



'Our clients' success is  
our greatest reward'

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**mawarra**  
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Passion, Performance  
and Profit.



Mawarra Herefords, 103 Kellys Road, Longford, Victoria, Australia.

“... Three generations of Mawarra Herefords with proven, consistent results that guarantee success.”



Mawarra is our home, our livelihood and our passion. We strive to present Whiteface bulls and females that offer a range of genetic options and performance traits, enabling our clients to purchase from the same ‘farm gate’ while continuing to improve and diversify their own breeding programs. Our own breeding herd has been developed over more than half a century. With the ongoing support of Peter’s mother, Helen, and our children, Brandon (with his fiancée Brittany), Logan and Taylah, we are dedicated to upholding the legacy of our late father, Robert, by producing industry-leading, performance-driven, Hereford seedstock that improve the profitability of our clients.

Peter has always shown an affinity towards Herefords. He has travelled to North America and Canada, on four occasions, to gain experience working with and visiting herds. Peter is currently a Director of Herefords Australia. He is a member of the Hereford National Show & Sale Committee (Wodonga) and a past President of the Gippsland Hereford Group. Peter has judged in all Australian States including six Royal Show assignments. In 2012 he was honoured to preside over the Hereford National Show & Sale (Dubbo). In 2013 Peter adjudicated at the Royal Show, Fielding, New Zealand.

Deanne manages the planning, administration, personnel, finance, marketing and public relations aspects of the business including full catalogue production, website and social media generation. She has a Diploma of Agribusiness Management,

served a five-year term as Secretary of the Gippsland Hereford Group, and is currently a Herefords Australia Marketing and Sponsorship Committee member. Peter and Deanne have travelled to Canada and New Zealand twice since 2009, inspecting herds and attending the World Hereford Conference in Calgary. Extensive travel throughout Australia enables them to stay abreast of new bloodlines and follow up the contribution Mawarra genetics are making across the industry.

Brandon and Logan are both employed full time at Mawarra. Brandon is the current President of both the National and Victorian Hereford Youth Groups. He was the Herefords Australia Youth Ambassador of the Year 2013-14 and received the RASV Emerging Leader Award in 2015. Brandon has registered his own stud, MawarraB, and produces livestock photography and videos for Mawarra. He is in the early stages of developing his own business, Brandon Sykes Livestock Photography. Brandon and Brittany travelled to Canada in 2013 where they worked at numerous Hereford ranches and attended the Canadian Junior Bonanza. Brittany is a qualified Equine Myofunctional Therapist.

Logan completed his Agricultural Traineeship last year. During 2014 he travelled to Talbalba Herefords, Queensland and worked for four months. In 2015 he travelled to New Zealand and worked there for a three-month period. This experience involved managing a Hereford Stud herd on the North Island and preparing and fitting

their stock for show. He also worked on a large commercial operation, incorporating a Hereford stud, on the South Island. He was fortunate to tour extensively during his stay and visited many Hereford herds across the country. Logan has a passion for genetics and is very involved in the mating selections and herd improvement aspects of our operation.

Taylah is studying Year 11 with a view to becoming a Vet Nurse. Her passion for Herefords is strong and she loves being involved on the farm. Taylah is an accomplished Parader and Junior Judge with numerous awards under her belt, including Intermediate Champion Parader at the Herefords Australia National Youth Heifer Show in 2014 and Champion Junior Judge at the 2016 Berwick and District Agricultural Show.

We are encouraged by the passion and enthusiasm that our children have for Mawarra and Hereford cattle.

Together we are committed to consistently breeding modern, efficient, profitable Whiteface (Hereford and Poll Hereford) cattle to meet the needs of our clients and the greater beef industry. Our dedication to Mawarra and the Hereford breed spans three generations of our family. Strong foundations and modern applications combine at Mawarra to produce performance-driven seedstock that are bred to improve your profitability.



