

# 2009 SEMEX JERSEY AUSTRALIA GREAT SOUTHERN CHALLENGE

Jersey Australia President Trevor Saunders and judge Les Bennet (far right) presents Adam & Paul Lenehan with Great Southern Champion Cow & Supreme Jersey awards.



Les Bennett scoring stature in the Almervista herd during the Great Southern Challenge judging.



**Noeda Mayfair 143 -  
Champion Cow and  
Supreme Jersey**

This year's supreme champion dairy cow in the Semex-Jersey Australia Great Southern On-Farm Challenge has turned into an inexpensive buy for her owners, Paul, Lynette and Adam Lenehan (feature article in the December/January Jersey Journal).

Noeda Mayfair 143, owned by the Lenehan partnership at Crossley, joined the family's 370-cow (260 Jersey/110 Holstein) Murray Brook herd 18 months ago. She was included in a line of 24 animals they bought for \$900 per cow from John Eckermann, at Narrung, in South Australia.

It now looks like a supreme bargain after Mayfair triumphed in a competition that included 1400 cows from 11 different sub-branches and three states. The On-Farm contest is the biggest for Jersey cattle in the southern hemisphere, reaching across Victoria, South Australia and into Tasmania for its champions, which are judged on-farm without preparation. Entries are initially refined into finalists by regional judges before a single over-judge decides the ultimate champions.

The Lenehans, who used genetic recovery in 2000 to register their herd, always keep their eyes open for opportunities to buy registered animals. Mayfair 143 and some of her herd mates became available only after the Eckermanns faced water challenges from Lake Meningie.

When she arrived at the Lenehans farm she had been milking 12 months, she was not in-calf and she was classified 84 points. She joined a herd that has been a Platinum Production Award winner for the last two seasons, averaging (on its Jerseys) 6685 litres with 267Kg protein and 317Kg fat.

The Lenehans bred her using AI and then ran her with the bull.

They thought she had held to the AI service and they decided to carry her over because she "wasn't a bad sort." She calved this season to their homebred bull.

"If I'd known she missed the AI date we may not have held on to her," Paul said.

Since then Mayfair 143 has not missed a beat, producing 33.1 litres at her last herd test with a 3.9% protein and 5.3% fat (3.7Kg Milk Solids) with a PI (in the Jersey herd) of 108. The five-year-old is now classified 92 points and she has the distinction of giving her owners their first Great Southern class and supreme championship win. She came out of the Western Districts sub-branch, which was the most successful branch of the competition in only its second year competing under its own entity.

"It was really a thrill," Paul said. "Just to win our local competition was fantastic because it's really a tough area to win in. We were hoping to get somewhere, but champion cow was a huge surprise."

Mayfair 143 is safely in-calf and she will be flushed next year.

The competition's state over-judge was Jersey Australia's classifier Les Bennett, who described her as "handmade" for the on-farm competition.

"She has strength and dairyness right through and she scores above average in every trait, with maximum points in a couple of traits," he said. "She's got depth and spring of rib. She's good underneath. She's extremely good on her feet for an aged cow and she has an exceptionally good foreudder. It's welded on. She is just a terrific cow."

The two-year-old champion Merseybank Elton Claire, owned by

Geoff and Anne Heazlewood, at Latrobe, in Tasmania, gave the couple, who have been finalists many times, their first champion. It was also the class that Les said he would never forget for its impact and the potential of the entrants.

Their heifer, sired by Cairnbrae Jace Elton, is Pling at 121. In 277 days continuing she has produced 6123 litres, 217Kg protein and 266Kg fat. She is out of an 88-point Berretta dam. Geoff and Anne have a yearling full sister to Claire. Elton Claire was one of the monsters of the competition (for age), standing at 53 inches.

"We've been a finalist in at least one class every year, but this is the first one we've ever won," Geoff said. Geoff's wife, Anne, said it was gratifying to have a Tasmanian entry make the final and to win.

Les described his two-year-old winner as a massive heifer:

"For her to be this big and still hold her dairyness shows how good she is. She has wonderful width through her rump with a shallow udder and strong ligament. This was an outstanding heifer."

The three-year-old champion was the second to emerge from the Western Districts. Riverside Sultan Anthem, sired by Semex Jersey sire SHF Centurion Sultan, is owned by Corey and Karin Couch, of Riverside Jerseys, who are well-known to the Jersey fraternity. She is the result of Corey travelling to the US in 2005 and returning home with embryos.

Anthem's 93-point dam is out of the 95-point MBSB Anthem, who won the US production Jersey Jug. Anthem peaked in the 200-head Riverside herd this season at more than 40 litres with a PI of 115.

"We look forward to the On-Farm competition every year," Corey said. "It all came together this year and our good cows were calved in time. Other years they have been too early or too late. We were also lucky that both judges liked our sort of cows."

Riverside also won reserve champion in the four-year-old class with a three-quarter sister to the proven bull Spiritual. Corey said they were proud of Riverside Action Sharna's family because it was one of their own, it featured production and high components and it was breeding on.

