

# GENETICS LIKE NO OTHER CATTLE

Bred to improve your profitability



**POPPELWELL  COMPOSITES**

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

[www.popplewell.com.au](http://www.popplewell.com.au)

# 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 14 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 in to beef supply chains is unparalleled. He has spent the last decade dedicated to developing the Popplewell herd and science with the best possible partners available.*

## BUY THE BEST

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

Each Popplewell bull sold is:

- Genomic benchmarked and rated for multiple economically important traits using GenoRater™
- Independently Bull Breeding Soundness Evaluated
- Fully Vaccinated (7 in1, Botulism, BEF, IBR, Leptospirosis, Pesti, Vibrio, Tick Fever)
- Tested PI-Free for Pestivirus (BVDV)

Popplewell bulls that pass stringent selection criteria sell at yearling age; going out to work in the same season. Popplewell bred yearling bulls adapt well to their new homes and have longer working lives. The breeding objective for early puberty allows Popplewell to sell yearling bulls that have better sperm than most tropical 2-3 year old bulls sold on the market. Bulls can be supplied to meet all Australian, State and JBAS biosecurity herd statuses.

## GENORATER™

### 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 the University of Adelaide to conduct a world class genomic analysis for them using a custom built program GenoRater™.

GenoRater™ calculates relationships more accurately than conventional pedigree based estimation of breeding values or public bureau 'single step' techniques, as genetic relationships are all calculated 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. It uses the genomic information to quantify hybrid vigour effects which both increases additive Genorating accuracy and allows Popplewells to make the best genomic blends to boost hybrid vigour in customers' herds.



THE UNIVERSITY  
of ADELAIDE

# BULL LINES



## PATHFINDER™

**Ideal over high Bos Indicus content females**

*50% Adapted Bos Taurus, 50% Angus type*

The Pathfinder™ is a polled, slick coated hybrid bull line that will work in hot challenging environments. Ideal over high Bos Indicus females to create highly fertile and productive daughters and marketable flat backed steers. Objectively designed the Pathfinder™ is much more than just a hybrid bull and better than any purebred Taurus as a progressive choice to start a commercial cross or composite breeding program in northern Australia.



## TRANSITION™

**Perfect over Bos Indicus influenced females**

*75% Adapted Bos Taurus (blend of two pure lines), 25% Angus type*

Transition™ bulls are polled, 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. No other adapted 100% Bos Taurus bull on the market has the same amount of science and dedication to profit in their breeding as the Transition™.



## EUREKA™

**Keep improving your cutting edge composite herd**

*25% Bos Indicus, 25% Angus type, 25% Adapted Bos Taurus (line 1), 25% Adapted Bos Taurus (line 2)*

The Eureka™ is a polled tropical Composite that has been established using the best foundation genetics, then improved by genomic selection after meticulous performance recording for breeder fertility, growth curve efficiency and meat quality traits. Eureka™ are super adapted and 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.



## INDIPLUS™

**For when you need to start off with an Indicus lift**

*50% Bos Indicus, 25% Angus type, 25% Adapted Bos Taurus*

The Indiplus™ is primarily a parent line for our Eureka™ line, however some customers have used it commercially over high Taurus content cows to quickly establish hybrid vigour and balanced performance.

## 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.*

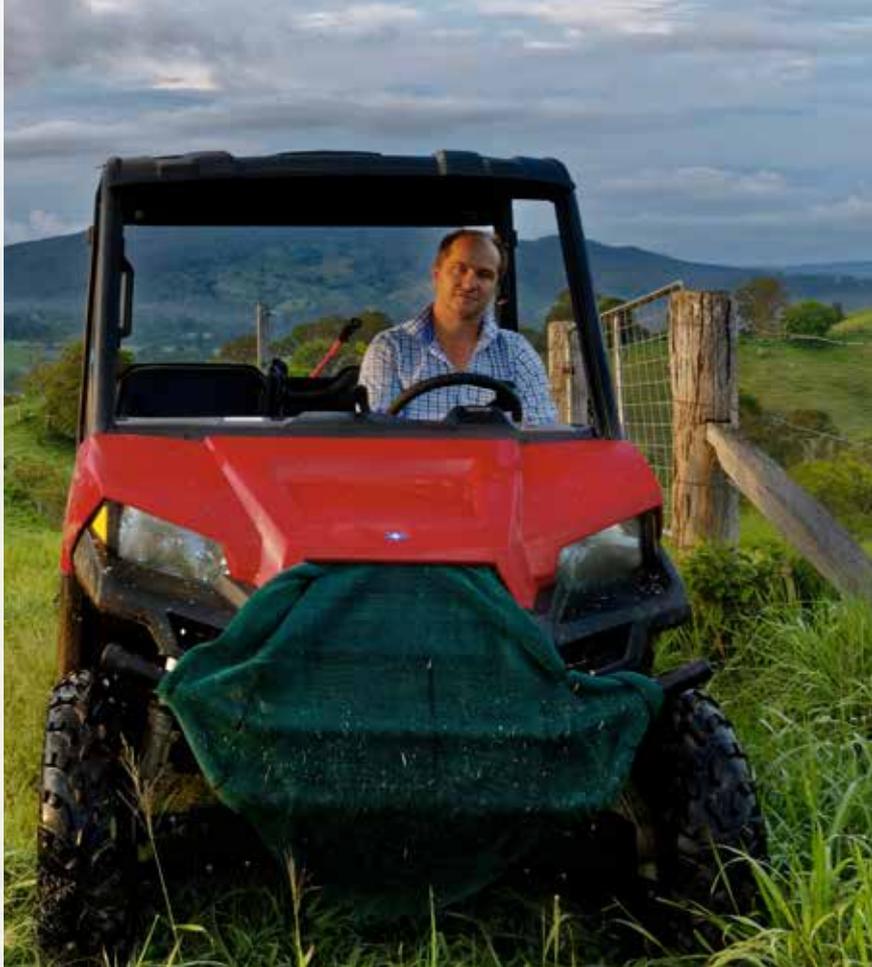
**Barry and Leanne O'Sullivan**

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



## 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 Brasil. 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 14 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 Greg today on 0447 121 305*

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