Morelands Brafords
“Ensuring progress”

Scott & Robyn Morgan and family run the Morelands Braford stud at Walkerston just west of Mackay on Queensland’s mid coast. They combine the home property with lease country in the Sarina area to run 60 stud breeding females. Producing animals with significant growth potential and excellent carcase attributes that will perform in both the coastal and inland environments is the aim for Morelands. Due to these environments Morelands focus on a slightly higher Brahman content genetic base in their herd to ensure continued performance.

Morelands sell 10 to 15 bulls per year previously both at the National Braford sale in Rockhampton and also direct to commercial buyers from the paddock. In more recent times, demand from commercial clients has meant all the bulls have been sold prior to national sale preparation which Scott sites as a positive. “Selling direct to the client is good for building customer relationships and it also alleviates the sale preparation meaning the bulls are immediately ready for work” he said.

Morelands record 200, 400, & 600 day weights to identify superior growth genetics as well as measure scrotal size to monitor male fertility. BREEDPLAN EBVs are used in the selection of both sires and females at Morelands due to Scott’s belief that “EBVs provide the insight into what genetics make up each particular animal and it allows me to confirm my selection decisions”.

Some of Morelands 2007 sale bulls
An example of the confirmation that BREEDPLAN can provide is demonstrated in figure 1. The average 600 day weight EBV is shown for the Morelands calves born each calving year from 1995 – 2004. With a stable cow herd the variance in the herd average EBVs can be attributed to the different sires used each year. This has allowed Morelands to identify what effect the new genetics is having on the herd and whether or not to use those genetics in subsequent years.

In this instance Scott identified a particular sire that was used heavily in the herd in 1997 and 1998. The sire was then used by the co-owner in 1999 before returning to Morelands in 2000. The impact of this sire on the herd is clearly noticeable in the calves born in the subsequent years 1998, 1999 and 2001. Scott sold his share in the bull to the co-owner following 2001. Notice the consistent increase in 600 day weight in the Morelands herd for the most recent years 2002 – 2004.

![Morelands Brafords - 600 Day Weight](image)

*Figure 1 Morelands 600 day weight genetic trend.*

As far as the use of EBVs by Morelands clients Scott feels the need for further education of commercial producers so that they can make the most of the information provided. All clients are provided with the EBVs of Morelands animals at sale inspection whether it is in the paddock or in the sale catalogue. Scott also stated that the export semen market does have a significant demand for BREEDPLAN recorded animals due to a perceived quality assurance by overseas buyers.

All in all Morelands see BREEDPLAN as a vital part of their operation so that they can accurately measure and maximise genetic progress.
An example of Morelands cows & calves