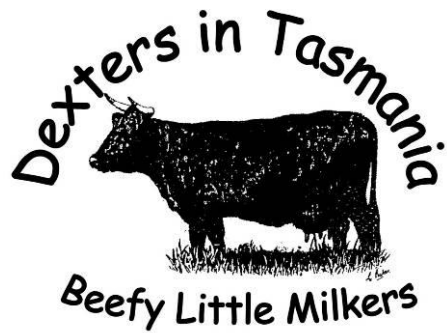


Dexter Promotion Group of Tasmania



Hi Everyone

I remember in my last Newsletter I said it was back to work, well we have certainly done that over the last three months!! Taste of the North West, Agfest, Open Farms, Burnie Rural Living Round-up and heaps of publicity, well done to everyone who helped us achieve a high level of exposure for Dexters in Tasmania. I have heard over the last month or two that it appears Dexters are the only cattle to have on small holdings and based on the level of promotion we have received, I'd like to think that was the case.

I know that there are currently waiting lists at some studs to purchase calves that are not even born yet, this is an enviable position to be in and one I certainly have not experienced in the past. It is amazing what some publicity and hard work will do to lift the presence of our cattle.

Marg Rawlings

From the Chair



Hi all

Summer skipped us - we just had a very long Spring & then straight into Autumn and now Winter. The cows are looking good, calving going well (well, almost - Esprit had a stillborn heifer which we are all devastated about), meat sales are consistent.

What a hectic start to the year! I won't repeat the list of activities and promotions the group has been doing - Marg has covered that. But I will repeat the BIG THANK YOU to all the tireless helpers. Without you we couldn't do it!! You don't have to be on the committee to be an active part of the group and it is so nice to see so many helpers. We all have other commitments apart from the Dexter Group and understand if you are unable to help or come along

to some of the activities. Please feel free to call me or any of the other committee members if you have any questions, comments, compliments, criticisms (constructive of course!) or just for a chat - we are here for your benefit. Remember as diverse as we are we all have one thing in common - our love for our wonderful little cows.

As Marg mentioned, my cows ventured to Agfest this year. Also a big thankyou to Catherine and David for bringing their heifer "Emma" along as well. One of my heifers had to be taken home even before Agfest started as she decided that all the activities around her was nothing like her cosy paddock and was a bit too scary for her liking. I guess Fern will miss out on being a show heifer!

Finally, we have some fantastic Dexter coffee mugs for sale for just \$5 each - get in quick as they are selling fast!



\$5 each

BUY YOURS TODAY!!

That's all for now. I hope to see you around soon!

Andrea

Field Day - 2nd July

Sue & Daryl Crawford have kindly agreed to have a Field Day at their property in New Norfolk. It is hoped to cover topics including basic animal husbandry – tagging, de-horning, drenching, vaccinations, and any other topic you may need to know about.

We are also considering a session on condition scoring of cattle and identifying the different cuts of beef from an animal.

It is shaping up to be a fantastic day and a chance for all our studs in the south to get together and catch up.

Cheese Making Course

Planning for this event is well underway and anyone interested in making cheese would be advised to get in quickly to secure a place on the course. Cost is \$440 which I know sounds a lot but you do get to make 10 cheeses and also get a manual with detailed instructions for later reference. It cost me nearly a \$100 to do a course through Adult Education and we learnt to make two basic cheeses, Camembert and Ricotta, so on that basis this course offers good value for money. Contact Catherine Thomas on 6382 4878 or email swnygwynfarm@bigpond.com

Dexters on Show

It is likely with the DCAI AGM being held here in October that we will have a number of interstate visitors to the Launceston Royal Show. It would be great if we could get a number of Dexters exhibited from a few more studs. Please give consideration to entering this great event. I believe this is an opportunity to showcase what we have here in Tasmania and anyone who requires some help should contact a committee member. There are a number of us who could provide some mentoring to give everyone an opportunity to attend.

Dates for the Calendar

July 2 – Field Day Deyrah Stud New Norfolk
July 9 & 10 Cheese making Course Launceston
30 Sept - 1 Oct Burnie Show
6 - 8 October Launceston Royal Show
15 October DCAI AGM – Clarendon House
Evandale (date still to be confirmed as it is the same date as the Victorian Breed Show)
16 October Stud Tours and Food Tasting NW Tassie
29 October - Ulverstone Show
11 - 12 Nov - Scottsdale Show
19 Nov - Deloraine Show
3 Dec - Circular Heads Show

May Madness

What a month!! It all started with Taste of the North West on the 30th April where we decided to have another attempt, after rain the previous year, to raise funds towards our Agfest site for 2012. This year the weather was much kinder to us and a group of enthusiastic workers cooked over 400 snags giving us a profit around the \$650 mark. Huge effort, well done!!



The Taste of the North West – Sheffield

Then on to Agfest where Andrea O'Grady and Catherine Thomas / David Herring provided the cattle for this years display, held over the three days it is a huge effort to bring animals and our thanks to Andrea and family, plus David and Catherine for allowing this to happen. We again had huge interest with a large number of enquiries coming from down south, it was great to be able to direct people to the planned open days as part of the Heritage Festival in the relevant areas over the following weekends. We seemed to be able to capture the enthusiasm while it is still fresh in people's minds and give them further opportunity to see cattle in paddocks and more natural settings. I think this is an initiative we should look at continuing with exceptional interest at the moment.



Goldshaft Chautie with the longest tongue you ever saw at Agfest 2011

A huge thank you to the band of willing helpers who took up a spot on the roster at Agfest, David & Sue Hannaford from WA attended and did several time slots to help us out. Again the weather gods smiled on us and we did not see a drop of rain for the three days. Another successful year!

The Open Farms have all appeared to be very successful, with genuinely interested people attending to find out more information. All were well attended with anywhere between 8 - 12 car loads of members of the public attending each farm. It was a win / win for me as Mark cleaned up our courtyard area and the place looked fantastic!!

Mark and I also attended the inaugural Rural Living Round-up in Burnie with cattle, this is a great opportunity to meet small landholders and chat about Dexters. It also gives us the chance to introduce our youngsters to people in preparation for the coming show season. Around 450 - 500 people attended and we must have spoken to most of them, Mark also presented a session on Animal Health and Welfare as part of the days program. This contact came from internet presence and we will certainly be keen to attend future events if we are given the opportunity.

Baby Fleming

Teresa and Peter Fleming are the proud parents of a heifer Tara April who arrived 11 April. Mother and baby are both doing well and our warmest congratulations. (I saw her at Taste of the North West and she is a real cutie.)

Committee Contacts

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Tara April Fleming- our latest Tassie Dexter addition



Busy at Agfest



The public just wanted to talk Dexters!



*Calving at Goldshaft
Elsa and her heifer calf Gazelle*