The four-year-old winner, Kingsville BP Bell 11, is an EX91 third-calver from Rob and Kerrie Anderson's Drouin West herd. Her pedigree features a direct line back to the great Duncan Belle via her Astound dam (x Kahn x Brook x Barbados x Duncan Belle). Bell came out of the Central Gippsland competition that featured 209 entries. She has been shown once this year at the Warragul Jersey Fair, winning champion cow.

"It is always nice to attend the finals luncheon," Rob said. "We're happy to finish in the top four and to win is a real buzz. It was nice to see Bell looking so well on the video at the presentation – she was in her wedding clothes that day."

Les agreed.

"When you see the body depth and then you get to that tremendous rear udder with that ligament there is no doubting that this is a terrific young cow. Even though there were some taller cows I was really happy when I finished the class and she pointed out on top."

Semex's Jim Conroy said the competition, which culminated with a finals luncheon at Witchmount Estate Winery, at Rockbank in Victoria, was a wonderful way to celebrate the breed.

"This competition is completely integrated right from the top to the bottom all the way across South East Australia," Jim said. "If we didn't have the complete support and camaraderie of the people at the club level, the judges, the exhibitors and our team at Semex it wouldn't happen. We really appreciate the effort that everyone puts in."



**Stu Mackie Semex Australia and Judge Les Bennet present Rob & Kerrie Anderson with the Great Southern Champion 4yr Old awards.**



**Peter Dickson Semex Australia presents Karin & Corey Couch with the awards for Great Southern Champion 3yr Old.**



**Kingsville BP Bell - 1st 4 years**



**Riverside Sultan Anthem - 1st 3 years**

**Results.**

**CHAMPION COW:**

P & A Lenehan Noeda Mayfair 143  
 D & R Hallyburton Camo Patsy  
 R G & G Baker Glenarron Audrey 50  
 D & E Hourigan Darrynvalle Bharmas Favour 6  
 C M, L & M Wallace Wallacedale Aurora Maiden  
 Dawn Anderson Anvale B Star Silvermine  
 J & K Sykes Monvale Star Dulcie 3  
 R & S Bacon Brookbora Lovelies 509  
 M J & B J Flemming Philmar Adonis Julie  
 G S & S C Thorn Fleurieu Mellow 8  
 R & J Salter Valtra General Candice

**CHAMPION 4YR OLD**

R & K Anderson Kings Ville BP Belle 11  
 C & K Couch Riverside Action Sharna  
 S & H Bruns Ramaya Astounding Patty  
 J & J Bilney Grandridge Davenport  
 J, G & O Carson Glenbrae Sabers Girlie  
 C & N Bacon Conarco Tinkerbell GR  
 M & P Flemming Miami Sambo Girlie 10  
 Stewart Family Stewartdale Cuntry 1813 Petal  
 T & B Edwards Mikandan Jaces Elizabeth 896  
 G & A Heazlewood Merseybank Country Rave  
 R & H & G Akers Loxleigh Astound Amanda

**CHAMPION 3YR OLD**

C & K Couch Riverside Sultan Anthem  
 D & E Hourigan Darrynvalle Whiskeys Josephine  
 Bushlea Farms Bushlea August Iris  
 G S & S C Thorn Fleurieu Golden Lassie 180  
 C M, L M Wallace Wallacedale Actions Primrose

**Points**

810  
803  
795  
784  
781  
778  
773  
772  
769  
757  
729  
  
789  
777  
775  
774  
773  
770  
768  
755  
738  
737  
736  
  
798  
781  
774  
773  
771

M & P Flemming Miami Whisky Lass 5th 767  
 Roger Heath Wanstead Lester Ivette 764  
 T & J Campbell Jimann Miss Misty Morn 762  
 L Hamilton Waianiwa Lovelies 760  
 G & A Heazlewood Merseybank Fabulous Benefit 748  
 S & H Bruns Ramaya Brookbi Penci 731

**CHAMPION 2YR OLD**

G & A Heazlewood Merseybank Eltons Claire 797  
 C M, L M Wallace Wallacedale Badgers Melaine 2 794  
 A & J Carson Cairnbrae Ressurrection Daisy 792  
 Nicholson Family Jugiong Petunia 5574 788  
 C & K Couch Riverside Bralock Brentwood Merle 783  
 G & J Fleming Invergelly Bomber Bunty 148 782  
 AJ, MA & KE York Almervista Taranak Shirley 765  
 T & B Edwards Mikandan Actions 989 762  
 P Hentschke & W Schutz Homelands Sleeping Beauty 754  
 SR, LP & BK Manuel Bellview Legion Joy 739  
 S & H Bruns Ramaya Badger Janyl 730

**BAKER ~ FARRELL MOST SUCCESSFUL CLUB**

Western District JBC 3168  
 Colac & Districts JBC 3132  
 South Gippsland JBC 3123  
 Central Gippsland JBC 3103  
 Northern Districts JBC 3092  
 Southern Riverina JBC 3086  
 North Eastern JBC 3065  
 Tasmania 3055  
 Goulburn Murray JBC 3045  
 South Australia 3024  
 Murray Valley JBC 2965



Jim Conroy Semex Australia presents Geoff Heazlewood with the trophy for Great Southern Champion 2yr Old



Merseybank EltonClaire - 1st 2 years



Peter Dickson Semex Australia presents David & Raelene Hallyburton with Great Southern Challenge Reserve Champion Cow awards.