

TESTIMONIALS

The unique strength of Popplewell Composites is the wealth of data behind each bull produced. Commercially affordable sires produced and delivered with this level of data represents a truly profitable investment for us.

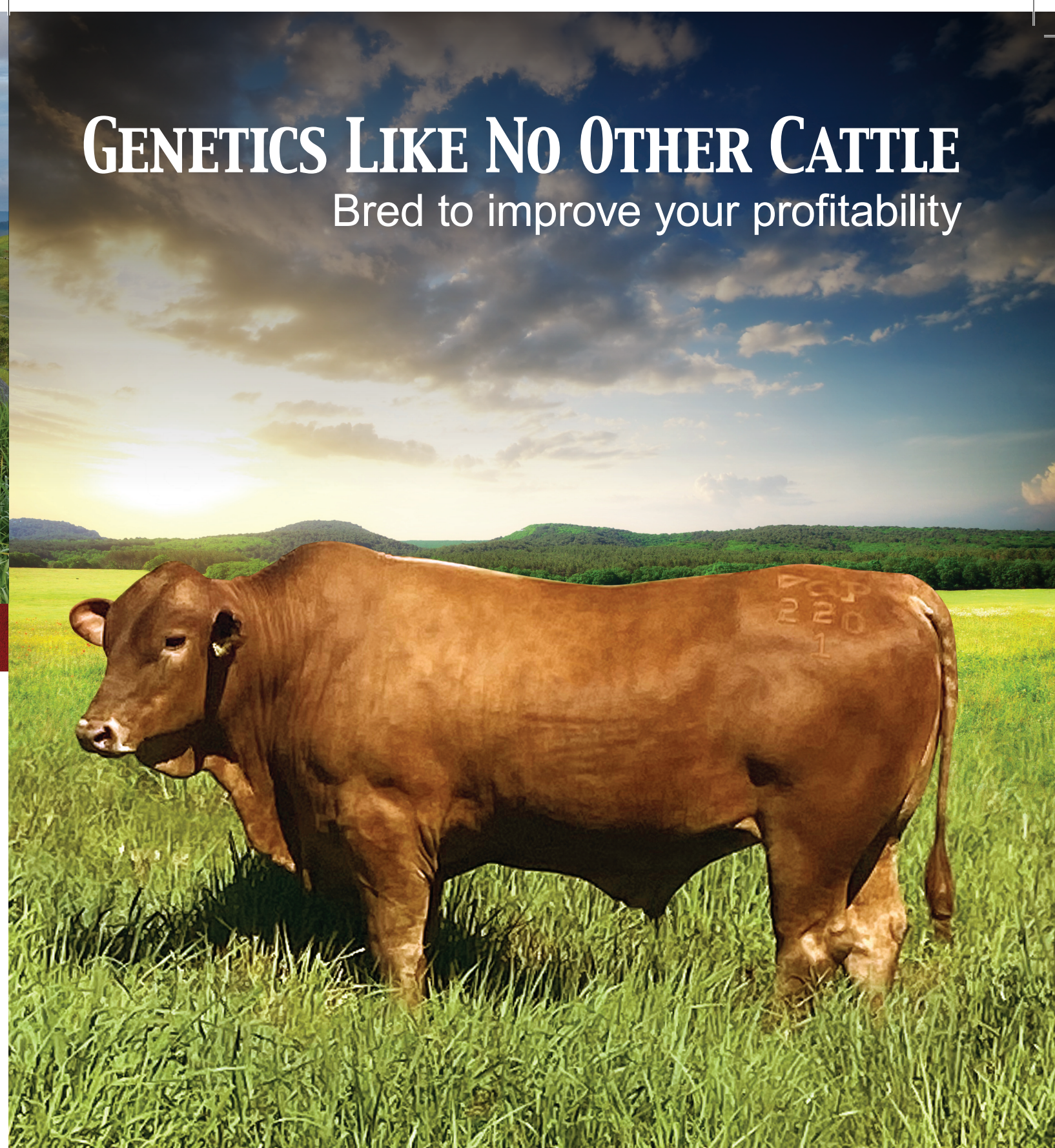
Fran and Damien Lyons
Basalt River Station, Charters Towers

Working with Popplewell Composites we have learnt that you can have it all - A good looking, solid and fertile herd. Greg's yearling bulls go out to work in their first year, producing great calves. To us Popplewell Bulls are about professional cattle for professional cattlemen.

