

# RED STAR HEREFORD SECURE

A Red Star Certification Program



## PROGRAM INFORMATION GUIDE



### THE RED STAR HEREFORD SECURE PROGRAM

Your assurance of greater health, superior growth and feedlot performance and exceptional value.

This Program Information Guide is divided into THREE sections:

#### **SECTION 1: GENERAL INFORMATION**

This section is aimed at providing general program information to breeders, backgrounders and feedlotter who may be interested in either preparing animals under the program or purchasing certified cattle.

#### **SECTION 2: PROGRAM OVERVIEW**

This section is aimed at providing an overview of the actual certification process for breeders and backgrounders who may wish to be involved in the program.

#### **SECTION 3: THE CERTIFIERS**

This section provides more information on Livestock Central, the certifying organisation.

*“Healthier, calmer and set for superior feedlot performance... Certified Red Star Hereford SECURE cattle are exceptional.”*

The Red Star Hereford SECURE Program is brought to you by Livestock Central, Australia’s leading independent veterinary, nutrition and production management group.

Contact Livestock Central on  
08 8391 1700

The Red Star Hereford SECURE Program is operated with the full support and endorsement of **Herefords Australia Ltd (HAL)**

Contact HAL on  
02 6772 1399





## SECTION 1 : GENERAL INFORMATION

### WHAT IS THE RED STAR HEREFORD SECURE PROGRAM?

The Red Star Hereford SECURE Program is a certification program that is a joint initiative of Livestock Central and Herefords Australia (HAL).

Red Star Hereford SECURE has been designed specifically to best prepare Hereford (and Hereford cross) cattle for entry into feedlots.

Prepared according to a series of strict protocols designed by Livestock Central (Australia's leading independent veterinary, nutrition and production management group) Red Star Hereford SECURE cattle are exceptional.

Healthier, calmer and set for optimal feedlot performance, Red Star Hereford SECURE cattle are equipped to adapt rapidly to feed and avoid many of the setbacks typically associated with entry into a feedlot. Red Star Hereford SECURE cattle have been specially managed at both weaning and prior to feedlot entry to deliver superior growth and performance in a feedlot environment. They are also far less likely to develop respiratory disease (Bovine Respiratory Disease or BRD) and eye problems (such as pinkeye).

That's because from weaning and all the way through to the period immediately prior to feedlot delivery, each Certified Red Star Hereford SECURE animal has been treated and managed according to a set of comprehensive protocols that combine yard weaning and stress management with the best animal health and nutritional technologies the world can offer.

All of this is backed by a rigorous certification process that ensures that each certified animal has been treated and managed in accordance with every single step of Australia's only truly advanced weaning and feedlot preparation program.

This ensures that every Certified Red Star Hereford SECURE animal has been primed to deliver the very highest levels of productivity and performance.

Only a Red Star Hereford SECURE Certificate gives you that assurance.

### WHAT MAKES A RED STAR HEREFORD SECURE ANIMAL UNIQUE?

A Red Star Hereford SECURE animal has been prepared in accordance with Australia's most advanced Weaning AND Feedlot Preparation Program. The Red Star Hereford SECURE Certificate GUARANTEES this.

A Red Star Hereford SECURE Certificate is the ONLY way that a feedlot can be certain that every individual animal certified has been managed according to strict best practice protocols throughout weaning and prior to delivery to the feedlot.

With a Red Star Hereford SECURE Certificate, a feedlot can rest assured that every animal identified has been exceptionally well prepared for feedlot entry and has been given the best possible opportunity to display superior performance in a feedlot environment.

Each and every Certified Red Star Hereford SECURE animal has had the following COMPULSORY treatments.

#### WEANING MANAGEMENT

- ✓ IMPRINTED and TRAINED TO FEED properly from troughs or bunks.
- ✓ YARD WEANED and handled using LOW STRESS TECHNIQUES.
- ✓ Supplemented with an advanced nutritional package designed to OPTIMISE RUMEN FUNCTION. That's because improved rumen function means BETTER CONVERSION OF FEED into meat. The specialised nutritional package includes high quality feed coupled with a sophisticated mineral and vitamin supplement specially designed for weaners and treatment with injectable Vitamins ADE and B<sub>12</sub>.
- ✓ VACCINATED against the key clostridial diseases via the administration of two doses of a 5in1 or 7in1 preparation.
- ✓ Treated for PARASITES using an ML (mectin) drench.
- ✓ Managed carefully to minimise the impacts of STRESS. Both behavioural (i.e. low stress handling) & nutritional management techniques are used in this part of the process.

