

# IGA Perth Royal Show

1st October to 8th October 2011



September 5, 2011

## Cattle with a cause

Money raised from the auction of two Hereford steers at the 2011 IGA Perth Royal Show will be donated to the Black Dog Institute, a body set up to help sufferers of depression.

The sale is expected to raise around \$8000.

The Institute will use the donation from Hereford's WA in initiatives targeting rural WA.

Hereford cattle are the feature breed for the 2011 IGA Perth Royal Show.

Livestock consultant Peter Milton, of Copplestone Poll Hereford Stud, Dardanup, is the driving force behind the move.

"Farmers are facing hardship in recent years because of the drought," he says.

"Extreme weather variations have put huge pressure on hardworking farming families, which has led to losses of farms and businesses, some of which have been in the families for several generations.

"This is leading to shrinking of services in the bush.

"We want to help those doing it tough in the bush, and this seemed like a good way."

Mr Milton said that the areas suffering the most were where white faced cattle (Herefords) did well. They thrive in the drier areas of WA.

Local breeders Bob and Joan Haywood, of Westhaven Herefords Forrest Grove, and Adrian and Julie Tyrrell, of Countach Herefords Waterloo, each donated a steer which will be offered at the trade auction at the show.

The Westhaven steer is a pure bred steer and has been christened Winston Churchill. The Countach steer is sired by a Hereford bull out of an Angus cow and to acknowledge his Scottish ancestry is known as Douglas (actually "Black Douglas").

Mr Milton said both steers are ideal for the local trade, and show the benefits of a Hereford cross in any breeding programme.

The Black Dog Institute plan to roll out a mental health assistance programme across rural and isolated country WA in 2012 and all the money raised will be spent

in WA rural areas.

“Both Winston and Douglas and all breeders and exhibitors of Hereford and Poll Hereford cattle in WA invite everyone to come to the 2011 IGA Perth Royal Show and meet, have a chat, take a photo and learn about a great cattle breed and what is being done to support country people who are doing it tough at the moment,” said Mr Milton.

Thanks to the State Government’s support of CHOGM 2011, all children aged 12 years and under will receive FREE entry to this year’s IGA Perth Royal Show when accompanied by an adult.

The Show runs from October 1 to October 8.