

EXCELSUS BULLETIN

1 SEPTEMBER 2009

THE GOOD, THE AVERAGE AND THE UGLY!!

THE EVENT 2 WRAP

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SPECIAL POINTS OF INTEREST:

- Santi and Galen Pretoria Breed Champs
- The Event 2 Sale Wrap
- Investments
- Excelsus Show Team 2009

The Event 2 kicked off on a cold windy winters day where Sherry and Coffee were the order of the day. Buyers from as far as Vryberg, Bloemfontein and Northern Natal made their way to see this years offering.

The Good, Good Cattle went good prices, Solid investments were made. Return buyers and satisfied clients will always carry you through a tough year. Return on previous investments were outstanding, new friends were made and all thanks to the Almighty who make's all things possible and has given us the privilege to breed and care for this outstanding breed. **The Average** . Average cattle in a tough year will only get one bid and cattle that are not totally fat will also get only one bid. Excelsus have always prided



ourselves as breeders of veldt cattle but one must realize that well finished off cattle just sell better. **The Ugly**. Simbra breeder's are in the responsible position of building this great breed and must realize that we have a duty to furnish our clients with only the best. possible genetics and seed stock. Client satisfaction and customer relations are key. In tough financial times you need

to reevaluate your strategy and breeding program. The approach to marketing and the marketing personnel should also be given a once over, It is not good to focus on the ugly side of our industry but in order to survive and improve one must start at the basics. Excelsus had four bulls not sold on The Event and

these four of these bulls were sold privately within a week of the sale.

Commitment

We maintain our hard line bull raising system, our approach to financial management, our commitment to the Simbra breed, our customer relation program and our absolute commitment to breed the Ultimate Excelsus Type Simbra

INVEST IN THE EXCELSUS GENETIC PROGRAM

A sure fire and fire proof way to increase your wealth is to invest in the genetics produced by Excelsus! Excelsus endeavor only put good cattle on these auctions and these are cattle that we have been proud to work with in our stud. Only

the best genetics are used and only the best bulls are used on the sale cattle. Every show prospect will find its way on these sales at the right time. This year's show champ was Zerina, a three in one selling with a

beautiful Challis daughter and pregnant to the Challis son Chewan. She sold to the lucky buyer Sakkie Coetsee for R25000. Join the other enlightened and increase your score.

Invest in Excelsus Now!!

SALE AVERAGE'S

Bulls 22 sold out of the 28 bulls offered with an average price of R26818. Excelsus sold fifteen bulls at an average of R28000 with four bulls not sold. The Sale Topper was Four Feet Naas for R54000. Females in calf sold for an average of R11650 with 10 of the 11 offered sold and all eight cows with calves sold for an average of

R14500. Excelsus Zerina topped the sale selling to Sakkie Coetzee for R25000. Many thanks to

Sakkie Coetzee our volume buyer and also to Old Mac Farming for so many females bought.



Four Feet Naas. New Owners Malemba Simbra's



TOP SELLERS, INVESTMENTS IN TOP GENETICS



Excelsus Zin Zan. HDL0625B

Many Thanks to Dave Carstens for the purchase of this outstanding Zorro maternal half brother. Welcome to the Excelsus family Dave and we hope that you realize the potential of this bull.



Zamugo Zidaan AZ0671B

The first Zorro son sells! Zidaan was used in our program and now will be doing duty at ZM family Trust with Sakkie Coetzee.



Excelsus Gas HDL0657 B

Dani Roux, one of our most faithful client walked away with a truly outstanding bull in Gas. Gas is the maternal half brother of our show champ Echo 2. Thanks Danie!

ZERINA HDL0363B "SALE STOPPER"!!



Excelsus says a fond farewell to this outstanding breeding female. She was beautiful from the day she was born and these type of cattle make our job jus a pleasure. Congratulations to Sakkie Coetzee. May she do as well for you as she has done for us.



Good Genetics
make for good
Investments!

