



Simbra 25 Year Festival

1 to 7 September 2012

Graeme Currin +27 82 893 8147 - Hennie de Lange +27 82 455 1630

Special points of interest:

- Parys is situated close to the Vredefort Dome that is a World Heritage Site.
- Simbra SA celebrates 25 years of dedicated breeding.
- Simbra SA has 34423 registered females in 223 Studs

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International Tour



The Parys Afridome

Excelsus Landgoed would like to extend a warm invitation to all our International fellow Simbra breeders and fanciers to join us for a week of Simbra festivities to celebrate twenty five years of Simbra in Southern Africa.

We have a super program planned and have built a tremendous tour throughout the whole of South Africa showcasing many of the better known tourist sites.

These sites include Cape Town and their beautiful Wine Estates, Table Mountain and Robben Island where many of our leaders were impris-

oned during the Apartheid era. We also visit the Kruger National Park which is always a must see when visiting South Africa.

The tour includes many other places and you can view the entire program on Page's two and three

The whole tour is centered mainly around the Simbra 25 Festival which will be held at the Afri- Dome in Parys in Northern Free State.

The Afri Dome is a World Class Equestrian facility and host many various events from horse's to many cattle sales. Parys is itself a

very beautiful, touristy town with many antique and art shops, with many restaurants, bars and top flight golf courses.

This is the first year that we are holding our National championships in this fantastic venue and it promises to be an unforgettable week of cattle and good cattle people.

The Simbra Week and activities are on page four, five and six.

We look forward to hosting you and showing you our country, our people and cattle



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Option 1

Date	Transfer	Activity	Overnight
27-Aug	Arrive OR Tambo Johannesburg Airport Transfer to Vereeniging	Settle into hotel	Overnight Vereeniging Hotel to be finalised
28-Aug	Vereeniging	Farm visits Details to be finalized.	Vereeniging Hotel to be finalised
29-Aug		Farm Visits Details to be finalized.	Vereeniging Hotel to be finalised
30-Aug	Transfer Vereeniging To Kruger Park	Arrive at Hotel. Sundowners on deck of river. Dinner in Boma www.proteahotelkrugergate.co.za	Kruger Gate Hotel
31-Aug	Kruger Park	Game Drive's in Kruger Park Dinner in Boma	Kruger Gate Hotel
01-Sep	Kruger Park	Game Drive's in Kruger Park Dinner in Boma	Kruger Gate Hotel
02-Sep	Transfer from Kruger To Parys	Breakfast at Kruger Gate Hotel Transfer from Kruger to Parys Dinner in Parys	Parys Hotel to be finalised

For additional information please visit www.excelsuslandgoed.co.za



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Option 2

03-Sep	Parys Afridome	Judging of slaughter oxen Get together and barbeque www.parys.info/discoverparys	Parys Hotel to be finalised
04-Sep	Parys Afridome	Opening of Simbra week Judging of group show classes	Parys Hotel to be finalised
05-Sep	Parys Afridome	Judging of single classes Gala evening	Parys Hotel to be finalised
06-Sep	Parys Afridome	Symposium - commercial farmers Evening sale of stud cattle	Parys Hotel to be finalised

Option 3

07-Sep	Transfer Parys to OR Tambo Transfer to USA or CT Arrive Cape Town Airport	Explore Cape Town Waterfront www.waterfront.co.za	Waterfront 4 star hotel
08-Sep	Cape Town	Visit Table Mountain by aerial cableway www.tablemountain.net Visit Robben Island by boat www.robbenisland.co.za	Waterfront 4 star hotel
09-Sep	Cape Town	Visit Cape Winelands Groot Constantia/Spier/Boschendal www.grootconstantia.co.za www.spier.co.za www.boschendal.com	Waterfront 4 star hotel
10-Sep	Transfer to Cape Town Airport	Return to the USA	

Please note: Option 1 includes the farm visits and the Kruger National Park, estimated cost is in the region of +/- US\$4000. Option 2 includes only the Simbra 25 Festival Week in Parys, estimated cost of which is in the region of +/- US\$2000. Option 3 covers the tour to the Cape, estimated cost being in the region of +/- US\$3000. We have listed the 3 portions of the tour, with their estimated costs, separately, in order that you may build your own tour to suit your needs, doing either everything or just that which suits you. Please let us know by the end of March 2012 whether you are interested in the tour and which Options you would like to select. This will allow time for us to finalize arrangements and costs.

SIMBRA SOUTH AFRICA

INTERNATIONAL FESTIVAL WEEK

AFRIDOME PARYS

The Festival Week will be a highlight on a very busy 2012 cattle calendar. Activities will be presented in a cafeteria system, meaning that more than one activity will be presented at a time.

