça Devon, na busca pela excelência do nosso plantel, creio que atingimos o nosso objetivo.

**Marcos Pandolfi**



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AT STEFANI



## EDITORIAL

*“We share this publication that is traditionally released during Expointer, the great stage of agribusiness in Rio Grande do Sul.”*

Dear readers,

First of all, I would like to thank my fellow members of the Association for the trust placed in me to lead our Association. I hope to carry out the actions we aspire to, in order to further strengthen our Devon and Bravon breeds.

In the 2025 edition of our Yearbook, we offer a wide range of topics on our Devon and Bravon breeds, as well as some important updates. Among them is the relationship with the Devon breeders' associations of England, Australia, and New Zealand, which have an important space to share their messages and make our publication international, as it is also distributed in those countries.

I would also like to highlight a special report on the presence of Devon cattle in Argentina, one year after the reintroduction of the breed in the neighboring country. Additionally, we feature the breed's debut at the Palermo Exhibition last July, where a pair of calves were shown and I had the honor of serving as a judge.

Another positive milestone was the series of field days held in partnership with breeders' groups in the municipalities of Encruzilhada do Sul, São Lourenço do Sul, Canguçu, Guabiju, and São Francisco de Paula, where more than one hundred and twenty breeders and admirers of the breed participated.

Later, the second Fenagen Promebo (National Bovine Genetics Fair) was held, promoted by the National Association of Breeders Herd-Book Collares (ANC) in Pelotas, with the participation of four Devon cattle farms—one from Santa Catarina and three from Rio Grande do Sul.

We are pleased to share with you this publication, traditionally released during Expointer, the great stage of agribusiness in Rio Grande do Sul and one of the most important in the country, where outstanding examples of our breeders' genetics take part. It is yet another excellent opportunity to meet, celebrate, and exchange ideas.

Warm regards and happy reading,

**Alfredo da Silva Tavares**

President of the Brazilian  
Association  
of Devon and Bravon Breeders.

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# Artificial Intelligence in Beef Cattle Farming: A Silent Revolution in the Field

Even if invisible to the eye, artificial intelligence has already become an important ally in developing production that is more efficient, sustainable, and profitable.

The use of Artificial Intelligence (AI) in beef cattle farming is transforming—often in subtle ways—the manner in which cattle are managed, fed, and monitored on rural properties. This tool is present in technologies used in everyday farm solutions, helping producers make more assertive decisions, reduce costs, and increase productivity.

What often seems like merely embedded technology is, in fact, artificial intelligence working behind the scenes. Management apps, smart scales, and livestock monitoring systems, for example, use AI to interpret data and offer automatic recommendations on herd management, health, and reproduction. Even if many cattle producers do not realize it, the tool is already part of daily life on the farm. Artificial intelligence algorithms also operate in mating tools such as Promebo (Beef Cattle Genetic Improvement Program).

A reference in genetic quality, the Fazenda Sonho e Realidade, in Água Doce (SC), ranked sixth among the Top 50 sellers of taurine bulls in Brazil in 2023. The work with Devon, which began in 2013, also earned donor cows from the property the National Genetic Dissemination and Fenagen awards, promoted by the National Association of Breeders Herd-Book Collares (ANC).

Located in the Mid-West region of Santa Catarina, Sonho e Realidade invests in herd selection, using the most advanced technologies high-performance livestock production offers. “We are constantly seeking genetic improvement and selecting superior animals. For this, we use tools such as carcass and genomic evaluations, FIV and ET reproduction techniques, and we also participate in Promebo,” explains cattle breeder Wanderley Berté.

Like Berté, 28 Devon and Bravon breeders currently participate in Promebo. The ANC’s Superintendent of Genealogical Registration, Silvia Freitas, explains that AI operates after the breeder enters into the platform the characteristics collected in the field. “We have a tool that designs mating combinations,



FOTO: GUSTAVO BERTÉ; ARTE: LUÍS OTÁVIO

which we call ‘directed mating.’ It combines animals so that defects present in some cows can be corrected with certain bulls, and vice versa. For example, a breeder wants to improve herd precocity or weaning index performance. When these characteristics are entered, it is AI that searches in the database to make the ideal combination. In addition, it prevents inbreeding—everything is considered to optimize and achieve better results in terms of future genetic gain,” says Silvia.

AI applications used in cattle farming are broad and varied. They include cameras, collars, and sensors with GPS and activity trackers that analyze cattle behavior and detect changes that may indicate disease or stress. Precision nutrition uses algorithms that, based on farm data, calculate personalized diets for each stage of an animal’s life, optimizing input use and improving zootechnical indicators. Automated traceability systems allow monitoring of the animal’s entire life cycle and can indicate the best moment for slaughter based on data such as weight gain, age, and body condition.

On another front, AI is embedded in drones that help locate cattle quickly in large areas, identify sick or isolated animals, count the herd, monitor pasture areas needing attention, and apply herbicides, fertilizers, or even repellents in tick-infested areas—with precision, without human chemical exposure, and with less labor. It is artificial intelligence that guides applications and prevents the drone from colliding with obstacles.

## Ongoing research and innovations

The agricultural research sector is also progressing rapidly, with universities, research centers, and agtech startups developing solutions tailored to cattle producers’ reality, based on AI.

At Embrapa Pecuária Sul, in Bagé (RS), researchers, in partnership with computer science specialists from Unipampa, are working on a computational tool capable of predicting pasture development. “Growth curves are subject to climate variations, so it is never certain how native or cultivated pasture will behave. By combining long-term experiment data and climate prediction models, together with the management practices used on farms, relationships can be connected using AI to predict what will happen with pasture growth,” explains agronomist Naylor Bastiani Perez, researcher at Embrapa Pecuária Sul and professor in the Interdisciplinary Postgraduate Program in Applied Computing for Livestock (Unipampa/Embrapa). “We are working on building this solution to create an intuitive tool so that producers can, in a simple way, make more assertive decisions regarding animal supplementation or improved pasture management,” Perez adds.

Another study seeks to control unwanted plants in pastures. “AI should generate a map capable of training machines to identify locations where capim-annoni, mio-mio, or maria-mole are present, for example, and from that execute plant-by-plant control in a more economical way, using less herbicide and reducing environmental impact,” details the researcher.

Perez notes that cattle producers are resilient in adapting to the income they have.

“Cycles are longer than in agriculture, and cattle producers are accustomed to absorbing bad years—something crop farmers cannot withstand because the investment volume is much higher,” he summarizes. “Successive crop failures lead many to abandon farming, and what we see is a renewed appreciation for livestock activity in these situations. I believe a trend is the integration of both systems, with AI and applied computing used to improve soil management and identify areas unsuitable for agriculture but viable for livestock.”

## Where to begin?

The biggest challenge, according to Naylor Bastiani Perez, is making these innovations economically viable. “At first, these technologies are expensive and usually complicated to operate, but over time they become increasingly intuitive and easy to use. They become automated not only through AI but also through other embedded computing solutions in agricultural machinery,” he notes.

Professor Perez’s recommendation is for cattle producers to stay alert and recognize opportunities. “Generally, the process of using AI for a specific purpose will become more democratic and personalized—something that still does not happen today. It is likely that, in the near future, producers will have tools available that enable more personalized use of AI,” he concludes.

Artificial intelligence works on the ideal mating combinations



GUSTAVO BERTÉ

## FIELD DAY

Field Days are an established tradition in Rio Grande do Sul, a state recognized for the strength and quality of its livestock production. These events bring together breeders, technicians, and researchers in an environment of knowledge exchange, practical demonstrations, and innovations focused on cattle production.

demonstrations, and innovations focused on cattle production. In addition to strengthening integration across the production chain, they offer the opportunity to observe firsthand the results of efficient management practices and technologies applied in the field.

Below, we share events that mobilized breeders and marked the livestock calendar of the state.

### SÃO FRANCISCO DE PAULA

Devon Gains Strength in the Campos de Cima da Serra:

Field Day Brings Together 120 Breeders

*The event highlighted the expansion of the breed, the integration of breeders, and the role of genetics in building herds of excellence.*

The field day held on two properties in São Francisco de Paula (RS), in the Campos de Cima da Serra region, was a great success, bringing together 120 breeders from different regions of Rio Grande do Sul and Santa Catarina on May 24 of this year.

The first stop was at Fazenda Cabo Verde, owned by André Pereira and family. After a brief presentation of the breeding project, visitors proceeded to the corrals, where they observed selected groups of animals up close. Work with crossbreeding using the Devon breed began in 2019. By 2022, André Pereira chose to dedicate himself exclusively to the breed, aiming to supply the market with purebred females and contribute to the dissemination of Devon in regional livestock production.

At Fazenda Santa Inês, which has worked with genetic improvement for nearly 30 years, the family of Waldor Albrecht presented pasture-based animals — all registered purebreds — including weaned heifers and bull calves, yearling heifers, and pregnant cows (with pregnancy rates exceeding 90%). More than one hundred high-quality pedigree animals were showcased. With constant interaction and exchange of ideas, visitors also viewed, firsthand, the animals being prepared for the 48th Expointer.

Thiago Jacques, president of the Campos de Cima da Serra Devon Breeders' Association, highlighted the productivity and excellent adaptability of the breed in the region, known for its cold climate and high altitude.



CLEBER ALBRECHT

◀ Fazenda Santa Inês

“The Devon breed has secured its place in these fields and continues to be a tool for genetic improvement, with maternal ability, high fertility, and a unique temperament. Fazenda Cabo Verde and Fazenda Santa Inês represent, with excellence, the full potential of the breed and make this genetic material available to cattle producers.”

The event was attended by the president of the Brazilian Association of Devon and Bravon Breeders (ABCDB), Alfredo Tavares, as well as former presidents Claudio Plácido Silva Ribeiro, Gilson Barreto Hoffmann, and Reinaldo Cherubini Filho. The active participation of ABCDB leadership reinforced the association's role in promoting integration among breeders and elevating the breed's value on the national stage

A Traditional Southern Celebration — The field day concluded with a traditional churrasco and roasted pinhão, in an atmosphere of camaraderie and exchange of experiences. The seed of the araucaria tree — a regional symbol of southern Brazil — represents the connection between territory, tradition, and excellence in livestock production, which continues to grow with responsibility, unity, and passion for the Devon breed.

# Fazenda Santa Inês

## Referência em Devon!

*Waldor Paulo Albrecht e filhos.*



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JULIANA FRESKI



◀ Fazenda Cabo Verde

### SÃO LOURENÇO DO SUL

The Essence of the Devon Breed: Tradition, Genetics, and Passion on the Banks of Lagoa dos Patos

*At Cabanha Capela, a family reconnects with its roots in the Devon breed and gains recognition through genetics, management, and passion for the countryside.*

On the shores of Lagoa dos Patos, in São Lourenço do Sul (RS), January 18, 2025 was marked by a special gathering of breeders and enthusiasts of the Devon breed. The reception took place at Fazenda Queromy, home to Cabanha Capela, run by José Ulisses Cunha da Rosa, his wife Edilene Ferreira da Rosa, and their son Ricardo — a family that lives livestock farming with intensity and purpose.

The field day carried an atmosphere of returning to origins and sharing results. Visitors were introduced to an exceptional purebred herd, with bull calves raised in a semi-feedlot system, heifers and cows born on the property, all with carefully selected genetics.

The story of Cabanha Capela has deep roots, going back to the 1950s and 1960s, when Edilene’s grandfather, Dr. Pio Ferreira, was one of the first Devon breeders in São Lourenço do Sul, raising animals that stood out from the rest. The family resumed Devon breeding in 2015 after an inspiring visit to Expointer.

The Ferreira da Rosa family found in the Devon breed the results they were seeking, with high birth rates and heavy weaning weights, and the breed quickly became a family passion. “We fell in love with the breed’s docility, hardiness, and performance. And the mothers are milky and affectionate — I implanted an orphan calf onto another cow and she raised it as her own. There’s nothing like it,” praises José Ulisses, better known as Zezinho, who had previous experience with other breeds.

The breeder emphasizes that in feedlot systems, the Devon also demonstrates its superiority, making handling easier and improving weight gain. “The animals easily adapt to the diet and maintain their docile temperament. We enter the feedlot and can touch the animals with no problem — it’s indescribable.”

Herd management and health protocols are followed rigorously, supported by spreadsheets organized by José Ulisses himself. This dedication is reflected in the results: early breeding age (around 15–16 months), excellent body structure, and strong functional performance.

