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ATTENTION: The News Editor

PRESS RELEASE

NEW STUD BREEDERS INVEST A LOT IN GOOD GENETIC MATERIAL.

“It takes money to make money and quality to produce quality”, was Mr. Wilson Mberirua’s answer on a question why he is willing to pay so much for a bull. At the Brahman National Auction in August 2010, Mr. Mberirua paid the highest price for a White Brahmanbull when he purchased an imported Bos-Blanco bull of Mr. Fred Redecker for N\$58 000. This is the second time in three years that Mr. Mberirua bought the most expensive bull at Agra’s Annual Brahman National Auction. In 2008 he also invested in the genetic pool of his stud, **Mberi Brahmans**, when he bought a bull from Mr. Hagen Eggert at the Brahman National Auction for N\$76 000. Mr Mberirua started with his Brahman stud in 1998, but now gives it all his attention after starting to farm full-time in 2009.

At the Central Select auction on 8 September 2010 the highest price was paid for a Brahman bull by another new Brahman breeder. Mr Jurgen Bergmann paid N\$76 000 for a bull, also from Mr. Fred Redecker. This is the first investment in a bull of this kind for his stud that was registered in the beginning of this year. Mr Bergmann said that it is important to have the right bull for your herd especially when you have invested in good cows.

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