Barry and Leanne O'Sullivan
Glenalpine Station Bowen QLD

Greg's thoughts towards fertility are unparalleled. The potential of what Popplewell Composites is offering with its genomics is incredible. Research shows fertility is 3 times more important than weight gain and fertility is what Popplewell Composites delivers.

Alister and Joanne McClymont, AJM
Richmond and Gulf of Carpentaria



GENETICS LIKE NO OTHER CATTLE

Bred to improve your profitability

ABOUT

Popplewell Composites was founded in 2007 as a tropical beef seed-stock company with the goal of breeding genetics that improved their bull customers' profitability. The breeding program was started by assembling proven performance genetics from foundation lines of adapted Bos Taurus, Angus type and Bos Indicus, with a focus on naturally polled genetics.

The nucleus cow herd is principally run in the Sunshine Coast Hinterland Queensland, Australia, in an environment similar to tropical Brazil. The herd is rotationally grazed on Setaria, Kikuyu and Rhodes-grass based pastures and exposed to tropical parasites. All nucleus cattle have fertility, birth weight, growth curve, flight speed, parasite resistance and live-ultrasound carcass traits recorded. Bulls are sold to commercial and bull multiplier herds in Tropical, Arid and Subtropical regions of Australia. All heifers born into the program are mated as yearlings.

The Popplewell Composite breeding program is a combination of the life work of industry leader Greg, who has worked with world leaders in the genetics field to build this program. It links leading edge technology and science into its breeding program to deliver bulls which adapt well to climatic variations and improve customers' herds for more profit. With over 17 years of breeding they are already exceeding their expectations and their clients' are reaping huge results.

Greg Popplewell has many years of experience in the Northern Australian beef cattle industry and managing genetics companies. He has been involved in the development of some of the most innovative and successful red meat breeding programs in Australia. Greg also holds a Bachelor degree in Agriculture and a Master's degree in Animal Breeding Management.

Call us today **Greg Popplewell** ☎ 0447 121 305 | **Kevin Graham** ☎ 0418 411 351

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POPPELWELL COMPOSITES

*More calves more often, better herd efficiency
and increased marketability of cattle and meat quality*

www.popplewell.com.au

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WHY A POPPLEWELL BULL

- ✓ **INCREASE YOUR PROFITABILITY:**
More calves more often, better herd efficiency and increased marketability of cattle and meat quality
- ✓ **PARTNER WITH THE WORLD'S BEST:**
World leading science and genetics
- ✓ **PROVEN RESULTS:**
Benefit from the hard work and experience of over 17 years of research and development
- ✓ **FUTURE GENETICS AVAILABLE NOW:**
Don't wait for others to catch up - join the market leader
- ✓ **DATA DRIVEN CONFIDENCE:**
Objectively measured and developed genetics

Greg's passion for understanding how genetics can be applied into beef supply chains, is unparalleled. He has spent nearly two decades dedicated to developing the Popplewell herd and using science with the best possible partners available.

BUY THE BEST

Polled, Fertile, Happy, Healthy Bulls with Industry Leading Genetics

Popplewell bred bulls are sold at young ages in order to adapt well to their new homes and have longer working lives. The breeding objective for early puberty allows Popplewell bulls to be first used as yearlings. These yearlings typically have better sperm than most tropical 2 to 3 year old bulls.

BULL SUPPLY OPTIONS TO IMPROVE YOUR HERD

Yearling Herd Bulls

- Young, adaptable and ready to work for you.
- Performance Measures Completed and Bull Breeding Soundness Evaluated (BBSE).
- Genomic benchmarked and rated for important traits using GenoRater®.
- Fully Vaccinated (7 in1, Botulism, BEF, IBR, Leptospirosis, Pesti, Vibrio, Tick Fever).
- Tested PI-Free for Pestivirus (BVDV).
- Recommended for herds joining up to 10,000 commercial females per year.