CIBELE MEDEIROS



Adaptability also stands out à along the shores of Lagoa dos Patos

José Ulisses Cunha da Rosa says he is fully convinced of his choice of the Devon breed and does not hold back his praise.

“In my view, it is a breed that has preserved characteristics such as head shape, loin line, and body structure from the time it came from England. In my opinion, it is the cattle of the future because other breeds were altered to increase size and are now depositing fat in the wrong places.

In addition, the Devon has remained original in the quality of its meat, which has marbling and great flavor — it is the best beef. For all these reasons, I chose the Devon, and I believe this distinction will increase demand for the breed,” he states.

### CANGUÇU

Devon and Bravon Stand Out in the South: Field Day Brings Movement to Three Promising Farms

More than 60 breeders closely followed the genetic and productive advancements on the properties.

Over 60 people participated in a special field day held on March 29 in the municipality of Canguçu (RS). The event offered visitors the opportunity to tour properties that are relatively new to breeding Devon and Bravon cattle and that have been achieving excellent results.

Cabanha Zeschau was the first to welcome the group, composed mainly of breeders. Alisson Von Zeschau presented primarily females—heifers and cows with calves—as well as bull calves and heifer calves. Visitors also observed up close the qualities of the Bravon synthetic breed on the property, which has been working with Devon and Bravon for three years.

At Agropecuária Valadão, owned by Adir, Leonardo, and Rafael Valadão, attendees could observe how the introduction of high-genetic-value males and females can significantly improve herd quality. In just five years—a relatively short period—the use of the Devon breed achieved strong uniformity in a herd that was previously very heterogeneous. A group of purebred animals, including a bull, cows, and Devon heifer calves, was also presented to the visitors.

The final visit of the day was at Cabanha Corunilha, owned by Ludiezer Simões da Silva, where Devon bull calves—future sires—were showcased, along with heifers, cows with calves, and cows pregnant by purebred bulls. A group of first-calving cows and heifers (SD) and Devon crossbred cattle also caught the visitors’ attention. The property began working with Devon in the late 1950s and later used other breeds for crossbreeding, but nine years ago returned to focusing on the breed, concluding that it was the



LEONARDO TAVARES

◀ Zeschau também investe no sintético Bravon



RAFAEL VALADÃO

◀ Devon na Agropecuária Valadão

Veterinarian Fabricio Dias Alves Gularte, who works closely with all three farms, highlighted the reproductive efficiency of the Devon breed, supported by production data that increase the competitiveness of the breed.

“These properties show how well the Devon adapts to the harsher, more challenging fields of our region, with extreme productivity. We see cows with exceptional maternal ability, weaning heavy calves and breeding again with ease due to their adaptability and hardiness. The results obtained in Canguçu prove this,” he stated.

The day concluded at the headquarters of the Canguçu Breeders’ Association, where a barbecue was served to participants, and the conversation circle continued with an exchange of ideas and friendly gathering among colleagues.

## FAZENDA TUPI. TRADIÇÃO, GENÉTICA E SUSTENTABILIDADE.



Foto: Luis Fernandes Dall Agnol



Há 35 anos selecionando a raça Devon, a Fazenda Tupi trabalha com animais PO e comerciais, sempre com foco em produtividade, desempenho e qualidade. Utilizamos ferramentas avançadas de melhoramento genético, como avaliação genômica, Promebo e ultrassom de carcaça.

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« Devon a campo na Fazenda do Iruy

### ENCRUZILHADA DO SUL

Devon and Bravon Side by Side: Cabanha do Iruy Welcomes Breeders and Invests in Genetic Diversity

*With efficient management and a focus on functionality, the property opens space for the Bravon breed and showcases the strength of livestock production in Rio Grande do Sul.*

The Encruzilhada Devon and Bravon Breeders' Association held a field day at Cabanha do Iruy, in Encruzilhada do Sul (RS), on November 9, 2024. In addition to members of the association, breeders from Vale do Rio Pardo, the Southern region, and the Gaúcha Campaign were also present.

The program included a review of the farm's animals –groups of cows with calves, heifers ready for breeding, yearling heifer calves, and the bulls currently in use on the property. There was also a technical presentation by veterinarian Rodrigo Quadros, who provides services to the farm.

The Devon breed was introduced at Iruy in the 1920s by Ozy Teixeira, great-grandfather of the current owner, Álvaro Moreira. "I am a commercial producer, although I have some purebred females. My focus is producing bull calves and heifer calves for sale. Last year, I acquired some Bravon females and I am starting a group to try them out," he explained.

At the end of the event, participants were served a barbecue, accompanied by live music performed by nativist musician Tiago Oliveira. "The initial goal was to bring together the breeders of the Encruzilhada Association. I wanted to show the 'rice and beans' work I do, which produces results. I believe the group liked what they saw—the atmosphere was very friendly, and the gathering closed the day on a high note," added Moreira.



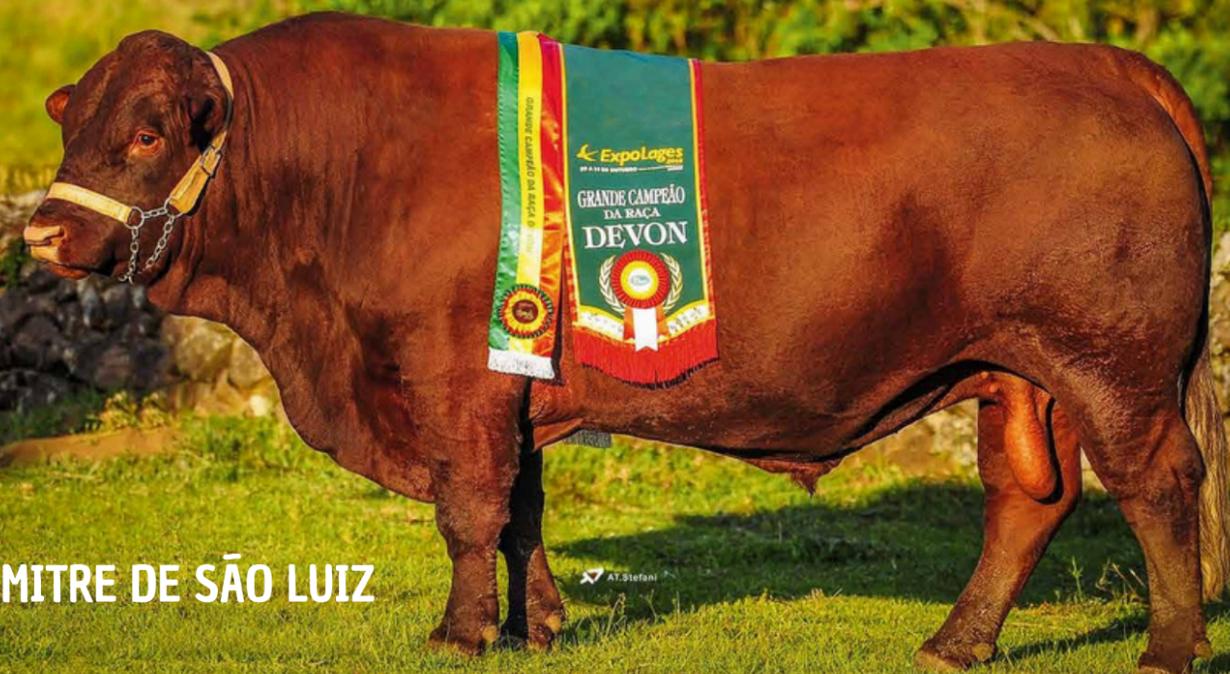
« Presidente Alfredo Tavares foi presença em todos os dias de campo

**The president of ABCDB, Alfredo Tavares, participated in all the events,** occasions in which he also shared his experience of more than five decades with the Devon and Bravon breeds.

"I would like to express my satisfaction with the field days organized by the regional groups and by ABCDB. Eight properties that raise Devon or Bravon were presented to the public across five municipalities in Rio Grande do Sul. Some herds have many years of work with the Devon breed, while others are quite new but very promising.

In all of them, one could see the love and enthusiasm for the Devon or Bravon breeds and their crossbreeds. When I was elected president, one of my goals was to promote these gatherings where experiences are exchanged, learning takes place, and friendships are formed." ças Devon e Bravon.

# Cabanha São Luiz®



## DIMITRE DE SÃO LUIZ

Criadora de Devon que dá continuidade a genética desenvolvida por seu pai Ivo Tadeu Bianchini

### Tilbrook Elite

Sêmen



Disponível



O touro Tilbrook Elite, nascido em 2019, é mocho homozigoto, de propriedade da Tilbrook Granje, de Huntingdon, cidade no condado de Cambridge, leste da Inglaterra. É filho de um Forde Abbey, propriedade referência na criação de Devon no Reino Unido, e de mãe Tilbrook, genética reconhecida dos criadores brasileiros.

## Quality and Market

The Strength of Certified Devon Beef

The success of Devon beef on grills and across social media is the result of a process that involves several stages—from cattle production in the field to the butcher shop and, ultimately, to the consumer.

Along this lengthy production chain, a crucial link in producing high-quality Devon beef is the partnership between the Brazilian Association of Devon Breeders (ABCDB) and Frigorífico São João, one of the largest beef processors in Santa Catarina. The Certified Devon Beef Program was launched in 2017.

The certification of Devon beef in Brazil is the responsibility of ABCDB.

“To receive the certification seal, the animal must have at least 50% Devon genetics, in addition to meeting specific criteria for dentition, minimum fat cover, age, finish, and conformation,” explains Simone Bianchini, Director of the Certified Devon Beef Program. She emphasizes that evaluation is performed at the slaughterhouse, on the processing line, by trained technicians.

The “Certified Devon Beef” seal enables traceability of the meat’s origin, offering consumers transparency and safety regarding provenance and quality. “It is a demanding production cycle designed to ensure the quality and safety of the final product,” Simone adds.

As a way to encourage producers committed to excellence and animal quality, certification adds value to the product, resulting in greater profitability.

“Animals certified by technicians receive bonuses that may reach up to 10% above the commercial price per arroba. This represents a financial gain for the producer and recognition of their work,” says the program director.



FRIGORÍFICO SÃO JOÃO

◀ Sabor, maciez e marmoreio

From 2022 to 2024, there was a 42.67% increase in the amount paid in bonuses to Devon producers, rising from R\$176,839.92 to R\$227,168.77. During the same period, the number of slaughtered animals increased by 38.5%.

“This performance reflects the strengthening of demand for differentiated cuts, driven by more discerning consumers and by the growing recognition of production systems based on superior genetics and specialized management. The results confirm the positioning of premium beef as an economically viable and strategic niche for small and medium-sized producers or feedlot operators focused on added value,” states Simone Bianchini.

According to Frigorífico São João’s commercial manager, Ricardo Faria, the breed is well-accepted for offering larger carcasses, greater yield, and lighter-colored meat.

“It’s a different profile. Devon heifers, even when very fat, do not lose rib shape—they maintain a differentiated conformation, and clients appreciate that,” he explains. He also challenges cattle producers in Santa Catarina:

“We have demand. If there were more animals available for slaughter, we could easily double current production.”

For those interested in learning more about the entire process at the slaughterhouse, São João offers a free course for butchers and anyone interested. The experience includes a visit to the holding pens, observation of a slaughter and deboning process, and a demonstration of different carcasses.

“After lunch, we show the breakdown of a steer and teach them how to record everything on a spreadsheet so they understand how much they are earning—or not earning—with that animal,” describes Ricardo Faria. The visit takes place on the last Monday of each month.

◀ Simone Bianchini

# Unidos SOMOS FORTES.



SIMONE MÜLLER

# Social Media: Devon Beef Is a Hit on the Timelines

Butchers, industry professionals, and amateur grillers are boosting the popularity of Devon Beef online, celebrating quality and flavor with every post.

Brazilians love—really love—social media. Estimates indicate 144 million active users in 2024, equivalent to 66.3% of the population, one of the highest rates in the world. WhatsApp is the most widely used platform, followed by Instagram, Facebook, TikTok, and YouTube. Just as people use social media to connect and share interests, companies use these platforms to promote products, engage with customers, and drive sales.

Beef has been gaining prominence in this environment and often appears in creations from chefs and culinary enthusiasts. However, it is barbecue that enjoys special attention—and in that world, tenderness, juiciness, fat content, and marbling make all the difference. With Devon beef, it is no different.

“Meat attracts attention because people want to learn how to eat well. Social media works like a modern kind of word-of-mouth. People post photos of our work, tag us, and little by little we gain followers. We know they follow and value what we do,” summarizes Juliano Kohlbeck.

