



5 REASONS TO CHOOSE SPECKLE PARK



1 High feed conversion rates

Achieve similar weight gains to other British breeds with up to 20% less feed. 168 bought-in Speckle Park-cross steers in a 2023 JAD Speckle Park feedlot trial converted at 5.7:1 for 173 days, while Angus steers at the same feedlot over the same period converted at 6.6:1. Minnamurra Speckle Park exited 130 Speckle Park-cross steers in July 2024 after 103 days on feed for an average feed conversion (DM) of 4.92:1. Grow more beef on less feed, with Speckle Park. In an era when the consumer seeks beef produced with a lower carbon footprint, Speckle Park ticks the right boxes.

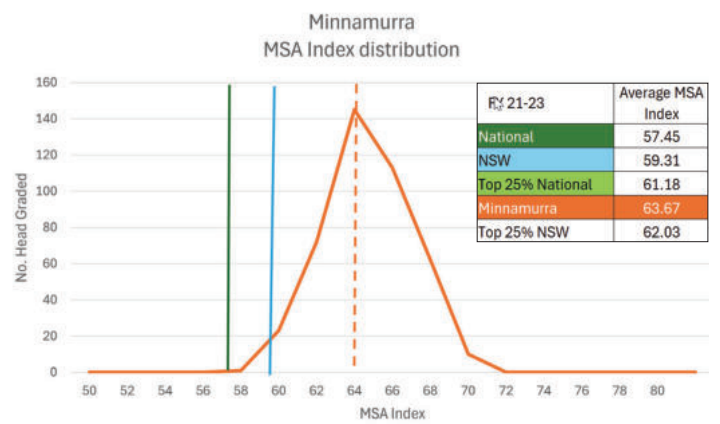
2 Early maturity pattern

Fewer days to slaughter, fewer days on feed, and the ability to slot into a variety of markets. Speckle Park excel as supermarket bodies, with high yields and an even fat cover at a young age. They also grow out to export weights without excessive fat cover. With Speckle Park, you're not locked into a later-maturing type that only suits long-fed programs. As seasons change, you can adapt your system and market Speckle Park-cross progeny as you need to. More market options, with Speckle Park.



3 Combine high yields and marbling for high MSA grading

Speckle Park are unique in their ability to produce high yielding carcasses that also contain excellent marbling, and an even fat cover. Gain an extra 3-5% yield over other British breeds and combine this with excellent marbling. Whether marketing young stock or surplus cows, meeting MSA grading means more return to the producer. Hit the specs, with Speckle Park.



“Minnamurra cattle have proven to have higher than expected marbling, with grain fed cattle up to MSA 8 and many others at MSA 3 to 4-plus. Cows and young cattle have consistently met high MSA grading” – Stephen Moy, livestock manager, Wingham Beef Exports



4 Cattle that thrive, in good times and bad

It forgets to rain in Australia from time to time. We need cattle that are fit for our environment. Speckle Park are excellent foragers and are known for their doing ability. When other cows are falling apart in a dry season, Speckle Park cows are still charging on. Newborn Speckle Park calves are known for their early thrift, up and suckling soon after birth. This trait is partly why Speckle Park have become so popular as dairy beef sires, producing calves that are easy to identify, and easy to rear. Choose cattle that are fit for environment, choose Speckle Park.

“Conditions couldn’t have been worse (in 2019) and yet the Speckle Park just performed amazingly. They calved easily and conceived again quickly. The breed ticks all the boxes at every step of the supply chain” – Amanda Thorpe, Trangie, NSW

5 Great tasting beef that’s good for you too!

Our goal as beef producers should always be to provide the beef consumer with a consistently outstanding eating experience. Speckle Park delivers on this, and it’s good for you too! Meat research conducted by JAD Speckle Park at the University of Newcastle in 2023 demonstrated the low fat melting point of Speckle Park beef together with high levels of omega-3 fatty acids – 11 animals out of 50 achieved “source” levels (30mg/100g tissue) – extremely rare in beef cattle. All of this contributes to the superior eating experience of Speckle Park beef – it’s so flavoursome, soft and succulent. For gourmet beef without the burden of a lengthy feeding regime, choose Speckle Park.



2yo 100% grassfed JAD Speckle Park heifer.



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