# Proven Performance



**Mawarra Nostalgia**  
 Supreme Champion  
**\$60k**  
 \$60,000 Supreme Exhibit Royal Sydney Show World Hereford Conference 2004



**Mawarra Sandstorm**  
 Grand Champion  
**\$52k**  
 \$52,000 Reserve Grand Champion Hereford National 2007 Equal National Record Price



**Mawarra Trail Blazer**  
 Grand Champion  
**\$48k**  
 \$48,000 Grand Champion Hereford National 2008



**Mawarra Unique**  
 Grand Champion  
**\$32k**  
 \$32,000 Grand Champion Hereford National 2009



**Mawarra Virginian**  
 Grand Champion  
**\$40k**  
 \$40,000 Top price Grand Champion Hereford National 2010



**Mawarra Westlife**  
 Grand Champion  
**\$20k**  
 \$20,000 Grand Champion Hereford National 2011



**Mawarra Yesteryear**  
 Res. Grand Champion  
**\$30k**  
 \$30,000 Equal top price Reserve Grand Champion Hereford National 2012



**Mawarra As Good As It Gets**  
 Res. Senior Champion  
**\$17k**  
 \$17,000 Reserve Senior Champion Hereford National 2013



**Mawarra Blitz 'em**  
 Res. Intermediate Champion  
**\$13k**  
 \$13,000 Reserve Intermediate Champion Hereford National 2014



**Kevin A Norris** Stud Stock Auctioneer.  
 Landmark - Agrium Australia

Over 30 years and spanning three generations of my association with the Sykes family, and their breeding and management program at Mawarra Herefords, it has afforded me a great insight and appreciation of the Hereford and Polled Hereford impact bloodlines of Mawarra Herefords.

There is no doubt that the Sykes family are members of that elite group of breeders that have kept phenotype and figures in balance, and have not bred on one or the other, or gone down the fateful path of single trait selection.

This has been evidenced and proven by:

- 1) The reception from the stud and commercial markets that the Mawarra bloodlines have received so well for generations.
- 2) The number of 'Stud Sires' that Mawarra have consistently produced year after year.

3) The numbers of Hereford National Show and Sale Junior, Intermediate, Senior and Grand Champions Mawarra have won.

4) The number of Royal Show Champions encompassing Mawarra bloodlines.

This exemplifies the fact that the maternal power within the cow herd at Mawarra is so strong and continues to breed on so well.

Many of the famous cow lines such as the 'Doreen', the majestic 'Minerva' and the immortal 'Miss Titania' have been foundation females for numerous emerging Studs over the years and reinforced the herds of many established Studs. This is a considerable factor for the justification of my comments herein.

Purchasing quality, performance and reliability is the cornerstone of any enterprise. You can purchase with confidence from the Mawarra Hereford and Polled Hereford gene pool.

# Maternal strength



**Tabitha 002 (P)**

Sire: Maungahina Iguacu (P)  
Dam: Debarry Tabitha Y177 (P)  
Maternal sister to Mustang.



**Minerva 551 (H)**

Sire: Mawarra Kahlua (H)  
Dam: Mawarra Minerva 259 (H)  
Sons sold to \$16,000.



**Perfume A31 (P)**

Sire: Cannawigra Ultra Y23 (P)  
Dam: Cannawigra 65H Perfume Y10 (P)  
Donor Dam.



**Tabitha 005 (P)**

Sire: Yambro Conrad B88 (P)  
Dam: Debarry Tabitha Y177 (P)  
Maternal sister to Mustang.