1-7 SEPTEMBER 2012

Saturday 1 September

- Arrival of animals
- Slaughter oxen
 - Registration of slaughter oxen
- Young bulls in the young bull project
- Show cattle
 - Halter-broken
 - Static exhibition

Sunday 2 September

- Weighing in of slaughter oxen
- Informal braai – meet and greet
- Handler function

Monday 3 September

- Registration of show cattle
- Judging of slaughter oxen on the hoof
- Young bull project – visual judging
- Judging of static exhibition
- Child handlers
- Other activities commence (will be repeated if necessary)
 - New breeder information session
 - More advanced internet solutions session
- OX braai

Tuesday 4 September

- Official opening ceremony
- Judging of group classes
- Begin with single class judging
- Slaughter oxen slaughtered
- Evening function

Wednesday 5 September

- Finalise single classes
- Interclub championships
- Cattle consultant conference
- Slaughtered oxen judged
- Evening banquet
 - Paying tribute to and recognising founder]
 - members and pioneer breeders
 - Announcement of champions
 - Prize-giving

Thursday 6 September

- Simbra symposium/conference
- Training session for plough-boys/cattle handlers
- Evening auction

Friday 7 September

- Simbra International Mega Auction



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Simbra 25 Festival Program

The festival week starts on the Saturday 1st September with all the show animals, slaughter steers, young sire project bulls arriving and the setting up for the various events and shows.

We have many different programs all running at the same time so as to make the week vibrant, happening and exciting.

The slaughter steer competition is the end of a 110 day test where commercial simbra type steers are feedlot, rounded off and then judged on the hoof and then also judged on the hook. This competition is run by our countries official feedlot organization SAMIC and will also qualify for the national competition that pits all the winners in all the tests in Southern Africa against each other.

This competition is aimed at getting our commercial bull buyers the opportunity to be a part of our festival week and also show case the Simbra as the ultimate feedlot animal. We should be able to host around a hundred to two hundred of these animals. The steers arrive on Saturdays and Sunday, are processed, weighed and scanned for back fat and marbling. They are then showed and judged on the hoof on Monday and then transported to the slaughter house where they will be judged on the hook.

Our main clientele are the commercial beef breeder and their main objective is to produce beef on the hook. Our Simbra breed some of the finest feedlot calves and are sought after in the feed lot industry. This competition show cases these fine steers and should be a great advertisement for our breed and the beef that we can produce.

In conjunction to the fat stock competition we will also be having a commercial breeders address highlighting the strengths and positives that come from breeding Simbra the all-rounder beef breed.

The young sire project is an initiative from our breed society with the main objective being to identify the young bulls from an early age that we feel can become AI bulls for the Simbra industry and the commercial breeder. There are a number of bull tests running parallel to each other in most parts of the country. We mean to bring all these young bulls together from all participating test and compare them to each other and then identifying the top five to ten bulls. These will be judged phenol-typically, compared to each other using their ebv's and emphasis will be placed on their breeding, dam and sire and we will also have them scanned and tested for tenderness and marbling. Here we have a chance to see the best we can breed at a young age and where the playing fields are level. The winners will then be made into official AI bulls and carry the flag for our breed in this area forward.

The judging of these young bulls will also be on the Monday 3rd of September.

Many of our breeder's do not show and do not have the man power or the inclination to halter train cattle at all and we have made static exhibition available to them where they can advertise their stud with Un-halter broke cattle. These are usually very upper class and you get to see and meet breeders that you would usually see at these events. Our aim is to attract all the role players in our Red meat industry to the Afri-dome and we should have many exciting stalls from a wide variety of exhibitors. We have a competition for the best exhibit on show and this also happens on the Monday 3rd of September.

We have a women's program also penciled in for Monday for all those that wish to see and experience Parys and not just look at cattle. These details and programs will be finalized closer to the time and will be published accordingly.

We also have a youth show planned for Monday where the children can participate in an American styled showmanship event. These will be school children and our future farmers and they will compete for smashing prizes sponsored by various companies and banks. It would be really great if one of the American tour group can judge this and even greater if we could have a few International children competing as well.

Excelsus Genetics will provide already trained show cattle for any interested international children that wish to take part in our festival.

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Two meeting sessions , one in the morning and one in the afternoon have also been penciled in to discuss important issues regarding our breed.

Monday 3rd September then ends with a social barbeque for all participants and spectators.

This is going to be a truly huge Event!

Tuesday 4th September.