Voted the best butcher in Brazil after winning the Butchers’ Challenge in 2023 in São Paulo, Kohlbeck is also a leader in online engagement. In every consulting session with butcher shops and meat boutiques, and in workshops, the professional behind @julianokohlbeck does not spare praise for Devon beef.

“We work to highlight the Devon breed and show how differentiated it is. I notice that it doesn’t matter whether the animal is castrated, an intact steer, or a heifer—the final consumer’s perception of Devon beef is extremely positive. Unlike other breeds, in which castrated males and heifers are practically a requirement and intact males are not always well accepted, Devon performs well across all categories,” says Kohlbeck, 35, who started in the trade at age 13 in Mafra (SC).

The champion butcher also participates in events held by Frigorífico São João, in São João do Itaperiú (SC), which conducts slaughter under certification issued by the Brazilian Association of Devon Breeders (ABCDB).



◀ Carne Devon é instagramável

GABRIEL VITOR LOPES

According to commercial manager Ricardo Faria, virtual communities have democratized access to quality beef. “In the past, all you had was picanha, ribs, striploin, and top sirloin. Social networks helped promote other cuts—just as tasty or even more so. They also teach people how to grill and even how to identify differences between breeds. With this new reality, boneless forequarter cuts have gained tremendous value. The miolo do acém, for example, used to be only for stews or braising—today it’s one of the best-selling cuts at São João,” reveals Faria.

Also responsible for managing the company’s social media, which total more than 70,000 followers, Ricardo Faria says the online success comes directly from customers. “Most posts are made by butchers and consumers—we just share them. Engagement is great, and people love it,” he says. In addition to supplying meat, @frigorificosaojoao supports events that promote beef culture—festivals, courses, and workshops—most of them featuring Devon beef.

“For us, it’s important that people understand we don’t just sell meat. Barbecue goes beyond food—it brings people together. It’s almost a ritual, with slow preparation, conversation, and connection. Its true purpose is to unite people,” he adds.



NATARA CRISTINE DE ALMEIDA

◀ Carne Devon é sucesso em workshops

## Beef in the WhatsApp Groups

Every Thursday, a photo of a Devon carcass goes viral in the WhatsApp group of the Moretti supermarket butcher shop in Ibirama (SC). “I post as soon as we receive it, and later I post the cuts separately. They’re always Devon,” says Juliard de José Felício, 28. The posts in the VIP Premium Meats group yield results.

“People who already know the breed come right away to guarantee their meat for the weekend barbecue. And then there are those who aren’t in the group but see the meat in the display, notice how different it is, and end up buying it—and usually return for more. The group works and helps a lot with sales,” he explains.

Felício often talks with customers about cuts, grilling tips, and ideal doneness. “If someone buys a prime rib but overcooks it, they’ll end up eating a dry steak. Then they blame the meat, but the truth is that it was the way they prepared it. Choosing the cut is important—but knowing how to grill is just as important.” A professional since 2016 and known on social media as @jf\_butcherman, he also began teaching workshops in the Alto Vale do Itajaí region, where he presents and serves Devon beef. “It’s an exceptional meat with a distinct flavor. What satisfies me most is working with quality beef—it’s like playing while cutting meat.”

He recalls first learning about the Devon breed online. “One day a customer asked for Devon beef and suggested we start working with it. I pitched the idea, the company placed the first order, and two years later it’s been a success,” he adds. Today, WhatsApp groups featuring Devon beef posts have more than 500 members across the supermarket’s three locations.

## From the Grill to the Screens

With 27 years of experience, Esmael Gambirazi is a specialist in premium beef cuts. He works as a butcher shop consultant, participates in barbecue festivals, and teaches workshops for both beginners and those who want to improve their grilling skills. He is also a butcher at Don Toro, a specialty meat shop in Joinville (SC), and grills at private events. Known online as Isma (@bbqmeat\_joinville), he has nearly 15,000 followers.

“Meat has everything to do with social media—they boosted sales of cuts for barbecue, and today 80% of our sales come from online,” he states.

Gambirazi says he has always been driven by the pursuit of knowledge.

“In addition to taking the butcher training course at Frigorífico São João, I learned from renowned professionals and deepened my expertise through content available on social media, especially YouTube. Today, there’s a huge range of possibilities—videos teaching cuts, techniques, genetics, and cattle breeds. That’s how we evolve too.”

For Gambirazi, Devon beef represents excellence. “It’s one of the most sought-after. When Devon arrives, I post in the groups, someone reshapes it, and so on—and people come to buy. Since certification began in 2017, we have worked to highlight the quality of this meat and the rustic animal behind it. It inspires consumer confidence—where there is Devon, there is a satisfied customer,” he concludes.

▶ Juliano Kohlbeck



GABRIEL VITOR LOPES

# Devon in Feedlots: Efficiency, Early Maturity, and Quality

The breed is considered an excellent option due to its combination of meat quality, weight-gain efficiency, and adaptability to feedlot environments

Increasingly common in modern livestock production, cattle feedlot systems allow producers to maximize efficiency in beef production. To ensure an efficient and profitable operation, several factors must be considered. Each farm may have specific needs, and evaluating the particular conditions of the herd is essential for success. Known for its high-quality beef, with good marbling and flavor, the Devon breed also stands out for feed efficiency—reaching slaughter weight more quickly—and for its docility.

Veterinarian, breed technician, and Promebo evaluator Lucas Hax highlights Devon's characteristics in feedlot systems, such as feed efficiency:

“These are animals that consume less feed for the same weight gain, which makes each kilogram of Devon beef produced cheaper for the farmer.” Hax also points out the breed's moderate frame size, which aligns with balanced physiological development.

“As the calves grow, they deposit fat in a more or less harmonious way. Fat is the last tissue to deposit in all breeds, of course, but due to its moderate frame size, the Devon begins depositing fat earlier, which also allows for greater intramuscular fat accumulation—marbling—which is exactly what we aim for. As a result, the animals finish earlier, with high-quality carcasses. Animals that require less time in the feedlot and produce better carcasses represent lower costs and greater added value,” he explains.

Hax reinforces that in Devon cattle, marbling begins to appear earlier in young animals:

“They already develop good subcutaneous fat, which positively impacts carcass and meat quality.”

Another standout trait is docility.

“In feedlots with high stocking density, social dynamics have a strong impact, especially in breeds that are more ‘nervous.’ There is dominance dispute, and while animals are fighting, they are not eating. In the Devon breed, docility promotes better coexistence, which positively affects performance,” says Hax.

For Fabio Santos, carcass ultrasound specialist and technical director at Prime Bov, balance is key:

“The balance of carcass traits generates significant gains throughout the system—from producers to the industry and even the final consumer. On the farm, it results in performance and productivity; in the processing plant, it improves meat yield and contributes to tenderness due to better fat cover protection. And consumers enjoy a better-quality product in a pleasurable moment.”

Santos explains that good performance in terms of yield and fat deposition also favors breed certification:

“The main purpose of carcass ultrasound in feedlot systems is to determine the optimal slaughter point for each animal, ensuring bonuses tied to breed or brand that some slaughterhouses pay.”



◀ Carcaças Devon com padrão de qualidade

GABRIEL VITOR LOPES



EEA UFRGS

Evaluation tests help identify superior animals and bloodlines

Beyond the characteristics valued in feedlot selection, it is important to choose animals from efficient bloodlines, highlights animal scientist Jaime Urdapilleta Tarouco, professor at the Federal University of Rio Grande do Sul (UFRGS) and specialist in meat science.

“Devon can definitely be used in feedlots—they adapt well to this environment and deliver strong results. The key is identifying animals that eat less and convert more into carcass,” says Tarouco, coordinator of Residual Feed Intake (RFI) tests conducted in feedlot conditions at the University's Agronomic Experimental Station (EEA) in Eldorado do Sul (RS).

In the first evaluation test for the breed, held in 2020, two important traits stood out among the 21 participating bulls from 12 farms.

A key indicator for carcass yield, Ribeye Area (REA), ranged from 56.96 cm<sup>2</sup> to an impressive 98.50 cm<sup>2</sup>, with an average of 77.72 cm<sup>2</sup>.

For subcutaneous fat thickness (SFT)—a trait that indicates carcass finish and plays a crucial role in protecting meat during chilling, preventing shrinkage and preserving juiciness—final measurements averaged 5.56 mm, ranging from 3.18 mm to 9.39 mm.

Using data from the 2021 test, involving 25 Devon bulls, the amount of feed consumed per bull ranged from 11.45 kg/day to 23.45 kg/day. With dry matter costing R\$1.30 per kilogram, feed expenses ranged from R\$1,488.50 to R\$3,048.50. Adding the daily fee of R\$2.30 brought total spending to around R\$4.00/day per animal—a considerable difference.

“In terms of weight gain, more than 30% of the bulls gained over 2 kg/day, with the top performer gaining 2.26 kg/day. At the lower end, gains were 1.24 kg/day. This is a significant potential for the breed,” explains Tarouco.

## Feedlot systems in Brazil

Brazil confined 7.96 million cattle in 2024, an increase of 11% compared to the previous year. These figures reflect the sector's recovery after two years of negative margins. The activity remains concentrated in southeastern and central-western states but is expanding in other regions. A greater share of females in feedlot systems also attracted the attention of specialists.

The data come from the Feedlot Census conducted by DSM-Firmenich, a global company specializing in mineral and vitamin supplementation for intensive livestock production. The expectation is that 2025 will end with 8.53 million head in feedlots—an estimated growth of 7.1% compared to the current year.

ANUÁRIO 2025 DEVON

ANUÁRIO 2025 DEVON

# FAZENDA



# PALMEIRA

## Palmeira Farm Welcomes Uruguay's CREA Group for a Field Day on Crop-Livestock Integration

Devon breeders also took part in the event

In July, Fazenda Palmeira, a traditional Devon breeding farm located in Camaquã, Rio Grande do Sul, hosted a highly informative and technical Field Day. The event was organized by Federacite and welcomed a group of 25 producers affiliated with the Centros Regionales de Experimentación Agropecuaria (CREA) from Uruguay.

With a focus on crop-livestock integration, the meeting provided participants with an in-depth visit to a production system that combines cattle raising with rice and soybean cultivation. Attendees were able to observe firsthand the crop rotation adopted on the property, which blends a long-standing tradition of excellence in livestock genetics with efficient agricultural management practices.

During the technical tour, visitors learned details about soil management, crop succession planning, and the benefits of integration in improving soil fertility and the productivity of cultivated areas. The Devon breed also stood out, with high-genetic-value animals presented in the field.

The event strengthened technical exchange between Brazil and Uruguay—countries that share similar challenges and opportunities in agricultural production.

Among the Devon breeders present were the president of Federacite, Gilson Barreto Hoffmann, his wife Nair Ana Paludo Hoffmann, Elizabeth Cirne-Lima, and Cláudio Ribeiro and family.



ELIZABETH CIRNE-LIMA

← Gado Devon é bem adaptado ao sistema ILP

↙ Produtores uruguaios participaram de gira técnica



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FOTO: ALEXANDRE TEIXEIRA

## Santa Lúcia Farm Wins Three of the Four Major Devon Breed Awards at Fenagen

Titles were shared with Cabanha Boeck of Encruzilhada do Sul

In the year it celebrates nine decades of Devon breeding, Cabanha Santa Lúcia took home three of the four Grand Championships of the breed at the 2nd edition of Fenagen Promebo (National Bovine Genetics Fair), held from July 2 to 6 at the Rural Association of Pelotas (RS). The evaluation criteria weighted 60% for genetic performance and 40% for phenotype.

Both winning males came from Santa Lúcia. The Grand Champion Calf was Bombinha 747, box 90, which reached a Fenagen index of 82.12. The Young Bull Champion title went to Gaudério 2699 717, box 92, with a Fenagen index of 84.18—the highest among all Devon entries at the event. Both animals belong to breeder Gilson Barreto Hoffmann.

“We select animals with superior Promebo indexes, which are more efficient and competitive—and fortunately also phenotypically strong. We are very happy with this achievement. It was also great to participate because we always learn something new,” celebrated Hoffmann, a third-generation Devon genetics breeder.

Among females, Santa Lúcia also won Grand Champion Calf Female with Kaurivale 3092B, box 83, bred by Soely Barreto Hoffmann, which achieved a Fenagen index of 81.3. In the Young Female Championship, the winner was Boeck 73 Dakota Farpado 2100 Garupa7090, from Cabanha Boeck of Encruzilhada do Sul (RS), with a Fenagen index of 65.36.