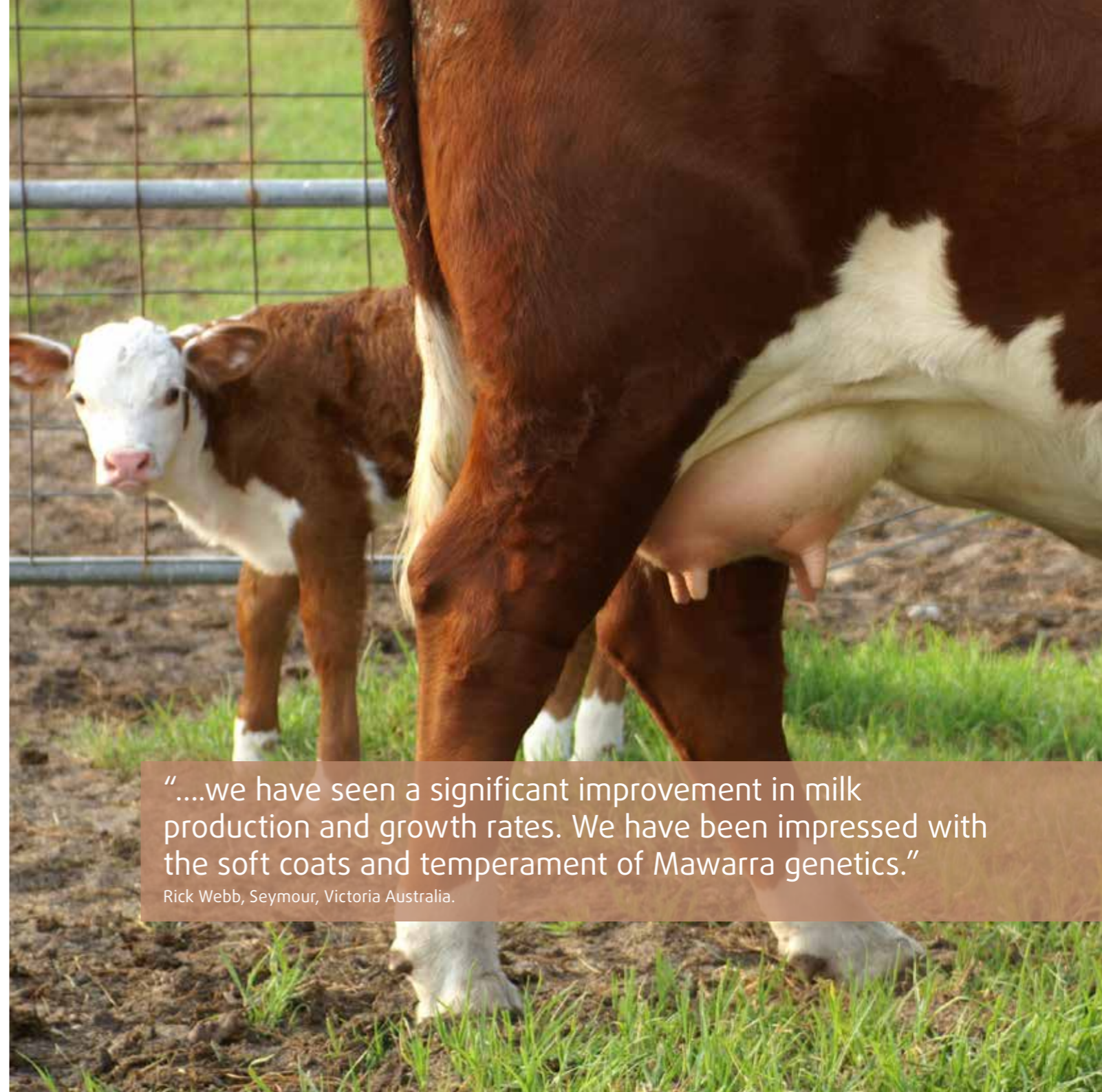
**Miss Titania 458 (H)**

Sire: Big-Gully 611 Bounty 517U (H#)  
Dam: Mawarra Miss Titania 414 (H)  
Supreme Hereford Exhibit Royal Melbourne Show 2015.



**Tabitha 006 (P)**

Sire: McCoy 25M Renaissance 53W (P)  
Dam: Debarry Tabitha Y177 (P)  
Maternal sister to Mustang.



“...we have seen a significant improvement in milk production and growth rates. We have been impressed with the soft coats and temperament of Mawarra genetics.”

