



31st July 2026

Practical Tech

Tony Fitzgerald

Whyalla Beef – NH Foods Australia



NH Foods Australia



Whyalla Beef Pty Ltd.



Operation	Whyalla Beef Pty Ltd
Feedlot	80,000 on Feed
Breeders	3,500 Breeders

Mid-fed

140 – 160 DOF

63% of Sales

Angus / Angus x / British

Long-fed

200 – 220 DOF

21% of Sales

Angus 100%

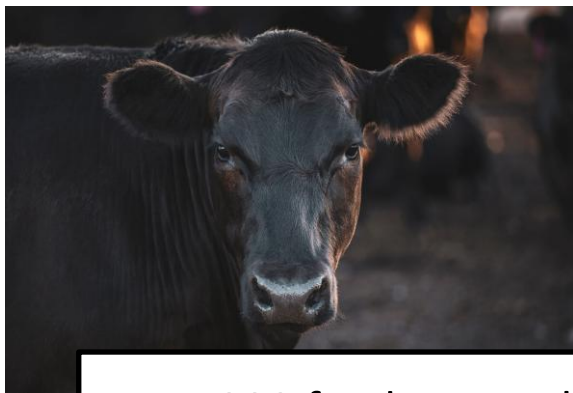
Wagyu

320 – 420 DOF

16% of Sales

F1 & Purebred

Whyalla Beef Pty Ltd.



+155,000 feeders purchased



+435,000 tonnes of
ration delivered



+\$530m annual sales



+155,000 head
processed



+65,750 tonnes of
HSCW



+120 people employed

NH Foods Australian branded offering



**ANGUS
RESERVE**
BLACK ANGUS BEEF



RED MEAT UPDATES
TASMANIA

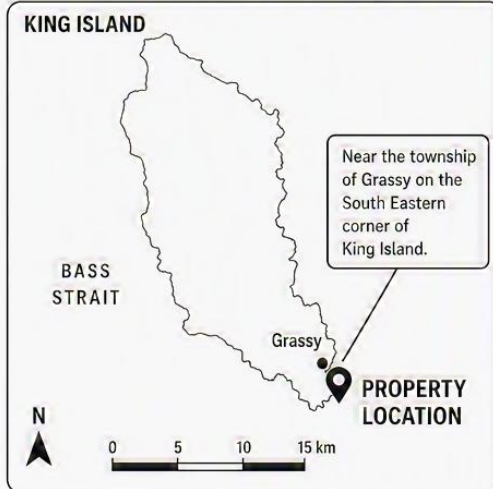
King Island - Scheelite



KING ISLAND PROPERTY LOCATION

The property is located near the township of Grassy on the South Eastern corner of King Island, Tasmania.

KING ISLAND IN AUSTRALIA



Overview

2,838
hectares

2000 Angus
Cows



RED MEAT UPDATES
TASMANIA

King Island – Sheelite property

Strengths

Geographical isolation & biosecurity.

High rainfall & fertile soils → reliable year-round pasture.

Intensified production.

Weakness

High freight rates (fertiliser, inputs, livestock).

Limited shipping frequency & vessel capacity.

Staffing constraints due to remote location.

King Island – F1 Wagyu/Angus



September / October

Calving

Replacement heifers are purchased

April / May

Last years calves are weaned

Breeders are pregnancy tested

Artificial insemination & natural joining of breeders

Calf marking

December / January

Weaners sent to Peechelba Feedlot in the Riverina to background

Cull cows are sold

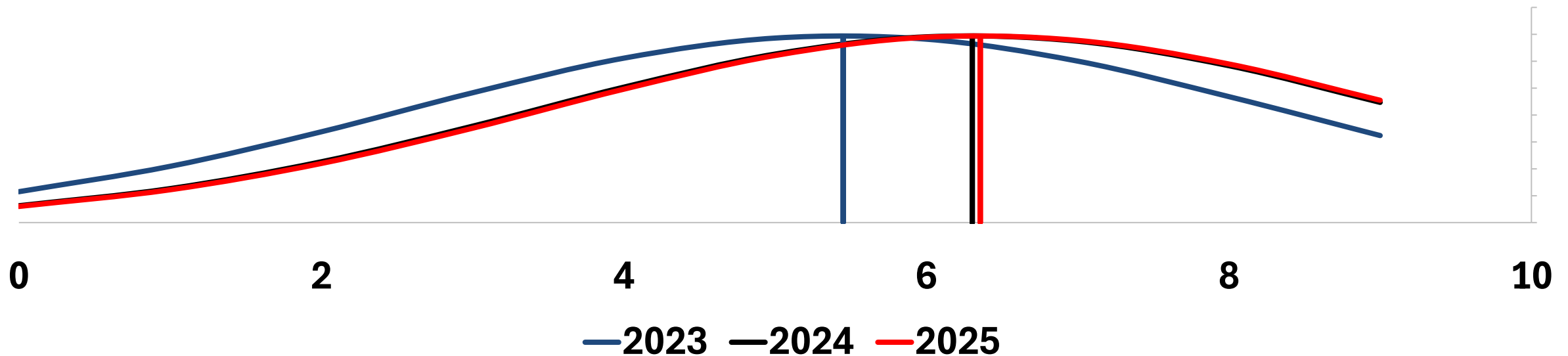
May / June



King Island – genetic gain marbling



Marble score distribution of King Island F1



2020+ = 5.45 Avg. MB

42% mb +6

2024 = 6.30 Avg. MB

68% mb +6

2025 = 6.36 Avg. MB

73% mb +6

King Island – genetic gain achieved



	Marbling	• +0.91 average marble score increase
	Average Daily Gain	• +0.06 kg/head/day increase
	HSCW	• Average HSCW has increased by 11kg
	Increased Value	• \$339 (MB) + \$141 (ADG) = \$480 per Head