Breeder Everton Boeck highlighted the importance of the win, especially after unexpected challenges caused by bad weather. “This female was handpicked—one of the most promising in our herd. She is a daughter of the bull Farpado 2100, who is producing exceptionally well. Our animals did not arrive with the level of preparation we wanted, but everything worked out. Mission accomplished,” said Boeck, noting the difficulties caused by heavy rains in the region in the weeks leading up to the fair.



LEANDRO VIEIRA / FERNOVI

◀ Bombinha obteve o maior índice Fenagen da raça Devon

For judge Luiza Ramos Ribeiro, who evaluated the animals in the ring, “Devon was very well represented by excellent animals, with emphasis on early maturity and strong meat traits. I congratulate Fenagen—I believe that integrating genotype and phenotype is the path to increasingly assertive selection in livestock.”

The president of the Brazilian Association of Devon and Bravon Breeders (ABCDB), Alfredo Tavares, emphasized the importance of the genetics on display and classified the breed’s participation in Fenagen as positive:

“Breeders were motivated; we had more animals and more exhibiting farms than in 2024, as well as a larger audience. Fenagen fosters genetic improvement beyond visual assessment, with more objective performance data—weight gain, fat thickness, and more. It is very positive, and the combination of phenotype and genotype represents progress.”

Participating farms in this edition were: Cabanha Boeck, Encruzilhada do Sul (RS), Cabanha Santa Lúcia, André da Rocha (RS), Cabanha Timbaúba, Pedras Altas (RS), Fazenda Sonho e Realidade, Água Doce (SC).



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## Contém Agro

A movement to highlight agriculture through label reading mobilizes young people

Concerned about misinformation surrounding agribusiness, Mariana Moura Cherubini created, five years ago, a movement that promotes and highlights agricultural content found in the composition and labeling of everyday products and objects. The hashtag #contémAGRO (@contem.agro) has been growing, especially among young people and professionals connected to rural production.



MARIANA CHERUBINI

◀ Mari informa e aproxima com a marca

Mariana is energetic, proactive, and a constant presence at major events in the sector. She is a member of the youth committee of the Brazilian Association of Devon and Braven Breeders (ABCDB), Farsul Jovem, the Rural Syndicate of André da Rocha (RS), the Geração C Committee of Ocergs, and currently serves as vice-president of the Campos de Cima da Serra Devon Breeders' Association.

We invited Mari herself to tell this story: "I come from a family of rural producers, Devon breeders since 1947, and I grew up connected to the countryside. We often hear people say they 'don't consume agribusiness,' and many of them don't know the concept, the production chains, or what happens inside the farm gate. So, in 2020, I turned an uneasiness into an initiative — and an initiative into a movement

#contémAGRO exists to stamp everything we want to show comes from agribusiness. It informs and brings people closer to the origin of what they consume by highlighting the agricultural content in the composition and labeling of products and objects.

Increasing the search for information — by encouraging the habit of reading labels, researching compositions, and identifying product origins — can shorten the distance between rural and urban worlds.

Show that your day-to-day life #containsAGRO."

## Devon Breeders in the ANC

The oldest cattle herdbook entity in Brazil

The Devon breed is represented threefold in the Associação Nacional de Criadores Herd-Book Collares (ANC), the national cattle herdbook entity, under the administration of President Joaquin Villegas for the 2025–2027 term, elected last December.

Gilson Barreto Hoffmann, of Cabanha Santa Lúcia, in André da Rocha (RS), is the entity's 1st Vice President. A former president of ABCDB for two terms and currently its commercial director, Hoffmann is also president of Federacite.

"It is very rewarding to contribute to the ANC, a century-old institution so important for genealogical registration and genetic improvement of beef cattle breeds across Brazil," summarizes the breeder.

Simone Bianchini, who previously served as the ANC's vice president, has joined the entity's Fiscal Council. The breeder, owner of Cabanha São Luiz in São José do Cerrito (SC), founded the Certified Devon Beef Program in 2017, served as ABCDB president for two terms, and is currently its vice president.

A member of the Devon Breed Technical Council, veterinarian Luiza Ramos Ribeiro has also joined the ANC's Technical Deliberative Council (CDT). Based in Lages (SC), she has served as a Devon breed judge at Expointer in Esteio (RS) and at Fenagen (National Promebo Genetics Fair) in Pelotas (RS), and has experience working with Devon herds in the Serrano Plateau and western Santa Catarina regions.



SILVIA FREITAS

◀ Gilson Barreto Hoffmann e Joaquin Villegas

# The heaviest Devon bull takes the Grand Champion of the Ring title at the 47th Expointer

The judging of males and females featured a parade of champions along the Boulevard at Assis Brasil Park

One of the longest-standing participants in agricultural fairs in Rio Grande do Sul, the Devon breed was represented at the 47th Expointer, held from August 24 to September 1, 2024, with 35 haltered animals and 11 grass-fed entries. Bravon, a Devon-derived synthetic breed, also returned to the Assis Brasil Exhibition Park in Esteio (RS), represented by 12 grass-fed animals. The last appearances of haltered Bravon cattle took place in 2022, while grass-fed entries had last been shown in 2009.

The Devon Grand Champion bull, Camboatã TE 969 Netuno M901 CTE 570, was also the heaviest animal of the breed at the exhibition—a giant weighing 1,190 kg. Shown in stall 1079 and bearing tattoo TE 969, the bull is owned by Camboatã Agropecuária, from Camaquã (RS), bred by Marcos Pandolfi and exhibited by Eliana de Souza Pandolfi. The Reserve Grand Champion title went to the animal from stall 1071, tattoo 1482, bred and exhibited by Reinaldo Cherubini Filho, from Guabiju, in the Serra Gaúcha region. The judging took place on August 28, in Ring 5.



◀ The Barreto Hoffmann family with the Grand Champion female



◀ The Pandolfi family celebrated the Devon Grand Champion bull title

## Devon Haltered Champions

### MALE



**Grand Champion:** Camboatã TE 969 Netuno M901 CTE 570 - tatuagem TE 969 - box 1079

**Breeder:** Marcos Pandolfi - **Exhibitor** Eliana de Souza Pandolfi  
Camboatã Agropecuária - Camaquã (RS)



**Reserve Grand Champion:** Santo Antônio 1482 Maragato - tatuagem 1482 - box 1071

**Breeder and Exhibitor:** Reinaldo Cherubini Filho  
Fazenda Santo Antônio - Guabiju (RS)



**Chiripá Trophy:** Dinamite 155 da Tupi - tatuagem 155 - box 1068

**Breeder:** Fazenda Tupi - Nova Prata (RS)  
**Exhibitor** Salete Paludo - Fazenda Tupi - Nova Prata (RS)

For Marcos Pandolfi, it was a double celebration for the farm. “Netuno comes from the English Stonegrove lineage, with semen imported from England. His sire is Malevo da São Luís, and his dam, Camboatã TE 570, was the Grand Champion at Expointer 2022. The Reserve Grand Champion female is a daughter of Netuno, the Grand Champion, representing the Devon breed excellently anywhere. We are very proud of this achievement.”

Among the females, the Grand Champion was the heifer from stall 1055, tattoo 678, Bangalabi 24498 678 de Santa Lúcia, from Cabanha Santa Lúcia, bred and exhibited by Gilson Barreto Hoffmann, from André da Rocha (RS). “Her dam is a daughter of a cow inseminated with semen imported from Australia, and her sire was the 2-Year-Old Champion at Expointer and also won the Chiripá Trophy. This bloodline comes from Fazenda da Pedreira, owned by Professor Cirne-Lima. We had high expectations of winning the top prize with this animal, and we are very happy,” Hoffmann said.

The Reserve Grand Champion female was Camboatã 2246 Netuno C976, stall 1051, tattoo 2246, a daughter of the Grand Champion, as reported by breeder and exhibitor Marcos Evaldo Pandolfi of Camboatã Agropecuária, Camaquã (RS).

The judging of haltered and grass-fed animals was conducted by Eduardo Duval, an agronomist with 46 years of experience raising Devon cattle at Estância Ginkgo in Dom Pedrito (RS). A specialist in cattle evaluation, he has served as director of zootechnical trials at ABCDB and coordinated weight gain tests in partnership with Fepagro. He has also been a judge at exhibitions in Pelotas, Camaquã, Encruzilhada do Sul, Canguçu, and Herval.



AT STEFANI

◀ O jurado Eduardo Duval Foi secretariado pela filha Luzia, também médica veterinária

Honored by the invitation, the judge highlighted the balance of the animals presented as a key strength. “These are animals that are functional for their purpose, which is beef production. In the ring, we saw modern, meaty animals with harmony and perfect balance across all parts of the skeleton—from the front, through the middle, to the rear. The parade was a showcase of animals genetically advanced by our breeders; Devon breeders deserve congratulations.”

The awards ceremony took place early in the evening at the stand of the Brazilian Association of Devon and Bravon Breeders (ABCDB), featuring a lively parade of the champion animals. It was a recognition of the hard work and dedication of the breeders.

## Devon Ring Champions

### FEMALES



**Grand Champion:** Bangalabi 24498 678 de Santa Lúcia - tatuagem 678 - box 1055

**Breeder and Exhibitor:** Gilson Barreto Hoffmann  
Cabanha Santa Lúcia - André da Rocha (RS)



**Reserve Grand Champion:** Camboatã 2246 Netuno C976 - tatuagem 2246 - box 1051

**Breeder and Exhibitor:** Marcos Evaldo Pandolfi  
Camboatã Agropecuária - Camaquã (RS).



**Chiripá Trophy:** Estrela Gaudéria de Santa Lúcia 666 - tatuagem 666 - box 1056

**Breeder:** Gilson Barreto Hoffmann  
**Exhibitor:** Ana Paula Paludo Barreto Hoffmann  
Cabanha Santa Lúcia - André da Rocha - RS



**Young Exhibitor Trophy:** Rodeio

Colorado Santa Clara - tatuagem 06 - box 1046  
**Breeder:** Eduardo Abreu Ferreira  
**Exhibitor:** Luis Henrique Romero Ferreira  
Fazenda Santa Clara- São Borja - RS

# Grass-Fed: The Return of Bravon After 15 Years

Cabanha Saudade Stood Out in the Awards

The grass-fed Devon and Bravon entries at the 47th Expointer entered the ring on the morning of August 29. Under the watchful eye of judge Eduardo Duval, the Devon breed opened the judging with groups of excellent quality.

The champion trio came from stall 3, tattoos 7198, 7200, and 7204, bred by Ana Cecília Teixeira Senna Ribas of Cabanha Saudade, São Gabriel (RS), and exhibited by Cabanha Saudade, Cabanha São João (Augusto da Costa Silva Junior, Cachoeira do Sul, RS), and Cabanha Boeck (Everton Oliveira Boeck, Encruzilhada do Sul, RS). The best male selected was bull 7200, a member of the champion trio.

Cabanha Saudade also won in the Devon female category, with the heifer trio from stall 1, tattoos TE 7585, 7601, and 7611. The one-year-old heifer 7611 was named the best female of the group.



◀ Trio Campeão Bravon de volta à pista de rústicos

## Bravon

Next came the grass-fed Bravon entries, returning to Esteio after 15 years without representatives at the fair. The champion male trio came from stall 5, tattoos 2310, 2312, and 2314, bred by Ana Cecília Teixeira Senna Ribas of Cabanha Saudade, São Gabriel (RS), and exhibited by Cabanha Saudade and Cabanha Zeschau (Alisson Zeschau, Canguçu). The best male award went to bull 2310, a member of the champion trio.

Among the females, the champion trio came from stall 4, tattoos B176, B178, and B194, all from Cabanha Saudade, bred and exhibited by Ana Cecília Teixeira Senna Ribas. The best female, also part of the champion trio, was cow B176.

Henrique Ribas, technical director of Cabanha Saudade, celebrated the victories and highlighted the partnerships the farm has been fostering. “We brought our best to represent both breeds and are pleased with the partner farms that joined us. In the case of Bravon, it has been developed at our farm for many years. We restored the records and are continuing the legacy of my father-in-law, José Carlos Assis Brasil Senna,” he said.



◀ Trio Campeão das cabanhas Boeck, Saudade e São João



◀ Cabanha Saudade também levou o Trio Campeão de fêmeas

# 47th Expointer

The Program Beyond the Rings

Expointer 2024 provided a joyful reunion for exhibitors and visitors following the May floods, with the ABCDB management organizing a diverse technical and social program throughout the nine days of the fair.