#### PRE FEEDLOT DELIVERY MANAGEMENT

- ✓ Booster dose of CLOSTRIDIAL VACCINE (5in1 or 7in1)
- ✓ Two doses of BOVILIS®MH
- ✓ Injectable Vitamins ADE and B<sub>12</sub>
- ✓ Supplemented with an advanced nutritional package designed to OPTIMISE RUMEN FUNCTION and prepare cattle for adaptation onto feedlot rations.
- ✓ Managed carefully to minimise the impacts of STRESS. This is because, apart from much better welfare, low stress means higher appetite, growth, health and immunity. Both behavioural and nutritional management techniques are used as part of this process.

## **WHAT ARE THE BENEFITS FOR A FEEDLOT IN PURCHASING RED STAR HEREFORD SECURE CATTLE?**

For the astute feedlotter, purchasing a Certified Red Star Hereford SECURE animal means banking the exceptional value delivered by:

### **SUPERIOR PERFORMANCE:**

With careful attention paid to imprinting, bunk training, animal health treatments, stress management and rumen function, Red Star Hereford SECURE cattle are primed for superior performance. This is because they know how to feed, can adapt more rapidly and, given the opportunity, will go ahead faster and more efficiently than animals of a similar age and weight.

### **OPTIMUM HEALTH:**

Enhanced stress management and excellent animal health practices at both weaning and in the immediate pre delivery period mean that Red Star Hereford SECURE cattle display significantly reduced incidences of conditions such as Bovine Respiratory Disease (BRD) and Pinkeye.

### **GREATER CONSISTENCY:**

Because Red Star Hereford SECURE cattle are healthier, have better rumen function and are less stressed, with correct management they are much more likely to maintain high rates of even growth. This means little or no tail in the mob and a more consistent line of animals to feed and manage.

## **HOW RIGOROUS IS THE CERTIFICATION PROCESS?**

The process of achieving Red Star Hereford SECURE certification is rigorous and carefully overseen and managed by a local Red Star Liaison as well as the technical team from Livestock Central (the Red Star certifying group).

### **TREATMENT RECORD**

All compulsory treatments administered and management techniques utilised are carefully recorded by the Red Star Member.

The Member also records the individual identification number of every animal treated, as Red Star Hereford SECURE certification is awarded on an individual animal basis.

### **OBSERVATION**

The local Red Star Liaison works closely with both the Member and the technical and certifying team at Livestock Central to ensure that the Member has followed the protocols correctly. This includes compulsory on site visitation (at least one visit prior to weaning, one visit during weaning and one visit during the pre delivery period). In addition, Livestock Central reserves the right to conduct random visits as required.

### **DECLARATIONS**

Red Star Members are required to sign Vendor Declarations attesting to the fact that all prescribed procedures and treatments have been carried out in accordance with protocol requirements.

### **EVIDENTIARY SUPPORT**

Certification will only be granted when documentary evidence is supplied proving that all compulsory treatments have been administered.

### **PEACE OF MIND**

Finally, every successful application for Red Star Hereford SECURE Certification receives a coded Certificate. This code and the animal identification numbers can be readily checked against Livestock Central's detailed database for legitimacy, prior to money ever changing hands.

***At Livestock Central,  
we're committed to preserving the  
integrity and value of the  
Red Star Hereford SECURE Program,  
your animals and your investment.***



## SECTION 2 : PROGRAM OVERVIEW

This section provides an overview of the entire certification process from Weaning through to Pre Delivery.

Both breeders and backgrounders can become involved in the Red Star Hereford SECURE Program.



### THE RED STAR HEREFORD SECURE CERTIFICATION PROCESS

There are two distinct phases to be completed successfully in order to achieve Certification:

1. Weaning Phase
2. Pre Delivery Phase

Final Red Star Hereford SECURE Certification is ONLY issued once BOTH phases have been successfully completed.

There are two scenarios for how cattle may successfully achieve Red Star Hereford SECURE Certification.

#### Scenario 1:

A Member breeds and weans the cattle and then retains them for backgrounding and thus completes both the Weaning and Pre Delivery Phases.

#### Scenario 2:

A Member breeds and weans the cattle (i.e. completes the Weaning Phase of the program) and then sells the cattle (as Certified Red Star Weaners) to another Member for backgrounding. This second Member then assumes responsibility for completing the Pre Delivery Phase of the program.



## **TWO SIMPLE STEPS TO ACHIEVING CERTIFICATION**

### **1. BREEDERS:**

Each time you intend to wean a batch of animals you will need to complete and submit a Red Star Weaner Registration Form. You will then receive a Red Star Weaning Package containing all of the information you will require to successfully complete this phase.