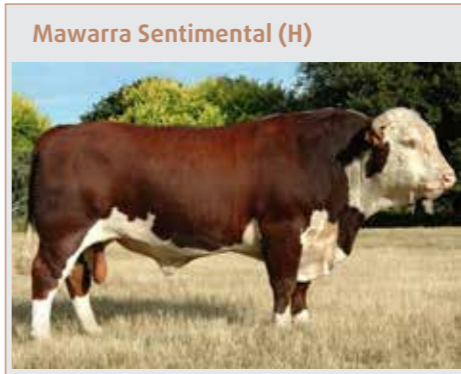
Rick Webb, Seymour, Victoria Australia.

# World Hereford Conference 2016 – Team Australia

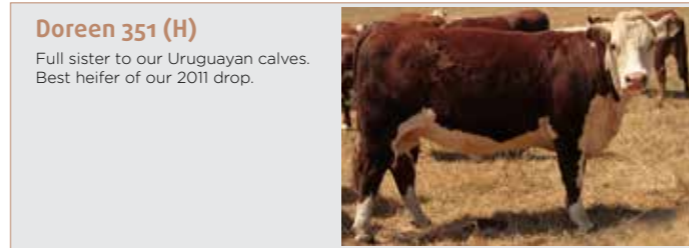
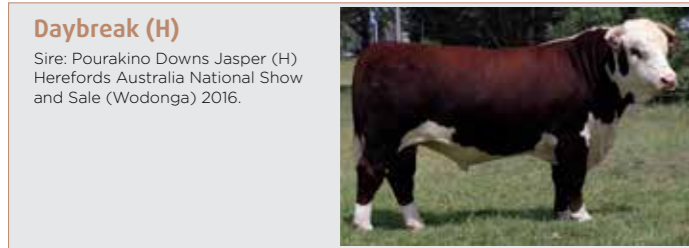


**Mawarra Herefords will represent Australia at the 17th World Hereford Conference Show and Sale.**

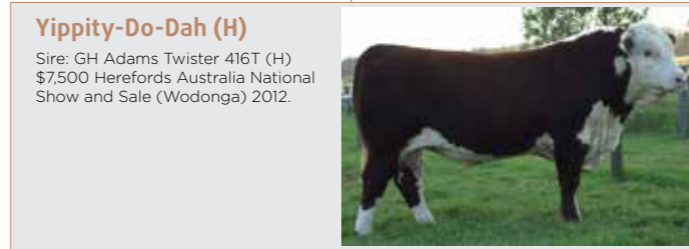
Embryo calves by Doreen 225/ Vice Admiral and Minerva 842/ Sentimental will be shown and then sold at the World Hereford Conference, Uruguay.



## M. Doreen 225 progeny



## Minerva 842 progeny



# Client Testimonials

## Simon & Rowena Turner, Bindi, Victoria.

The Turner family run a self-replacing, Spring calving, Hereford breeding herd at Bindi, in the Victorian high country.

"We aim our production at both prime and store markets. Our cows are taken to our high country lease in December until April/May. They climb 2500 feet in 6kms. We sell our store calves at the annual Mountain Calf Sales, Ensay. Since we have been purchasing Mawarra bulls (eighteen years), we have seen a significant improvement in the maternal traits of our cow herd which gives us a good selection of future breeders. With the improvements to feed utilisation, maternal and carcase traits that Mawarra genetics provide we are able to achieve entry weights for our steers in a shorter time frame, increasing the efficiency of our operation. We have found Mawarra cattle to be reliable both in constitution and carcase performance, which has been highlighted by the success at the 2014 Royal Melbourne Show Carcase Competition."



Jim Hiscock is a Director at AJF Brien and sons, Coonamble, a rural marketing company that operates through the beef supply chain and enjoys a strong alliance with the Coonamble Feedlot.

"On behalf of our clients we source cattle from a wide compass of country. We can be confident that the cattle we purchase from the Mountain Calf Sales will perform in our conditions. We purchase calves ranging from 300-350 kgs. They grow out at around 2kg/day working towards a weight range of 400-500 kgs. At this point they enter the feedlot and are grain fed for 100 days-end weight target of 700kgs. The Turner family produce quality cattle with good confirmation, bone and length. The Mawarra bloodlines give bone and frame suitable to carry the end weight; they are even, quality cattle."