The schedule included the traditional participation in the Meat Showcase on Tuesday, August 27, where the public had the opportunity to watch live demonstrations of selected Devon cuts being prepared and to taste the finished dishes. ABCDB has been present at the event since its first edition in 2009.

On the same day, the Five O’Clock Tea took place, bringing together breeder families for a pleasant chat at the Association’s stand. This gathering has become a tradition, as Expointer provides the perfect setting for Devon and Bravon cattle families to reconnect.



◀ Devon participa da Vitrine da Carne desde 2009

## Tribute to Former Presidents

A memorable moment was the inauguration of the photo gallery of the Association’s former presidents at the ABCDB stand on the evening of August 27. From the first president, Nicolao Kroeff (1953–1956), all 28 administrations have played an outstanding role in uniting breeders and promoting the Devon breed—and more recently, the Bravon.

When Elizabeth Cirne-Lima and Simone Bianchini unveiled the photographs, emotion filled the room, touching both the former presidents present and the families of those who had passed away. Among those who spoke were former president Claudio Ribeiro, Susana Macedo Salvador, daughter of João Vieira de Macedo Neto, and Alfredo Tavares, who recalled memorable moments from each presidency. The ceremony concluded with a celebratory toast of sparkling wine.

## Election of the New Board

The new executive board of ABCDB for the 2025–2026 term was elected at the general assembly of members on August 29. Alfredo Tavares, a rural producer, veterinarian, and former professor at the Federal University of Pelotas, was chosen as president, succeeding Elizabeth Obino Cirne-Lima, who is also the deputy secretary of Parque Assis Brasil. This is Tavares’ first term; he is the owner of Cabanha Timbaúba, in Pedras Altas (RS).



◀ Galeria de fotos dos ex-presidentes



◀ Ex-presidentes, familiares e amigos confraternizaram no reencontro.

# Cabanha Santa Alice and Cabanha Saudade Win the 2024 National Genetic Dissemination Award for the Devon Breed

The award recognizes the multiplication of superior breeding animals

Two traditional Devon breeding farms were recognized for their outstanding performance in genetic improvement. Cabanha Santa Alice, from Santa Maria (RS), owned by the Succession of Armando Ribas, won the 2024 National Genetic Dissemination Award thanks to the bull Galpão Candidato 1502 de Santa Alice 2280, which achieved the highest final score among Devon sires with 489.07 points.

The results were announced by the National Association of Herd-Book Collares Breeders (ANC) on August 26, during the 47th Expointer in Esteio (RS). The award honors the breeding farms of both the bull and the cow whose offspring achieved the highest combined Final Index in the Beef Cattle Improvement Program (Promebo).



AT STEFANI

◀ Valência é doadora de embriões da Cabanha Saudade

The winning female, with a Final Index of 67.10 points, was Valência Saudade 4154 Stone 05261, bred by José Carlos Assis Brasil Senna and owned by Ana Cecília Teixeira Senna Ribas of Cabanha Saudade, São Gabriel (RS). “Much more than an award, winning the ANC Genetic Supremacy is a recognition of our selective breeding work and the results we pursue,” celebrates Henrique Ribas, technical director of the two awarded farms.

Regarding the bull with the highest index, Ribas highlights that Galpão de Santa Alice led the Young Bulls Ranking by Final Index in 2021. “Now he has shown that this potential is also passed on to his progeny. With excellent phenotype and short hair, his weaning and final indices are in the Top 2%, while his carcass index is in the Top 1%. That is why we invest efforts to multiply these qualities in our herds,” he adds.

As for the female with the best results, technical director Henrique Ribas notes: “Valência has an undeniable phenotypic beauty and is now part of our embryo donor team. The greatest highlight of her achievement is that she reached Top 1% indices in Weaning, Final, and Carcass evaluations solely through the performance of her offspring, as she was born before our herds entered the PROMEBO program.”



HENRIQUE RIBAS

◀ Touro Galpão alcançou índice final de 489,07 pontos

# Edmundo Barbará Ferreira Honored with the Luiz Fernando Cirne Lima Trophy

“Today, at Santa Clara, we continue the work he loved so much. It is a well-deserved tribute, and we are very grateful.”

A leading figure of the Devon breed in the Western Frontier of Rio Grande do Sul, Edmundo Barbará Ferreira (in memoriam), from Cabanha Santa Clara, São Borja, was honored with the Luiz Fernando Cirne Lima Trophy for his dedication to the Devon breed and to the ABCD (now ABCDB), which he led from 1992 to 1994. The trophy was presented to his son, Eduardo Abreu Ferreira, and grandchildren, Ingrid and Luis Henrique, during the awards ceremony for the champions of Expointer 2024.

“Receiving the trophy dedicated to my father was important for me and my family. Today, at Santa Clara, we continue the work he loved so much. It is a well-deserved tribute, and we are very grateful,” Eduardo said. In 1994 and 2003, the farm won the Grand Champion Female at Expointer.

Edmundo Barbará Ferreira’s connection with the Devon breed came from birth. He learned from his parents, Bernardino Lopes Ferreira and Olga Maria Barbará Ferreira, a deep appreciation for the breed. He valued the fertility, hardiness, and maternal ability of the females. Today, Santa Clara operates a complete-cycle farm with 150 purebred cows and participates in numerous agricultural fairs.

“Edmundo was extremely important; we see him as an enthusiast and passionate supporter of the Devon breed. He also gave me invaluable advice, which helped a lot. Fortunately, his legacy continues, including here at Expointer,” said Gilson Barreto Hoffmann during the ceremony.

Having worked with the Ferreira family for 45 years, Auri Valdecir Nunes de Melo proudly recalls that Edmundo Barbará Ferreira was like a brother to him. “We were very close friends; I was younger and grew up alongside him. We worked side by side. When I got married, Edmundo took me to the field and told me to choose the best cow for slaughter. It was a gift from him, a Devon from Santa Clara. We all miss him greatly since he passed away,” the breeder shared.



AT STEFANI

◀ Elizabeth Cirne-Lima na entrega do troféu para Ingrid, Luis Henrique e Eduardo Abreu Ferreira



ACERVO FAMILIAR

◀ Edmundo Barbará Ferreira

## A Passion for Sports

In addition to being a cattle breeder, Ferreira also excelled in powerboating, a sport in which he was a two-time national champion and eight-time state champion. The boat he piloted is preserved at the Iate Clube Bernardino Ferreira, on the banks of the Uruguay River, as a publicly accessible monument.

**Edmundo Barbará Ferreira passed away on November 1, 2013.**



# Consistência Genética



897 GAUDÉRIO - NETO



THOR-TE - FILHO



423 SCORRIER - FILHO



GUGA - PAI



800 QUE TAL - NETO



FALCÃO - BISNETO



MARAGATO - TATARANETO



MAJOR - BISNETO



CAPITÃO - TRINETO

Reinaldo Cherubini Filho e Fam.

Venda de Embriões

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## Reinaldo Cherubini Trophy Presented at a Field Day at Fazenda Santo Antônio

The traditional award is given to the owner of the champion bull in the Campos de Cima da Serra region of RS

A field day at Fazenda Santo Antônio, in Guabiju (RS), marked the presentation of the rotating Reinaldo Cherubini Trophy, awarded to the owner of the Grand Champion Devon bull at agricultural fairs held in the municipalities of the Campos de Cima da Serra region of Rio Grande do Sul. The event, held on February 22, was attended by Devon breeders and the family of Reinaldo Cherubini Filho, owner of the champion sire.

The rotating Reinaldo Cherubini Trophy changes hands every two years according to the winning farm. It was conceived by former Minister of Agriculture Luiz Fernando Cirne-Lima, a Devon breeder and long-time breed specialist. The trophy, shaped like a bull, is the work of renowned Gaúcho sculptor Vasco Prado.

“This trophy is very meaningful because, beyond recognizing our work, it carries emotional significance. It was established in 1968, the year my father passed away, nearly six decades ago. We believe it is one of the longest-standing awards in Brazilian livestock,” said the youngest son of Reinaldo Cherubini, one of the pioneers in introducing the Devon breed to the region over a century ago—hence the award bears his name.

Visitors had the opportunity to see the awarded bull, Santo Antônio 1359 Vulto, which won the Grand Champion title at the 14th ExpoAgro André da Rocha.



◀ Devon a campo na Fazenda Santo Antônio

They were also presented with a showcase of the farm’s products, which has operated a full-cycle system with a focus on genetic commercialization for 40 years. The herd’s health management, particularly the control and prevention of parasites like ticks, was also discussed. A barbecue featuring certified Devon beef was served, widely praised for its quality and flavor.

Veterinarian and breed specialist Thiago Jacques highlighted the herd’s genetic consistency. “The Champion Bull deserves its title, reflecting a phenotype resulting from careful selection based on genetic improvement trials and field evaluations. This title was awarded to a sire with adaptation potential, along with the desirable traits that earned it first place. Once again, the Devon breed demonstrates its selection strength and quality,” he noted. Jacques also serves as president of the Devon Breeders’ Association of Campos de Cima da Serra.

The president of the Brazilian Association of Devon and Bravon Breeders (ABCDB), Alfredo Tavares, emphasized the quality of the meeting and the genetic work carried out at Santo Antônio. “It was a valuable reunion for exchanging experiences. Reinaldo Cherubini Filho knows the breed well, has excellent cattle, and invests in technology such as genomic and embryo selection,” stated Tavares.



◀ Reinaldo Cherubini Filho e família com o troféu

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Cirne Lima & Filhos



◀ Grande Campeão é da Cabanha Santa Lúcia



◀ Terneira Grande Campeã da Cabanha Estância do Pinheirinho

## First-Time Exhibitor, Cabanha de Anita Garibaldi Wins Two Grand Champion Awards for Devon Breed at Expolages 2024

Breeding Farms from Capão Alto, São José do Cerrito, and André da Rocha Also Recognized

Cabanha Estância do Pinheirinho, from Anita Garibaldi (SC), won the Grand Champion titles for both rustic and halter Devon cattle at Expolages 2024, the largest and most traditional agricultural fair in Santa Catarina. The event took place from October 8 to 14 at the Parque de Exposições Conta Dinheiro in Lages, marking the farm's first participation in a livestock exhibition. October 9 became a historic day for Pinheirinho.

"The two Grand Champion females are our own breeding; the awards were a very gratifying surprise," celebrated breeder Juliana Frescki. The farm began working with Devon crosses in 2018 and officially established the breeding operation in 2020. "We focus on genetic improvement to enhance our herd, and each day we feel even more motivated because we truly believe in the complete qualities of the Devon breed," Juliana added.

The first awards were announced during the rustic cattle evaluation in the morning, with the Grand Champion female title going to Soberana do Pinheirinho, box 119, tattoo 33. The Reserve Grand Champion female was Garcia 39 Bacharel do Nondas, box 105, tattoo 39, bred by Adriano Nath Garcia of Cabanha Nondas, São José do Cerrito (SC). Among the rustic males, the Grand Champion bull was Sincelo 143 G4012 Santa Clara 2510, box 113, bred by Odirlei Gaio, Cabanha Sincelo, Urupema. The Reserve Grand Champion male was Estrela do Sul TE82 Odin, box 109, tattoo 82, bred by Istélio José Souto Maior Camargo of Cabanha Estrela do Sul, Capão Alto (SC).

The halter cattle were judged in the afternoon. The Grand Champion bull was Brigadeiro Yan 829, box 30, tattoo 829, bred by Luiz Fernando Cirne Lima and Gilson Barreto Hoffmann, of Cabanha Santa Lúcia, André da Rocha (RS). "We are very pleased with this achievement. The competition brought together animals of excellent quality, which certainly made the judge's choice more challenging," Hoffmann said. The awarded sire is a brother of the Grand Champion female of the 47th Expointer, held just 40 days earlier in Esteio (RS).

The Reserve Grand Champion in the halter category was IA 71 Dimitri II SS SL, box 27, tattoo 71, bred by Simone Bianchini & Filhos, of Cabanha São Luiz, São José do Cerrito (SC). The animal is the offspring of Dimitre de São Luiz, a two-time Expolages champion, awarded in 2018 and 2019, is the sire of IA 71 Dimitri II SS SL.

Among the females, the Grand Champion title went to the heifer 52 Diva da Estância do Pinheirinho, box 34, tattoo 52, giving Cabanha Estância do Pinheirinho, owned by Juliana Frescki from Anita Garibaldi, its second Grand Champion award of the event. The Reserve Grand Champion female was Dinamite de Santa Lúcia 600, box 40, tattoo 600, from Cabanha Santa Lúcia, André da Rocha (RS).