Weaner Herd Bulls

- Leading genetics supplied in bulk for you to grow out in your environment.
- Supplied in 'straight run' consignments of 20 to 180 bulls per year.
- Arrive to you at 6-9 months.
- Head, Teeth, Feet & Testicles inspected.
- Fully Vaccinated (7 in1, Botulism, BEF, IBR, Leptospirosis, Pesti, Vibrio, Tick Fever).
- Our technicians visit to measure at yearling and Bull Breeding Soundness Evaluate.
- Updated GenoRater® and BBSE results conveniently supplied for you to draft with.
- For enterprises joining between 2500 and 30,000 commercial females per year.

Bull Multiplier Sires, Genomics and Systems

- Systems and Sires supplied to produce 70 to 5000 herd bulls per year.
- Produce industry leading Genomic evaluated herd bulls with confidence.
- Popplewell supplies High GenoRater® ranked young Nucleus-bred Sires.
- Sires arrive fully measured, tested, examined, and vaccinated.
- Constant expert support; training, manuals, and access to GenoRater® technology.
- Suit large herds with 9,000 to 700,000 commercial females.

BULL LINES

PATHFINDER®

Ideal over high Bos Indicus content females
≈ 38% Adapted Bos Taurus, 62% Angus-type



The Pathfinder® is a Polled, slick coated hybrid bull line that will work in hot challenging environments. The logical first and significant step into composite breeding. Ideal over high Bos Indicus females to create highly fertile and productive daughters and marketable flat backed steers. Through our long-standing collaboration with Hicks Beef, we combine the benefits of our tropically adapted sires with that of females from their genetic power-house herd of carcass focused, super fertile ABC Composites and Red Angus. Each year, large numbers of Pathfinders® go out into herds on cattle stations across Northern Australia to create proven revolutionary benefits in progeny.



TRANSITION®

Perfect over Bos Indicus influenced females
≈ 75% Adapted Bos Taurus (blend of two pure lines), 25% Angus type



Transition® bulls are Polled, totally Bos Taurus, have super high calf getting ability, and are highly resilient to the stressors of their working environment. Perfect over Bos Indicus influenced females to create highly fertile, productive Composite cattle with excellent meat quality traits. The Transition® bull line has over 17 years of tropical performance and Genomic selection behind it, as well as proven success stories across a wide range of harsh production environments and through meat supply chains.

EUREKA®

Keep improving your cutting edge tropical composite herd
≈ 25% Bos Indicus, 25% Angus type, 25% Adapted Bos Taurus (line 1), 25% Adapted Bos Taurus (line 2)



Eurekas® are Polled, and super adapted, yet use only 25% Bos Indicus in their make-up. Use Eureka® bulls over your Composite/Eureka® females to maintain very high levels of both hybrid vigour and continuous additive multi-trait improvement. No other Tropical Composite bull in the world has the same amount of science and dedication to profit in their breeding as the Eureka®.



Genomic Evaluation, Selection and Benchmarking

Popplewell Composites has the DNA on every animal they have ever bred independently genomic profiled to allow for the most advanced and accurate genetic evaluation. Their database of meticulously taken performance measures and genomic profiles on their, and collaborating bull customers' cattle, has allowed them to conduct a world class genomic analysis program - GenoRater®.

GenoRater® calculates genetic relationships from actual genomic profiles on every animal in the analysis.

Performance measures of close and distant relatives are proportionately combined with individuals' own records to calculate for each animal's GenoRatings for multiple traits including Heifer Fertility, Cow Fertility, Bull Fertility, Growth Curve Efficiency, Parasite Resistance, Temperament and Carcass Yield and Carcass Quality Traits.

GenoRater® not only ranks cattle within the Popplewell program to each other, but also benchmarks Popplewell bred cattle to purebred lines through the evaluation of progeny common of industry and research sires used in Popplewell Composite's research. Genomic information is used to quantify hybrid vigour effects, which both increases additive GenoRating accuracy and allows Popplewell bulls to make the best genomic blends to boost hybrid vigour in customers' herds.