### 2014 ROYAL MELBOURNE SHOW CARCASE COMPETITION

Class: 2-B: Medium Domestic HSCW 180.1-240 Kg  
Fat Depth P8: 6-10mm 11/12 Rib: 5-8mm

A Turner family bred steer was awarded Champion Domestic Carcase with a score of 90.34 points at the 2014 Royal Melbourne Show Carcase Competition

Market	Tag No.	Exhibitor	Breed	Sex	Live Weight (kg)	Carcase Weight (kg)	Dressing %
B	194	Mawarra B Herefords	HH	M	413	238	58%

Market Specifications					Saleable Meat Yield			MSA Eating Quality					Grand Total /100	Carcase Place	Live Heat Place							
P8 Fat Depth mm /10	Meat Colour 1a-7 /5	Fat Colour 0-9 /5	Weight Dist Penalty /20	Total /20	Rib Fat mm /15	Eye Area cm <sup>2</sup> /20	Muscle Area /35	Total /35	TBC %	Hump cm	Oss. AUS	Marbling MSA				pH /45	Total /45					
10	10	1C	5	0	3	0	18.0	8	15	78	20.0	35.0	0	55	100	0	270	5.48	37.34	90.34	Champ	1



# Client Testimonials



## Arthur Trethowan, Woomargama, New South Wales.

"I wouldn't keep buying them if I didn't like them!"

Arthur is a repeat volume buyer of Mawarra genetics. He has purchased 55 bulls since 2000 ranging in price from \$2,000 to \$18,000.

"I look at the people before I buy a bull. The Sykes family provide a good, honest service. The cheaper bulls I've bought perform as well as the ones at the dearer end."

Arthur's stock are renowned for their growth and quality. He consistently receives market topping prices for his cattle whether sold in the market or direct to processors.



## Graeme Ward, Albury, New South Wales.

"My cattle purchasing endeavours are mostly connected to domestic feedlot supply with some clients backgrounding for the Japanese and other export markets. Australian domestic demand requires British bred heifer and steers."

I look for best available quality with emphasis on genetics, weaning and accreditation programs. Temperament plays a big part in selection. Poll and dehorned cattle are most suitable because of the bruising factor. I find cold country cattle, for backgrounding, perform to the greatest satisfaction. In most cases this is the same for direct feedlot entry as well.

Genetic information is a huge part of my decision making whilst purchasing cattle. The first time Mr. Arthur Trethowan purchased Mawarra bulls I thought 'There must be something good going on!', from that time I have bought Mawarra bloodlines whenever possible, with excellent results."

As an example: 108 Hereford steers, two-years-old, sold by auction January 2016. They weighed 620-680 kgs, excellent temperament, and very even, outstanding suitability for export.



The vendor: Arthur Trethowan. The bloodline: Mawarra Genetics. A great example of quality breeding.

# Global recognition



## New Zealand



### Graham Herefords

Mawarra Kahlua daughter, Graham Amethyst. Junior Champion at both Hawkes Bay and Canterbury Shows 2015.



### Te Taumata Herefords

Vice Admiral son, Te Taumata Commander, retained as herd sire.



### Glacier Herefords

Trail Blazer sons pictured at Glacier Herefords. The Williams family exhibited the All Breeds Champion at Beef Expo 2012, \$14,000 Glacier Top 367, sired by Mawarra Trail Blazer.

## England



### Free Town Herefords

Reserve Senior and Reserve Grand Champion Female, Free Town Glowing, 2015 National Horned Hereford Show, England.



### Haven Herefords

Haven Koala: Supreme Hereford Champion and Interbreed Cattle Champion, 2014 Kington Show, England. He was also part of Haven Herefords winning Exhibitor Group at the UK National Hereford Show 2014.



### Haven Herefords

Haven Herefords Champion Sires Progeny Group at the UK National Calf Show 2014 sired by Mawarra Vice Admiral.