Ademar Roesner, president of the Devon and Bravon Breeders' Association of Lages, emphasized the breed's growing prominence at the fair. "Devon had a strong presence at the event, with exemplary quality and a record participation of 11 farms. We brought animals of superior genetics, both rustic and halter, resulting from investments in genetic improvement. This makes a difference on a stage as important as Expolages," Roesner highlighted.

Judge Leonardo Wiggers noted the homogeneity, excellent preparation, and exceptional quality of the animals, highlighting the presence of young stock. "A good example is the Grand Champion heifer, which represents a major evolution of the breed. It was an honor to judge Devon at such a major exhibition in Santa Catarina, where it is one of the main breeds and very well adapted," he said.



CABANHA

# Timbaúba

1º DEVON MOCHO DO BRASIL

Família Silva Tavares



## Timbaúba Caudilho Santa Fé

Campeão Júnior e Grande Campeão - Expo Canguçu 2024  
Supremo Campeão entre todos bovinos de corte presentes (7 raças)

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22 animais exportados oriundos de 12 pais diferentes, todos mochos genéticos.



1º Geração nascida na Argentina, filhos de Timbaúba 1040 Missioneiro e Timbaúba 1424 Gaudério.

## Bull from Cabanha Timbaúba Named Supreme Champion at Expofeira de Canguçu

Devon and Bravon Breeds Accounted for More Than Half of the Entries

Representing 60% of the participants at the 55th Expofeira Agropecuária de Canguçu, 40 Devon and Bravon cattle energized the Hipólito Gonçalves da Silva Park during the event, held from October 16 to 21, 2024.

The bull Timbaúba Caudilho Servant 1669, from Cabanha Timbaúba, owned by Alfredo Tavares and family, Pedras Altas (RS), won the Supreme Champion Beef Cattle award, competing among seven beef breeds, judged by Marcelo Selistre. Alfredo Tavares noted it was his third time winning this award: "He is a special bull, notable for early maturity, fine and excellent breed standard, and outstanding muscular coverage. He has a strong rump, good hindquarter volume, and exceptional harmony and beauty."

During the breed judging on the afternoon of October 18, which was broadcast live online for the first time, the Rustic Male Devon Grand Champion Trio went to lote 7, tattoos 3022, 3036, and 3048, from Cabanha Santa Alice, Succession of Armando O. Ribas, Santa Maria (RS). The Rustic Male Grand Champion was Timbaúba Caudilho Servant 1669, lote 5, tattoo 1669, from Cabanha Timbaúba, exhibitor João Francisco Marchiori da Silva Tavares, breeder Alfredo da Silva Tavares and family. The Reserve Grand Champion male was lote 10, tattoo 7191, from Cabanha Saudade, Ana Cecília Teixeira Senna Ribas, São Gabriel (RS).

Among the Devon females, the Grand Champion Trio was lote 3, tattoos 6321, 6345, and 6409, from Cabanha Saudade, Ana Cecília Teixeira Senna Ribas, São Gabriel (RS). The Rustic Female Grand Champion was cow tattoo 6409 from this lote. The Reserve Grand Champion female went to heifer tattoo 17, lote 1, from Cabanha Corunilha, Canguçu (RS), owned by Ludiezer Simões da Silva.

### Bravon Breed

In the Bravon judging, Cabanha Saudade, Ana Cecília Teixeira Senna Ribas, São Gabriel (RS), swept all the awards. The Grand Champion Trio of males was lote 14, tattoos 2302, 2310, and 2312, with tattoo 2310 named Grand Champion. Among the females, the Grand Champion Trio was lote 13, tattoos 2219, 2223, and 2227. The Grand Champion female was a two-year-old heifer, tattoo 2219, with calf at foot.

Henrique Ribas, technical director of Cabanha Saudade and Cabanha Santa Alice, celebrated the achievements:

"Winning these awards at such a high-caliber show, especially judged by a breeder of Rodrigo Cherubini's stature, shows we are on the right track with selection. The Canguçu nucleus, through its organization and leadership, has revolutionized both the quality and participation of Devon and Bravon at its Expofeira, as well as the breed's presence in the region," Ribas emphasized



LEONARDO TAVARES

➤ Caudilho foi Campeão Supremo em Canguçu

LEONARDO TAVARES



« Trio Grande Campeão Bravon

The judge, Rodrigo Cherubini, praised the quality of the animals presented:

“I found cattle of outstanding quality, animals that would shine in any show ring. We saw both traditional and new breeders, very enthusiastic about Devon and Bravon. The event was extremely well organized—I congratulate the Breeders’ Nucleus and sincerely thank them for the warm welcome extended to me and my family.”

Sales at the fair were also excellent. “Of the 14 bulls sold, 10 were from our breeds, with Devon being the top seller, as in the previous edition,” reported Ludiezer Simões da Silva, president of the Canguçu Devon and Bravon Breeders’ Nucleus. “This demonstrates the strength of these two breeds in the region. We are grateful to everyone who contributed to this success, especially the participating farms, the judge, and the active role of the Rural Union working with the breeders’ nucleus,” Silva added.

## Spring Fairs Highlight Local Cattle Breeding

Important Events for the Livestock Sector: Spring Fairs Showcase Local Cattle Breeding

EDUARDO FERREIRA

Spring fairs are key events for the livestock sector, highlighting the potential of cattle farming in Rio Grande do Sul, a state that stands out nationally as a major supplier of genetics for Brazil. The season, running from September through November, strengthens local livestock production, creates business opportunities, introduces technological advancements, fosters economic development, and enhances networking among participants. Organized by rural unions, municipal governments, and breeders’ associations, these fairs feature livestock exhibitions where animals are evaluated by expert judges and offered for sale, generating profitability directly for the farms.



« Luis Henrique Ferreira com a Grande Campeã da Fenaoste

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### Fenaoste 2024

One of the main fairs in the Western Border region of Rio Grande do Sul, Fenaoste 2024 took place in São Borja from October 9 to 13 at the Serafim Vargas Exhibition Park.

The judging on Thursday, October 10, awarded the title of Grand Champion of the Devon breed to the female with tattoo 06, bred by Eduardo Abreu Ferreira and exhibited by Luis Henrique Ferreira, from Cabanha Santa Clara, São Borja. The farm also won Reserve Grand Champion with female tattoo 824. The third-best cow was awarded to the animal with tattoo 03, from Lutiele and Gabriel Müller, of Cabanha 31, also from São Borja. The champions’ parade took place on Saturday morning.

### 74th FEAPEC

At the 74th FEAPEC (Cachoeira do Sul Agricultural Fair), held September 13–15, 2024, in the Central region of the state at the municipal Rural Union Park, the Grand Champion of the Devon breed was the two-year-old bull Saudade IL 7152, tattoo 715, from Cabanha São João, Cachoeira do Sul, owned by breeder João Augusto da Costa Silva Jr. Cabanha São João is a regular participant at FEAPEC.



« Grande Campeão Devon da Faepec

IMAGENS GAUCHAS



### 85th Arroio Grande Livestock Fair

The rustic bulls from Cabanha Saudade, owned by Ana Cecília Teixeira Senna Ribas, from São Gabriel (RS), were the award winners at the 85th Arroio Grande Livestock Fair, held from September 24 to 29, 2024, in the southern region of Rio Grande do Sul. The event brought together breeders from the region at Guilhermino Dutra Park.

The Grand Champion Trio title was awarded to the animals with tattoo numbers 7230, 7214, and 7242, all polled, two years old, with an average weight of 745 kg. The breeding bull with tattoo 7242, part of the winning trio, was also selected as the Champion Bull of the show. Judging took place on September 28, and all exhibited animals were sold.



HENRIQUE RIBAS

◀ Trio Campeão da Cabanha Saudade

### 49th Mostardas Livestock Fair

The Devon breed was represented by two important breeding operations at the 49th Mostardas Rustic Livestock Fair, featuring bulls, heifers, steers, and calves, held on October 2, 2024, in the municipality of Mostardas, on the southern coast of Rio Grande do Sul. Fazenda Palmeira, owned by Claudio Ribeiro, from Camaquã (RS), was awarded for the Best Trio of Bulls. The Grand Champion Rustic title went to the bull with tattoo 7228, from Cabanha Saudade, owned by Ana Cecília Teixeira Senna Ribas, from São Gabriel (RS).



RANIELLI CARASSAT

◀ Claudio Ribeiro e Jânio Cardoso vice-presidente do Sind Rural

### 64th Encruzilhada do Sul Agricultural Fair

A trio of bulls from Cabanha Santa Alice, from Santa Maria, owned by the Succession of Armando Ribas, was named Grand Champion of the Devon breed at the 64th Encruzilhada do Sul Agricultural Fair, held from October 18 to 20, 2024, at the Desidério Finamor Exhibition Park. The judging was conducted by judge Gaspar Pedroso. Animals from Cabanha Boeck, of Encruzilhada do Sul, Cabanha Palmeira, of Camaquã, and Cabanha Saudade, of São Gabriel, also took part in the event — all recognized operations in Devon genetic production.

On the occasion, rural producer Cibele Medeiros assumed the presidency of the Devon and Bravon Breeders' Nucleus of Encruzilhada do Sul.



LUCIANO BORBA

◀ Trio Grande Campeão

## Devon Experiencing a Period of Expansion One Year After Its Reintroduction in Argentina

The breed has been officially registered, and breeders have founded the first association.

“Devon is rustic, remarkably docile, and the animals are very well adapted,” reports Argentine cattleman Alejandro Allende, who just over a year ago received, at Estancia Wanda Hue, in the province of La Pampa, a group of 22 animals imported from the Brazilian cabanha Timbaúba, located in Pedras Altas (RS).

The initial herd—comprising two bulls and 20 pregnant heifers, all PO (purebred)—has grown considerably and begun to expand. The 3,000-hectare property is renowned for Criollo horse breeding and is also a producer of Aberdeen Angus cattle.

“Last September, 20 Devon calves were born,” the breeder says enthusiastically. Allende explains that the animals were divided into three groups. “We divided some cows between the bulls Maragato and Chimango, both imported from Brazil, while others are being tested as embryo donors. One of the trials is in La Pampa, with the collection of 100% Devon embryos, and another is taking place at Estancia El Pinar, near Mar del Plata,” he adds.

The quality of crossbreeding is also being tested. Semen from Devon bulls has been implanted in Angus females from three prestigious Argentine cabanhas. And investments do not stop there. “We are arranging semen collection for commercial sale at the Argentine Center for Animal Biotechnology (CABA),” Allende reports.

### Unprecedented Export

The animals in the exported group are genetically polled, born at Timbaúba, owned by Alfredo da Silva Tavares and family, one of the oldest Devon breeders in Brazil, active since 1907. After nine months of commercial negotiations, compliance with sanitary and legal requirements, and a journey of more than two thousand kilometers, the animals—around two and a half years old—arrived on Argentine soil.

◀ Leonardo Tavares, Alejandro Allende e José Moreno na Expointer 2024



AT STEFANI

LUCIANO BORBA



◀ Núcleo de Criadores reuniu associados e amigos

The process drew the attention of technicians from the Ministry of Agriculture and Livestock (MAPA). “The export of beef cattle for reproductive purposes across our borders is quite unusual,” stated at the time Federal Agricultural Tax Auditor Soraya Elias Marredo, assigned to Vigiagro (International Agricultural Surveillance System). “There has been no record, at least since 2015, when the data system was implemented.”

According to Alfredo Tavares, the breed has become more modern. “It is an early-maturing animal with high feed conversion, nothing like the cattle of the past. The breed withstands climatic and environmental adversities and is able to respond quickly with weight gain. Combined with its docility and meat quality, these were the reasons that led to the return of Devon to the country.”

Alejandro Allende reports that the Devon breed was first introduced in Argentina by Alfredo Hunt, at Estancia Siete Árboles, in the province of Corrientes. “He imported a group of animals from England around the year 1900, which predates the arrival of Devon in Brazil,” the cattleman explains. According to records, the herd exceeded 150 animals. Hunt worked with the breed for ten years, and after his death, the breeding program was discontinued.



ALEJANDRO ALLENDE

◀ Raça Devon no Pampa argentino

Leonardo Fontelles da Silva Tavares, who carried out the negotiations, visited the purchasing cabanha. “The calf crop is very good, sired by two bulls chosen to work in this project. The breeding bulls sent there come from different bloodlines and are now being used on the same females. The breed has been very well received, and the first results are already pleasing,” the Brazilian breeder analyzes. Following the breed’s return, the first animal registered with the Argentine Rural Society was Wanda Hue Peluca, a calf sired and out of animals from Cabanha Timbaúba, born on September 2, 2024.