Official Opening of the Simbra 25 Festival

Judging of the Group Classes

We are expecting around three hundred show cattle and believe me any Simbra animal worth its salt is going to be there. The group classes are usually a really festive sight with classes ranging from three sons bred from one sire, three daughters bred from one sire, two progeny bred from a dam, a group of two sons and two daughter from a single sire and a group of four animals bred by any individual breeder. Catalogues will be available at the show and its a great way to see which animals and breeders programs are breeding the best animals.

Tuesday end with an traditional Ox braai (barbeque).

Wednesday 5th September.

The Judging of the Individual Classes.

With around three hundred halter-broke cattle turning up this will be very special and one of the highlights of our Simbra week. At these large events age group classes will sometimes be divided up into heats to accommodate all the animals. The championships will be decided between the winners of all these classes; with a calf and reserve calf champion , a junior and res. junior champion, a senior and reserve senior champion being chosen for both male and female animals. We then choose the supreme champion bull and female from these winners.

There are also two competition's within the competition, with the various Simbra study groups competing against each other and also the breeder that gets the most points individually for groups, males and females and the overall points winner. This is usually a most sought after title!

The champions, winners and best breeders will be announced at a gala event on Wednesday evening, to round off a truly remarkable two days.



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Thursday 6th September 2012

Simbra Congress and Symposium.

The Simbra Congress and Symposium's program has not been finalized at this stage, but the table of contents already looks exciting!

Tentative Topics up for discussion at this stage are:

The present state of Simbra in Southern Africa, Statistics, the measuring of data for our Breed Plan Performance scheme and the majors drives into achieving all of our Simbra breeding and marketing goals for the future.

A presentation by our Government representatives on their pilot project using Simbra cattle and breeders to initiate and mentor previously disadvantaged communities from subsistence farmers and small or big business people into sustainable commercial farmers.

The impact of heterosis on the growth gene with continued cross breeding in cattle programs.

We also have an opening for an International speaker who can give a broad overview of the state of Simbra in their country and also any other pertinent issue regarding Simbra in their environment.

The evening will host the highlight of the Simbra week, with a formal dinner gala and halter-broke Elite Stud Auction.

The full catalogue and pictures will be available closer to the time.

Friday 7th September 2012

We are hosting a Commercial and Stud auction where breeders can sell un-halter-broke bulls and females. This sale is designed to accommodate our non showing breeders and all our commercial clients. We hope to have many entries and some of the larger breeders have cancelled their production sales to support this initiative. This also give our commercial clients an opportunity to benefit from using our Simbra Genetics.

This program has not officially been decided and Excelsus and the South African Simbra Society reserve the right to change dates, times and events before the show itself. The breed society will be publishing official programs, catalogues and news via the Simbra web site www.simbra.org and on their face book pages.

For additional information please visit www.excelsuslandgoed.co.za



Excelsus Breaking News 7

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Excelsus Landgoed: Your Gateway to International Genetics

Excelsus Genetics



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Simbra to Celebrate Twenty Five Years

Simbra twenty five and still going strong! Excelsus is proud to be a part of this magical breed and will support the Simbra show in Parys fully. We are inviting our overseas friends and have organized a smashing tour for them. This sees them touring from the Kruger Park to the Cape and of course attending what will surely be the Simbra show of all time. Please click here to view the tour program and the tentative show programs



For additional information please visit
www.excelsuslandgoed.co.za

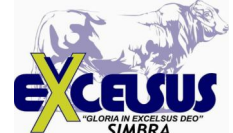
Excelsus launches New Look Web Site

Please visit our new look web site launched in January 2012. In keeping with our Simbra 25 we have revamped the site that includes a new look and integrated news page and breaking

news section. All the news and action from Excelsus and the Simbra show as well as RPO news and the latest on breeding, showing will be highlighted here. The first five visitors to our web

site will receive 10 straws of his choice from the Excelsus Young Bull program.

Click here to register for our first five web site viewers to claim your ten straws. T's and C's apply.



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Excelsus Landgoed of Hennie and Pikkie de Lange and Graeme and Margie Currin will be proud to host any International tourists and our static exhibit will be built to make a home away from home for the tour group. We will try to include in our exhibit progeny from our various genetic programs bred out of our sister studs in Texas and Namibia. We have cattle bred from Pine Ridge Ranching of Bill and Jane Travis, La Muneca Cattle of Carlos Guerra, Smith Genetics of Tim Smith, Filegonia Simbras from Beth and Joe Mercer, Rx Simbra's of Sally Buxkemper and many Nambian Breeders including Kamab Simbra's of Diethelm and Katya Metzger and our sister stud Diana's Simbra of Karin and Otto Herrigel.

We will forward all official Invitations from our Breed Society and all the updated programs and information as we get them.

Please feel free to contact us for more Information, tour bookings and visit our web site for all the latest news.



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