# Global recognition

**Lance Leachman**  
**Big Gully Herefords**  
 Maidstone, Saskatchewan  
 Canada

"Our impression of the Mawarra Hereford Stud matched our thoughts regarding their bulls exhibited at Wodonga 2015; extremely high quality, commercially relevant and managed with pride, integrity, talent and passion. The hard work, knowledge, and care that the Sykes family commits to their breeding operation is evident in their cattle, farm and client interactions. We couldn't be more pleased and proud to be associated with a premier provider of Australian seedstock in Mawarra!"

"We have always thought that quality people and cattle go hand in hand, which is certainly

the case for Mawarra Herefords. The Sykes family are humble, hard-working, talented and passionate about raising premier Hereford seedstock. Their efforts in breeding high-quality, commercially relevant and profitable cattle on a meticulously managed operation are commendable. Rest assured that their clients' success is paramount at Mawarra."

"We are proud and fortunate to know and consider the Sykes family as friends. Their enthusiasm for the Hereford breed is exceptional, as evidenced by their roles in leadership, organizational and ambassador roles. More impressively their cattle are consistently regarded as among the highest quality in the country. Their ability to create sound, functional cattle that perform well for a variety of economically relevant traits is truly impressive."



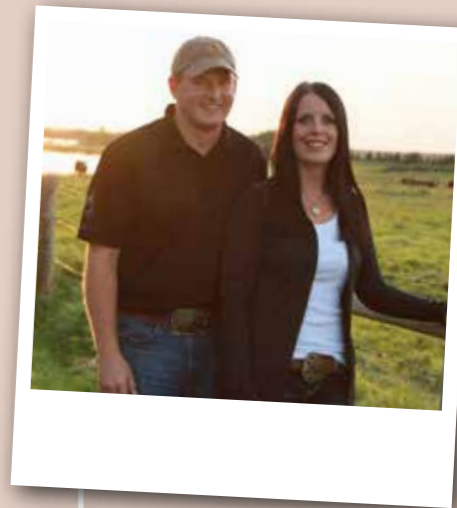
### Big Gully Farm

Big Gully MWF611Z  
 Sire: Mawarra Vice Admiral



### Bar Pipe Ranch

BP Admiral 18Y  
 Sire: Mawarra Vice Admiral



Lance judged the Herefords Australia National Show and Sale (Wodonga) 2015.

Since 2014 Mawarra sires have been highly successful in England. In addition to the accolades above Mawarra Vice Admiral progeny have also been awarded; Best Bull Calf in the Hereford and West Midland region 2014, Senior & Grand Champion Female, Intermediate Champion Female and Senior & Reserve Grand Champion Male at the 2015 National Horned Hereford Show. A Mawarra Sentimental and a Mawarra After Shock calf were awarded first and second respectively, in the baby calf class.



# Sire power



**Mawarra Vice Admiral (H)**

- Powerful mix of high performance genetics.
- 37 sons sold to \$17,000 (M. As Good As It Gets).
- Sire: Cootharaba Magnum, 68 sons at Mawarra to \$40,000 (M. Virginian).
- Sons retained as sires in New Zealand, Canada, the UK and Australia.



**Mawarra After Shock (H)**

- Length, topline, hindquarter, eye-appeal.
- First sons to be offered at Mawarra 2016.
- Sire: Bowmont Storm C093, sons sold to \$16,000.
- Semen exported to New Zealand and the E.U. The UK semen rights held by Haven and Dieuacresse Herefords, England.



**Mawarra Mustang (P)**

- Homozygous Poll.
- Do-ability, carcase, length, carriage, elite pedigree.
- First Mawarra son of \$80,000 Tycolah Jovial F77.
- Semen exported to Norway, New Zealand and the UK



**Minerva 554 (H)**

- Dam of Mawarra Vice Admiral.
- 10 sons to \$48,000 average, \$17,100.
- 2 sons Herefords Australia National Grand Champions, Trail Blazer and Unique.