RPO HOLD'S TOP FEILD DAY AT EXCELSUS



Andre Ferrera RPO Chairman with Alic and Susan Tredoux



Christo Van Aard with his Brahman Bull



Ilan Currin Sr handle's the practical demonstration

Another cold and Windy day at Excelsus saw the RPO Free State hold a successful information day. This inaugural field day will be the first of many in Oranjeville and we hope to build it into a real calendar date for the future. The day was held in conjunction with Molatec, Honda and several farmers in the Oranjeville district. Many thanks to our guest speakers, Johan Mouton of Molatec, Dr. Fafa Malan from Virbec, Ian Currin who handled the practical cattle demonstration and last but not least Andre Ferrera the Free State RPO Chairman who led the day. Thanks also to Dries Viljoen of Vaal Honda for the sponsorship and bike display, Thanks to Piet Potgieter for the Dorpers and to Ian Currin jnr for his Dormers. Dries Viljoen showed his Simbra's with Christo Van Aard showing his Brahman



Ilan Currin jr with his Dormers.

Dr. Fafa Malan demonstrated his worm infestation identification method on these sheep.

Financial Section

Invest in Excelsus for Top Return on your Investment!



Dries Viljoen of Villion Simbra's Denysville experienced first hand the value of buying correctly fine Stud animals. In September 2005 Dries bought the 2005 Standerton Res Champ Excelsus Terah and used this top bull as his herd sire. Four years later and four top calf crops later Terah returned to the Excelsus Event Sale as a star attraction and recouped his original price. Dries also bought three in one cows that have been real capital investments. Pictured here is Excelsus Chimba with his Dam at our 2007 Sale. Chimba was sold at our Event Sale this year for R40000. His Dam is still producing top calves for Dries. Excelsus Gamma, Excelsus Gatana were also bought at foot with their dams and resold at the event this year for R18000 and R45000 respectively.

Top Cattle: Top Investment's

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Show's and Sports Section

Excelsus Show Team for 2009.

Ian Currin Jr, Sybrand Motlaung, Solomomon, Motaung, Elias Mosia, Graeme, Margie, Tayla and Sarah-Kate Currin.

EXCELSUS GENETICS

Roodepoortjie Farm
 P.O Box 60
 Oranjeville
 1995
 Phone: +27 892 8147
 Web www.excelsuslandgoed.co.za
 E-mail: excelsusmc@mweb.co.za



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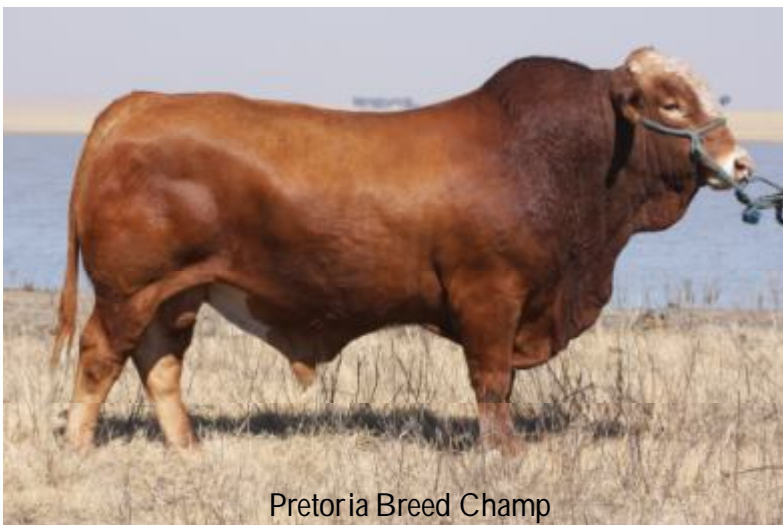
Pretoria Breed Champ
 Excelsus Santi HDL04104B



Ian and Lanzerac in Action



Tayla and her Jersey Heifer Gabriella



Pretoria Breed Champ
 Excelsus Galen HDL0633B



Best Handler Pretoria Show 09 Ian Currin
 with judges L Angus and Jaco Mare