



KoolCollect



KoolPerform



Te Mania Angus

LOCATION

Mortlake, Western Victoria

FARM

1200 Stud females

400 Recipient cows

Breeds 700 Bulls p/year

EQUIPMENT

KoolCollect

KoolPerform

“There was simply no other system in the industry capable of achieving what we were after.”

Te Mania Angus was founded in New Zealand in 1928. In 1971 two young sires and 58 females were imported to Australia and the local branch of Te Mania Angus began. The herd now spans 1200 stud females and 400 recipient cows, under the management of Tom Gubbins and Hamish McFarlane, at Mortlake in Western Victoria.

In Australia Te Mania draws on the performance recording work started in New Zealand in the 1950s and continues to be a pioneer in objective measurement. The operation breeds more than 700 bulls each year. Since 1971 Te Mania Angus has set, or still holds, every Australian Angus sales record.

Initially Te Mania's objective measurement goals were hampered by the difficulty of efficiently collecting raw data, matching it to sires and turning the results into information that could drive business decisions. A key

element that was particularly difficult to get right was synchronising the information collected over multiple herds. Te Mania tried to use four different systems over eight years but according to Hamish McFarlane there was “simply no other system in the industry capable of achieving the results” they were after.

In 2003 Te Mania began its partnership with Sapien Technology. Together the two organisations built up the data collection, storage and analysis capabilities that have become the Kool suite of products and the Sapien Cloud. Today the business collects data including raw paddock information, field data on genetics and most ambitiously meat quality for end consumers.

In order to relate seed stock sires with second generation progeny carcass data Te Mania has unprecedented visibility through the entire supply chain. Integral to this are the 40 Team Te Mania

For more information, please contact:

Sapien Technology Pty Ltd
22 Harker Street, Burwood VIC 3125
T (03) 9808 7119
E info@sapien.com.au
www.sapien.com.au



TE MANIA ANGUS
Your Partner in Profitability



SapienTechnology

“The work that has been done to date, and the new genomic breeding techniques like single step and gBLUP mean Te Mania are on the cusp of a very large piece of disruptive technology.”

herds in commercial Angus operations which access the Te Mania genetics under a subsidised plan and sees these bulls leased out based on team member requirements. Team Te Mania herds span across NSW, Victoria and South Australia.

At 14 months, bulls from Te Mania will have been assessed for, birth weight scores, docility scores, weaning weights and are muscle scanned. This along with the pedigree records provides input for the creation of an EBV.

The next piece of the puzzle is cooperation with Team Members and the feedlot they supply steers to. Team members match steer progeny to their mothers and use Sapient's suite of software to record joinings so that full pedigree is obtained. The field data obtained through the Team Te Mania members helps to validate and strengthen the EBV data by demonstrating the characteristics (phenotypes) inherited from both mother and father and holding these characteristics to account against other animals where the key driver is profit and loss. The fact that this data comes from a commercial operation, rather than a seedstock environment adds further value particularly when it comes to characteristics like real world fertility, as opposed to AI.

Once the animals reach the feedlot, batches of animals are all managed in the same contemporary groups through to slaughter so that the data for each carcass can be used for analysis and comparison. All in all, it takes at least four years for a full set of carcass data from the progeny of a Te Mania bull to be generated. The data is fed into the Sapient system at various points along the way to measure the

ultimate success of a Team bull. The MSA carcass data comprehensively measures the quality of the final product for consumers, taking into account animal age, marbling, pH, fat and meat colour etc. This information is submitted to the Angus society and is reflected in the EBV.

Currently Te Mania is the market leader in collection of carcass data for the Angus breed, with up to 50% (more than 6500 records) of the carcass data held by the Angus society (BREEDPLAN) coming from Te Mania genetics making Te Mania's program one of the largest progeny test programs in the world.

While Te Mania recognises that there is not yet as strong a correlation between EBV's and sale price as there is with dairy and pork the science that goes into this process can only help to justify a move in this direction as the industry matures.

In the future Te Mania aims to gather even more information, particularly through the Team Te Mania operations to drive further improvements to the business. Integral to this are new sets of reports released by Sapient and developed in conjunction with the Australian Genetics Breeding Unit (AGBU) which help operational staff interpret and understand the data they are generating so that they can drive informed business decisions and realise value from the data collection processes. According to Tom Gubbins, “the work that has been done to date, and the new genomic breeding techniques like single step and GBLUP mean Te Mania is on the cusp of a very large piece of disruptive technology.”

For more information, please contact:

Sapient Technology Pty Ltd
22 Harker Street, Burwood VIC 3125
T (03) 9808 7119
E info@sapient.com.au
www.sapient.com.au



SapientTechnology