Alejandro Allende’s first contact with the potential of the Devon breed took place at Expointer 2019. The reintroduction of Devon in the neighboring country is the result of a project developed by friends from different countries. In addition to the Allende family, from Argentina, and the Brazilian Tavares family, the initiative also brought together Chilean breeder Jose Moreno, from the Criadero Cruz de Caña ranch.

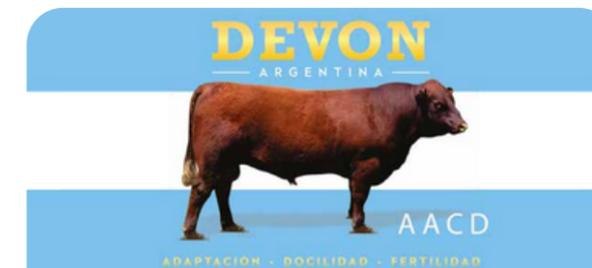
### Argentine Devon Breeders Association

With the goal of promoting and expanding the breed in Argentina, Alejandro Allende, Leonardo Tavares, and Jose Moreno founded the Argentine Devon Breeders Association (AACD) in late 2024, together with the Argentine Rural Society (SRA). In addition to the three friends, Argentine breeder Raúl Bergese is also a founding member and the first president of the association.

Argentina is currently one of the world’s five largest beef exporters, with international recognition for quality, supplying the most valuable markets and largest buyers. This first export is extremely important for fostering the Devon breed, which now becomes part of this powerful production system.

### Debut in Palermo

The presentation of the Devon breed at the Palermo Rural Exhibition was a success. At just 10 months of age, the calf Peluca and the heifer Divinidad drew the attention of visitors and exhibitors at the most representative and traditional livestock event in Argentina. La Rural, as it is known, took place from July 17 to 27, 2025, in Buenos Aires. The breed’s debut in the show ring, on July 21, was judged by Brazilian Dr. Alfredo da Silva Tavares, president of the ABCDB.



◀ Asociación Argentina de Creadores de Devon

Both animals received awards, with the female being chosen as the best representative of the breed. In the judge’s opinion, the two animals could easily compete at Expointer without any disadvantage compared to animals of the same category. “The participation far exceeded expectations; the Devon breed was welcomed with open arms, the animals pleased breeders of other breeds, and the judging attracted a large audience,” Tavares evaluated. “It was important for spreading the breed and also brought good prospects for Brazilian breeders. The next step is to strengthen the relationship between the two associations; we will continue to support our hermanos.”

Alejandro Allende, owner of Estancia Wanda Hue, was in high demand for information and interviews. The cattleman reported that semen sales were made and discussions took place with interested parties looking to carry out crossbreeding and start their own herds. Raúl Bergese, president of the Argentine Devon Breeders Association (AACD), also celebrated the achievement. “It was an excellent experience at such an important event. We are more than satisfied and grateful for the support from the Brazilians.”

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◀ Peluca é o primeiro Grande Campeão Devon em Palermo

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## DEVONS — A United Kingdom CATCH UP

**Andrew Lane**  
President Devon Cattle  
Breeders Society

Here in the UK the Devon Cattle Breed-ers Society has been busy promoting the The move away from “subsidies” to public money for public good has seen farmers and landowners encouraged through financial incentives to “rewild land” – letting nature take over with selective grazing, grow “herbal leys” – planting a diverse spectrum of grasses, plantains, vetches, chicory and what used to be common grassland herbs in the 1950’s and plant more trees.

All designed to capture carbon, reduce water run off and thus providing cleaner water and improve watercourse ecology. All these things lead to less productive grassland which can be best utilized by of amazing breed. The phrase “regenerative farming” has become the buzz and Richard Stanbury or the Knowstone Herd and Tom Hopper of the Essebourne Herd have championed the breed and the system with constant updates on Facebook and other social media platforms – look out for them as see what you think. Tom Oatey has taken on the role of DCBS social media creator and influencer and together these 3 young farmers are spearheading a Devon cattle revival. The cattle trade has been exceptional here with finished cattle making £7 per kilo dressed carcass weight.

Our recent Spring Show and Sale saw 28 bulls the largest entry for 12 years sell to great advantage with Richard & Anna Dorrell selling their Champion Stonegrove Major a Bollowal Invincible son selling at £6,825 and Pamela Idleson-Smith’s Trebarfoote Agamemnon selling at £9,660. The average was £1,074 higher than 2024 and for many years.

## Notícias do Reino Unido

**Andrew Lane**  
Presidente Sociedade de  
Criadores de Gado Devon

**Aqui no Reino Unido, a Devon Cattle Breeders Society** tem estado ocupada promovendo a mudança do sistema de “subsídios” para o conceito de *public money for public good* (dinheiro público para benefício público) tem incentivado fazendeiros e proprietários rurais, por meio de incentivos financeiros, a “re-naturalizar” terras – permitindo que a natureza retome o espaço com pastoreio seletivo; a cultivar “herbal leys” – misturas diversas de gramíneas, plantago, ervilhacas, chicória e ervas comuns em pastagens da década de 1950; e a plantar mais árvores.

Tudo isso é pensado para **capturar carbono**, reduzir o escoamento de água, proporcionando água mais limpa e melhorando a ecologia dos cursos d’água. Essas práticas resultam em pastagens menos produtivas, mas que podem ser **aproveitadas de forma ideal por nossa incrível raça**. O termo “agricultura regenerativa” virou tendência, e **Richard Stanbury** (rebanho *Knowstone*) e **Tom Hopper** (rebanho *Essebourne*) têm defendido tanto a raça quanto esse sistema com atualizações constantes no Facebook e outras redes sociais – vale a pena acompanhar o trabalho deles. **Tom Oatey** assumiu o papel de criador de conteúdo e influenciador digital do DCBS, e, juntos, esses três jovens pecuaristas estão liderando um **renascimento da raça Devon** no Reino Unido.

O comércio de gado está excepcional aqui, com bois terminados alcançando **£7 por quilo de carcaça**. Em nosso recente **Show e Leilão de Primavera**, tivemos 28 touros inscritos – o maior número em 12 anos e todos vendidos com grande sucesso. **Richard e Anna Dorrell** venderam o Campeão *Stonegrove Major*, filho de *Bollowal Invincible*, por **£6.825**, enquanto **Pamela Idleson-Smith** vendeu seu *Trebarfoote Agamemnon* por **£9.660**. A média foi **£1.074** superior à de 2024 e a melhor em muitos anos.



➤ Stonegrove Major / Stonegrove

DEVON CATTLE BREEDERS SOCIETY – UK

Our breed improvement committee have been running a trial DNA’s testing bulls to see if the double muscling genes have crept into the breed. Their aim is to prevent the accidental lethal double allele catching out breeders. The trail resulted in the Board introducing compulsory testing as part of the bull registration process the Society operates. Information has been published on a male pedigree certificate since January 2025. The committee is now turning its attention to Polling as the great work done in the 1960’s/70’s by great breeders including Dingle, Mintey’s, Camalot, Fishleigh, Bulworthy, Burwood and latterly Kerr’s, Hansnett and Tilbrook seems to have become diluted with only Tilbrook concentrating on homozygous polled breeding – watch out for potential importations of polled genetic to the UK.

Nosso **Comitê de Melhoramento da Raça** tem conduzido um teste experimental de DNA em touros para verificar se o gene de **musculatura dupla** entrou inadvertidamente na raça. O objetivo é evitar que o alelo duplo letal seja transmitido por acidente. O teste resultou na decisão da diretoria de **tornar o exame obrigatório** como parte do processo de registro de touros da Sociedade. Essas informações estão sendo publicadas no **certificado de pedigree masculino** desde janeiro de 2025.

Agora, o comitê está voltando sua atenção para o **gado mocho (polled)**, pois o excelente trabalho feito nas décadas de 1960 e 1970 por grandes criadores – incluindo **Dingle, Mintey’s, Camalot, Fishleigh, Bulworthy, Burwood** e, mais recentemente, **Kerr’s, Hansnett e Tilbrook** – parece ter se diluído, com apenas o **Tilbrook** mantendo foco no melhoramento de animais mochos homocigotos. Fiquem atentos à **possível importação de genética mocha** para o Reino Unido.



## Red Devons in New Zealand: A Breed That Earns Its Keep on Tough Country

**Dirk Sieling**

NZRDCBA (New Zealand Red Devon Cattle Breeders Association)

When people think of cattle farming in New Zealand, Angus and Hereford are the most many decades. But on Marble Mountain Farm, situated in the rugged hill country of the Takaka Hill at the top of the South Island in NZ, they found a breed that more than holds its own: the Red Devon.

The farm covers 1,412 hectares, with 600 hectares of grazeable land. The rest is a mix of native bush, steep rocky ridges, and impressive karst formations, bordering the Abel Tasman National Park. With terrain ranging from 400 to 1,000 metres above sea level, the winters are long, grass growth is limited, and snow is not uncommon. Summers can be equally harsh, bringing dry conditions that test the resilience of both stock and farmer.

About a decade ago, the owners made a deliberate decision to shift their cattle operation away from Angus and Hereford genetics and introduced Devon bulls over the herd. They were looking for a breed that would not only perform on this kind of steep and challenging country but also be a pleasure to work with. The Devons have delivered on both fronts and that is typical of the breed in New Zealand. From the icy mountains of the South Island to the Kikuyu dominated pastures on Rockview Farm in the sub tropical north of the North Island the Devons have proven their adaptability. Ellesmere Stud has recently sent bulls to the remote Chatham Islands in the Southern Ocean. Our New Zealand breeders since 1842 have focussed on hardiness, docility and calving ease without compromising on the superb carcass quality.

Devons are popular on lifestyle blocks due to their ease of management. In recent times they have found favour with dairy farmers as terminal sires and for mating replacement heifers due

## Os Devons Vermelhos na Nova Zelândia: uma raça que se sustenta em terrenos difíceis

**Dirk Sieling**

NZRDCBA (Associação de criadores de gado Devon Vermelho da Nova Zelândia)

Quando as pessoas pensam na pecuária de corte na **Nova Zelândia**, as raças **Angus** e indústria por muitas décadas. Mas na **Marble Mountain Farm**, localizada na região montanhosa e acidentada de **Takaka Hill**, no extremo norte da Ilha Sul, eles encontraram uma raça que se destaca: o **Red Devon**.

A fazenda possui **1.412 hectares**, dos quais **600 hectares** são de pastagem aproveitável. O restante é composto por mata nativa, cristas rochosas íngremes e impressionantes formações de calcário, fazendo divisa com o **Parque Nacional Abel Tasman**. Com altitudes que variam de 400 a 1.000 metros acima do nível do mar, os invernos são longos, o crescimento do pasto é limitado e a neve não é incomum. Os verões podem ser igualmente severos, trazendo secas que testam a resistência tanto do gado quanto do pecuarista. Cerca de uma década atrás, os proprietários decidiram substituir gradualmente a genética Angus e Hereford, introduzindo touros Devon no rebanho.

Eles buscavam uma raça que não apenas tivesse bom desempenho nesse tipo de terreno íngreme e desafiador, mas que também fosse dócil e fácil de manejar. Os Devons cumpriram esses dois requisitos – característica comum da raça na Nova Zelândia.

Desde as montanhas geladas da Ilha Sul até as pastagens dominadas por kikuyu na **Rockview Farm**, no norte subtropical da Ilha Norte, os Devons provaram sua adaptabilidade. O **Ellesmere Stud** enviou recentemente touros para as remotas Ilhas Chatham, no Oceano Antártico. Desde 1842, os criadores neozelandeses têm se concentrado em rusticidade, docilidade e facilidade de parto, sem abrir mão da excelente qualidade de carcaça.