Following weaning, complete and submit the Package to Livestock Central. If your application is successful, you will receive a Red Star Weaner Certificate from Livestock Central for the animals included in your application. This Certificate contains a Red Star Weaner Certification Code. You should ensure that when / if you sell these cattle to another Member for backgrounding that you provide the buyer with a copy of this Red Star Weaner Certificate and Code.

ONLY Certified Red Star Weaners (Hereford or Hereford Cross animals) are eligible to proceed through to the next phase of Hereford SECURE Certification (i.e. the Pre Delivery Phase).

### **2. BACKGROUNDERS:**

Each time you intend to deliver a group of animals to a feedlot you will need to complete and submit a Pre Delivery Phase Registration Form. You MUST record the relevant Red Star Weaner Certification Code on the Registration Form to ensure that all cattle registered are eligible for the program. You will then receive a Pre Delivery Package containing all of the information you will require to successfully complete this stage.

Complete and submit this Package to Livestock Central. If your application is successful, you will receive a Red Star Hereford SECURE Certificate identifying all of the animals included in the application.

These animals are now eligible to be sold as Red Star Hereford SECURE Certified cattle.

***For more information on the Certification Process please contact Livestock Central on 08 8391 1700 or [redstarcentral@bigpond.com](mailto:redstarcentral@bigpond.com)***



## SECTION 3: HEREFORDS AUSTRALIA & LIVESTOCK CENTRAL (THE CERTIFIERS)



Warren Clark  
CHIEF EXECUTIVE OFFICER  
HEREFORDS AUSTRALIA LTD

Herefords Australia has forged a strong alliance with Livestock Central and Elders to design a program for individual breeders that will put them ahead of their competition.

Herefords Australia is the first beef breed organisation to fully endorse the Red Star program for its members and Hereford Breeders.

This program is a step into the future that will give cattlemen the necessary tools to improve profitability for their enterprise. It is a first of a kind program that improves performance at various stages - weaning, backgrounding, feedlot pre delivery and in the feedlots. All this is achieved by a program tailored to suit your individual needs.

Livestock Central, after exhaustive research, have put together a program that works and has been proven to work. The program delivers benefits for both you and your customers. For you, it adds value and gives you product differentiation and demand. At the same time it increases the fertility of your herd and reduces your overall running costs. For your customer, it means better performance, greater consistency and better animal health. Everyone is in a winning position.

It has the potential to open new markets for you and may even give you a market premium. Red Star Certified cattle are a highly sought after commodity.

We are confident that Red Star and Livestock Central will add significant value to the current performance and market value of our breed and we invite you to become involved in this exciting program.



***Livestock Central delivers leading edge ruminant nutrition, production and project management services to the Australian Beef, Sheep and Dairy industries.***

### **About Livestock Central**

The Livestock Central technical team has over 100 years of combined expertise in ruminant nutrition, veterinary medicine, pasture agronomy, production management and education.

Supporting that expertise is a wealth of data accumulated over decades of diagnostic testing and production management work performed throughout Australia. We specialise in developing advanced nutritional and production management systems for every critical process in ruminant production and reproduction. Our focus is to help our clients capture all of the value these systems deliver. Our network of private and corporate customers includes many of Australia's premier seed stock, beef production, sheep meat, dairy and specialist wool production enterprises. Between them, these clients operate a diverse range of enterprises across the major agricultural zones of tropical and temperate Australia.

### **The Livestock Central Team**

The Livestock Central team is passionate about addressing the under-utilised productive and reproductive potential that exists within Australian beef, dairy and sheep enterprises. We are dedicated to changing the way that efficient animal production in Australia is supported.

In addition, we are committed to minimising stress on animals and thus to maximising their health, welfare and productive output.

As part of this commitment we work hard to help producers solve the problems that limit product yield, quality and reproductive efficiency in their herd. We work just as hard to promote producers using these advanced management systems so that they, in turn, capture far greater recognition and value for their product.

Key to that is Red Star, Australia's first certification program for truly advanced animal management.

In conjunction with Herefords Australia (HAL), we are delighted to present the Red Star Hereford SECURE program, designed to promote the optimal performance of Hereford cattle within Australian feedlot.

We invite you now to share in the extra value delivered by the markets rapidly growing recognition of the superior quality, welfare and management standards used to deliver a Certified Red Star animal.

David Ginter  
DIRECTOR  
LIVESTOCK CENTRAL







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