**Minerva 774 (H)**

- 2 sons retained, After Shock and Class Act.



**Tabitha Y177 (P)**

- Dam of Mawarra Mustang.
- 10 sons to \$16,000 (twice), average \$9,100.

# Sire power



**Mawarra Blizzard (H)**

- Sire: GH Adams Twister 416T, sons sold to \$10,000 at Mawarra.
- Industry leading EBVs, exceptional pedigree, huge potential.
- First calves to be offered in 2017.



**Allendale Anzac E114 (P)**

- Herd sire at Mawarra Herefords.
- Australian sons sold to \$110,000.
- Combining carcase and maternal traits, phenotype and EBVs.
- Trait Leader for 200D, 400D, 600D and Scrotal. All \$Index Values in the top 1%.
- First Mawarra sons to be offered in 2017.



**Days Enforcer J126 (S)**

- \$27,000 EU Performance Class winner Herefords Australia National Show and Sale (Dubbo) 2015.
- Industry leading EBVs and \$Indexes combine with eye-appeal, natural balance and structural integrity.
- Sire: Allendale Waterhouse, sons sold to \$90,000.
- Exciting future sire.



**Minerva 414 (H)**

- Dam of Mawarra Blizzard.
- Dam of \$14,000 Calibre, Senior & Reserve Grand Champion Herefords Australia National (Wodonga) 2015.



**Jason Graham**  
Graham Herefords, New Zealand.

“We have focused on improving our female base and endeavouring to produce Hereford cattle that capture our vision of this wonderful breed – docile temperament, conformation, carcase quality, growth and eye appeal. It was with great excitement I visited Mawarra for the first time at their bull sale in 2010, and realised that this world-class stud had everything we were looking for! The Mawarra genetics we have used are making a significant and positive impact on our herd.”

Semen available for Australia and licensed export to Canada, CSS, New Zealand, U. S. A. and the EU.

Semen packages currently available for Australia.

# Bright Future



**Mawarra Daybreak (H)**

Hereford National May 2016  
Sire: Pourakino Downs Japser (H)  
Dam: Doreen 225 (H)



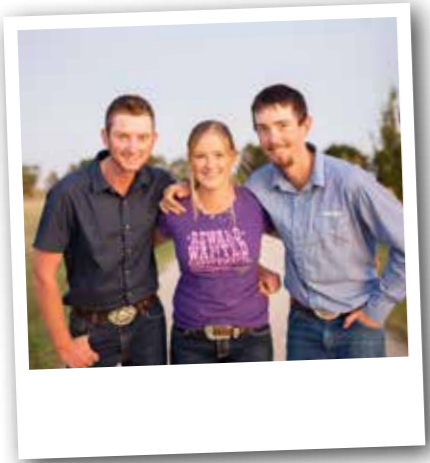
**Mawarra Northern Chill (P)**

Hereford National May 2016  
Sire: TH 122 71 Victor 719T (P)  
Dam: Miss Titania 448 (H)



**Mawarra Diamantina (H)**

Hereford National May 2016  
Sire: Pourakino Downs Jasper (H)  
Dam: Minerva 863 (H)



**Trent Anderson,**  
St Katharines Darriman, Victoria

“What has remained with me from my first discussions with Peter, some ten years ago now, was his willingness to help someone with a small number of cows. He came and spent several hours at the farm looking at the cows, discussing the path forward. At that time there were 50 odd cows, this year we will calve close to our goal of 400.

I feel no need to talk of the quality of the cattle at Mawarra; that is well known and spoken about by people with far more skills in

the industry than me. Instead, I’ve chosen to commend the people behind Mawarra. From our first purchases we have felt more friends than clients, and the friendship continues to grow. As time has gone by, Peter, Brandon and Logan know exactly what we are after. I have complete trust in them to direct me to the appropriate Bulls.

To finish I would like to congratulate the Sykes family in all they have achieved so far.”

“People have their own measure of success, but to me one of the greatest measures is succession. With the next generation firmly entrenched at Mawarra, the future looks bright.”



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