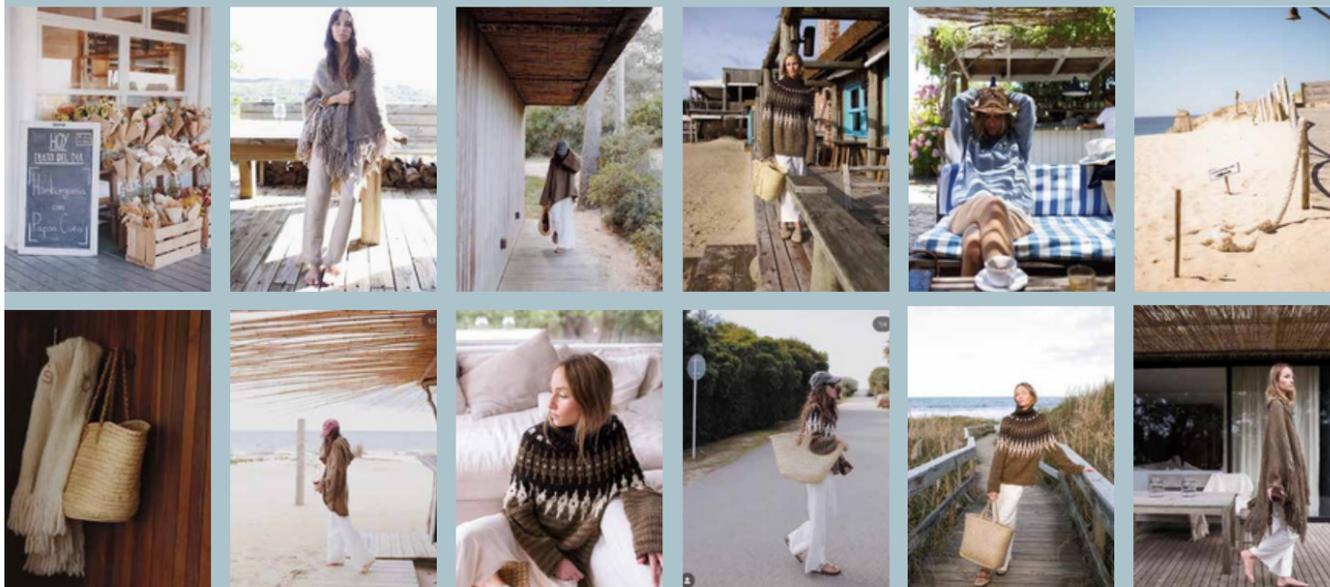


FOTO POR ISABELA FIORENTINO.

# CRUM

ASSINADA POR BRASILEIRAS E FEITA À MÃO POR ARTESÃS DO INTERIOR DO URUGUAY EM LÃ NATURAL DE MERINO.

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to their calving ease and the fact that the resulting crossbred calves can be reared to produce an early maturing high quality meat carcass. Dairy farming is by far New Zealand's biggest industry and in the past most dairy 'bobby' calves were killed at 4 days of age. As that practice became less socially acceptable the industry has been looking at suitable sires to produce a dairy cross calf that is worth rearing. As a result in New Zealand traditional beef breeding has had to make some room for rearing 'dairy beef'. This was good news for Devon breeders and has led to an increasing demand for polled bulls. Originally from imported English sires such as Bourton Marquis (1982) and semen from Tilbrook Sunset a lot of poll semen is imported from Australia these days and New Zealand has an increasing number of studs concentrating on polled animals. Ohuka Farm, which runs a sizeable dairy operation, originally set up their polled Devon stud to supply bulls to its own herd and now sends young polled bulls throughout New Zealand. Some of our New Zealand breeders such as Wickton stud remain passionate about the traditional type that often includes horned animals and still import semen from England for that reason. This allows polled breeders to cross back and as a result the NZ genetic base maintains great diversity. Recently the New Zealand Red Devon Breeders Association has introduced compulsory DNA testing for herd books. This association maybe relatively small but it shares a real passion for the Devon with Brazil and other countries worldwide.



OHUKA FARM

◀ New Zealand Red Devons / Devons Nova Zelândia

Os Devons também são populares em pequenas propriedades rurais devido à facilidade de manejo. Mais recentemente, eles têm conquistado espaço entre produtores de leite como reprodutores terminais e para acasalamento com novilhas de reposição, graças à facilidade de parto e ao fato de que os bezerros mestiços resultantes podem ser criados para produzir carne de alta qualidade com maturação precoce.

A pecuária leiteira é, de longe, a maior indústria da Nova Zelândia. No passado, a maioria dos bezerros machos da indústria leiteira ("bobby calves") era abatida com apenas 4 dias de vida. À medida que essa prática se tornou menos aceitável socialmente, o setor passou a buscar touros adequados para produzir bezerros cruzados que valessem a pena criar. Isso levou a pecuária de corte tradicional na Nova Zelândia a abrir espaço para a produção de "dairy beef" (carne de origem leiteira). Essa mudança beneficiou os criadores de Devon e aumentou a demanda por touros mochos (sem chifres).

Originalmente, touros mochos vieram de reprodutores ingleses importados, como **Bourton Marquis** (1982) e sêmen de **Tilbrook Sunset**. Hoje, muito sêmen de animais mochos é importado da Austrália, e a Nova Zelândia conta com um número crescente de criatórios especializados nesse tipo. A **Ohuka Farm**, que mantém uma grande operação leiteira, inicialmente criou seu plantel de Devons mochos para abastecer seu próprio rebanho, mas agora envia touros jovens mochos para todo o país.

Alguns criadores neozelandeses, como o **Wickton Stud**, permanecem fiéis ao tipo tradicional, que muitas vezes inclui animais com chifres, e ainda importam sêmen da Inglaterra por esse motivo. Isso permite que criadores de animais mochos realizem cruzamentos de retorno, mantendo assim a diversidade genética da raça no país. Recentemente, a **New Zealand Red Devon Breeders Association** passou a exigir **testes de DNA obrigatórios** para todos os reprodutores do plantel.

Nossa associação pode até ser relativamente pequena, mas compartilha uma verdadeira paixão pelos Devons, assim como o Brasil e outros países ao redor do mundo.

## Hello from Australia

**Greg Wright & Andrew Norris**

President & VicePresident  
Devon Cattle Breeders  
Society of Australia

The Devon Cattle Breeders Society of Australia (DCBSA) continues to fly the flag for the red We have a great team of Directors and many of (DCBSA) continues to fly the flag for the red you would have met our Administration Officer Tania Hall who does a fantastic job facilitating the society. Our registered studs are very much commercially focused for the Australian beef industry. For Devons, these include vealer markets (calves presented in peak condition straight off the cow) and finishing stock on grass from about 18 months of age, milk to 2 teeth for premium grass-fed markets, as well as supplying feedlots with animals from around 330kg to 520kg in store/forward store condition to be grain fed from 100 to 150 days.

Traditionally cast-for-age/cull cows are sold for grinding beef, with the better cuts sometimes sold for a premium. When the market is healthy these cows make a big contribution to a breeder's income. There are obviously niche markets that Devons supply where the quality and taste of their beef allows them to satisfy the high standards desired.

The Devon has proven itself for a long time to meet these markets. Numerically we aren't a big breed compared to some others, but our breeders have long established relationships with buyers throughout the industry, testimony to the quality of the cattle. It is also worth noting that there are many commercial breeders that utilise Devons in their crossbreeding operation with great success.

In regard to promotion, committed breeders display cattle at major field days, on property sales, shows, websites/Facebook, and via participation at multi-breed sales. Recently Wilsons Peak Devon stud gained top price overall of \$3100 a head at a special female sale with Devon heifers pregnancy tested in calf to an Angus bull.

Meanwhile, you would all be aware of our Bull-dust magazine that comes out twice a year, this has a big following with plenty of subscribers and keeps us all informed.

## Saudações da Austrália

**Greg Wright & Andrew Norris**

Presidente e vice-presidente da  
sociedade de criadores de gado de  
Devon da Austrália

(A Devon Cattle Breeders Society of Australia DCBSA) continua levantando a bandeira de diretores e muitos de vocês já devem ter conhecido nossa secretária administrativa, **Tania Hall**, que faz um trabalho fantástico na coordenação da sociedade. Nossos rebanhos registrados têm forte foco comercial para a indústria de carne bovina australiana. No caso dos Devons, isso inclui o mercado de bezerros desmamados em condição de pico direto da vaca; o acabamento de animais a pasto a partir de cerca de 18 meses de idade (do leite até 2 dentes) para mercados premium de carne a pasto; bem como o fornecimento de animais para confinamento, entre aproximadamente 330 kg e 520 kg, em condição de "store" ou "forward store", para engorda a grão por 100 a 150 dias.

Tradicionalmente, vacas descartadas (cast-for-age/cull cows) são vendidas para carne de trituração, sendo que os melhores cortes às vezes alcançam um valor premium. Quando o mercado está favorável, essas vacas representam uma contribuição significativa para a renda do criador. Há também nichos de mercado atendidos pelos Devons, onde a qualidade e o sabor da carne satisfazem os padrões mais exigentes.

O Devon já provou, há muito tempo, sua capacidade de atender a esses mercados. Em números, não somos uma raça tão grande quanto algumas outras, mas nossos criadores mantêm, há muito tempo, relações sólidas com compradores de todo o setor — prova da qualidade do gado. Vale ressaltar que muitos criadores comerciais utilizam Devon em seus programas de cruzamento, com grande sucesso.

Em termos de promoção, criadores comprometidos expõem animais em grandes feiras agropecuárias, vendas nas propriedades, exposições, websites/Facebook e participam de leilões multirraciais. Recentemente, o criatório **Wilsons Peak Devon** obteve o maior preço geral de **AU\$ 3.100 por cabeça** em um leilão especial de fêmeas, com novilhas Devon prenhes de touro Angus.

Like Brazil, Australia has imported a significant amount of Devon blood from the UK, (when importation was approved), and the bloodlines that proliferated obviously suited our Australian conditions and their descendants fly the flag today.

In more recent times, semen is also imported, mainly from the UK, NZ and the USA. Australian Devons must be of sound structure, including correct leg/h hoof structure and a sound udder/teats. Labour is too expensive to otherwise tolerate faults in these areas due to the limited manpower and high cost of labour.

As you may also be aware, the **world conference** is being held in **Australia in 2028**. We are aiming at holding the event in March (autumn in Australia) as this allows us to showcase our cattle at a stable time of year, also when the livestock have had a chance to benefit from the spring/summer feed. We invite as many Brazilian Devon breeders as can make it to come and enjoy our Aussie hospitality and see our fine Devons on display. We have a great little committee aiming at a top-notch tour. It's always great to meet old acquaintances and make new friends from all over the world.

We will also make more information available about the world conference and tour as our planning progresses, but for the time being, mark your calendar for a trip to see Australian Devons in 2028. Here's to breeding good Devon Cattle!

Devon steers destined for feedlot / Novilhos Devon destinados ao confinamento

Como todos sabem, temos também a revista **Bulldust**, que sai duas vezes por ano, tem grande número de assinantes e mantém todos informados. No Brasil, a Austrália importou uma quantidade significativa de genética Devon do Reino Unido (quando as importações eram permitidas), e as linhagens que se desenvolveram aqui se adaptaram muito bem às condições Australianas — e seus descendentes continuam a representar a raça hoje.

Mais recentemente, também importamos sêmen, principalmente do Reino Unido, Nova Zelândia e Estados Unidos. Os Devons Australianos precisam apresentar estrutura sólida, incluindo aprumos e cascos corretos, além de úbere e tetos bem conformados. O custo da mão de obra no país é muito alto para tolerar falhas nessas áreas.

Como também devem saber, a **Conferência Mundial** será realizada na Austrália em **2028**. Nossa intenção é que o evento aconteça em março (outono no hemisfério sul), período em que podemos apresentar o gado em um momento estável do ano, após se beneficiarem da pastagem de primavera/verão. Convidamos o maior número possível de criadores de Devon do Brasil para aproveitar a hospitalidade Australiana e ver nossos belos exemplares. Temos uma excelente comissão dedicada a organizar um tour de alto nível. É sempre um prazer reencontrar velhos amigos e fazer novas amizades do mundo todo.

Em breve, disponibilizaremos mais informações sobre a conferência e o tour, mas, por enquanto, anotem na agenda: viagem para ver o **Devon Australiano em 2028. Um brinde à criação de bons Devons!**

DEVON CATTLE BREEDERS SOCIETY OF AUSTRALIA



# RÉDEA RURAL ESPECIALISTA EM COMERCIALIZAÇÃO DE GADO DE REPOSIÇÃO, EXPORTAÇÃO E FRIGORÍFICO



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O Núcleo é a força que une criadores apaixonados e impulsiona a valorização da nossa raça. Ao fazer partedo Núcleo da sua região, você contribui ativamente para o fortalecimento e a promoção da raça. Participe das atividades, compartilhe experiências e caminhe ao lado de quem compartilha o mesmo ideal: preservar, aprimorar e enaltecer a excelência da nossa raça.



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DEVON BRASIL



DEVON LOJA

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