King Island – bull genetic priorities



King Island: purebred Wagyu bulls											
Band	Gestation length (days)	Birth Wt (kg)	200 Day Wt (kg)	400 Day Wt (kg)	600 Day Wt (kg)	Mature Cow Wt (kg)	Scrotal Size (cm)	Carcase Wt (kg)	Eye Muscle Area (sq cm)	Rump fat (mm)	Marble score
Top 1%	-4.2	-3.1	34	58	83	93	1.4	75	13.4	-6.3	3.8
Top 5%	-3.1	-1.9	27	45	64	72	0.9	59	11.1	-4.7	3.2
Top 10%	-2.5	-1.2	23	39	54	62	0.6	51	9.8	-3.8	2.9
Top 15%	-2.1	-0.8	20	34	48	55	0.4	45	8.9	-3.2	2.7
Top 20%	-1.8	-0.4	18	31	43	49	0.2	40	8.2	-2.8	2.5
Top 25%	-1.5	-0.1	16	28	39	44	0.1	37	7.6	-2.4	2.4
Top 30%	-1.3	0.2	15	25	35	40	0	34	7	-2.1	2.3
Top 35%	-1.1	0.4	13	23	31	36	-0.2	31	6.5	-1.7	2.1
Top 40%	-0.9	0.7	12	21	28	33	-0.3	28	6	-1.4	2
Top 45%	-0.7	0.9	11	19	25	29	-0.4	25	5.6	-1.1	1.9
Top 50%	-0.5	1.1	10	17	22	26	-0.5	23	5.1	-0.8	1.8

- Use a combination of leased bulls, AI program and internally bred bulls

The Marble Score EBV difference between a top 1% bull and a top 50% bull is 2.

As a calf inherits half its genetics from the sire → results in an expected progeny uplift of 1 AUS-MEAT Marble Scores.

King Island – bull genetic priorities



ID	WT_Birth	HSCW	DMA	NFI2	GL	MCW	Value_Index	
XXXXXX	2.45	45.10	6.00	1.37	-1.05	91.45	\$	1,116.05
XXXXXX	-0.65	47.73	5.76	1.22	-4.09	43.34	\$	1,094.17
XXXXXX	2.46	66.14	5.45	0.80	-2.37	61.90	\$	1,072.06
XXXXXX	3.03	64.44	7.83	0.21	0.22	74.09	\$	1,065.10
XXXXXX	3.57	61.17	7.61	0.66	-1.33	108.30	\$	1,060.99
XXXXXX	-0.52	55.56	3.47	0.69	-2.02	32.67	\$	1,055.00
XXXXXX	2.68	71.47	6.23	0.38	0.26	54.07	\$	1,043.57
XXXXXX	2.75	55.04	5.69	0.89	-2.11	89.55	\$	944.49
XXXXXX	-1.47	58.56	6.89	0.57	-0.72	70.84	\$	943.82
XXXXXX	4.52	63.01	6.45	0.33	-1.22	58.93	\$	939.89

EBV Values

Converted to a value index by giving a higher value weighting to carcass attributes / marbling.

King Island – female genetic priorities



- All females genomically tested through Angus Australia Heifer Select.
- Female numbers have increased from 800 to 2,000.

Trait	Whyalla Weighting	Breeder Weighting
Birth Weight	0%	10%
Weaning Weight	0%	10%
Yearling Weight	0%	15%
Milk	0%	7%
Mature Cow Weight	0%	20%
Carcass Weight	24.02%	13%
Eye Muscle Area	5.51%	5%
Rib Fat	0%	0%
MSA Marbling	70.47%	20%

King Island – female genetic priorities



VENDOR	ANGUS	BIRTH WEIGHT	WEANING WEIGHT	YEARLING WEIGHT	MILK	MATURE COW WT	MATURE BODY COND	MATURE COW HEIGHT	CARCASS WEIGHT	EYE MUSCLE AREA	RIB FAT	MARBLE	DOCILITY	TOTAL VALUE	BREEDER VALUE	WHYALLA VALUE
XXXXXX	Angus	80	100	100	60	100	100	80	100	100	60	100	100	97	95	100
XXXXXX	Angus	80	60	100	100	80	100	80	100	80	100	100	80	93	89	99
XXXXXX	Angus	60	100	100	80	100	40	60	100	60	40	80	100	92	89	84
XXXXXX	Angus	20	100	100	100	80	80	40	100	100	60	100	100	97	88	100
XXXXXX	Angus	80	20	20	20	40	40	60	20	20	100	40	40	28	34	34
XXXXXX	Angus	40	20	20	40	20	100	60	20	60	100	60	80	34	33	50

Heifer Select Values

Converted to a value index by giving a weighting to selected attributes.

MIJ carcass camera - consistent data



MIJ labo

RED MEAT UPDATES
TASMANIA

Innovation used – GPS trackers - pen riders



Q

	Q01	Q02	Q03	Q04	Q05	Q06	Q07	Q08	
Hd	71	43	278	273	261	268	261	262	1717
DOF	73	147	33	25	40	43	42	44	
Pulls					1				1
Deads	1								1
P.R.	SC		SC AG		SC AG	SC		AG	
	04:30		04:03		04:06	04:29		04:25	0:21:33

R

	RSB	R01	R02	R03	R04	R05	R06	R07	R08	
Hd		122	121	266	253	271	273	264	270	1840
DOF		132	114	90	116	15	13	15	16	
Pulls										0
Deads										0
P.R.		SC AG	SC	SC	AG	SC AG	SC AG	SC	AG	
		04:16	01:29	03:11	03:56	13:07	02:16	05:56	01:05	0:35:16

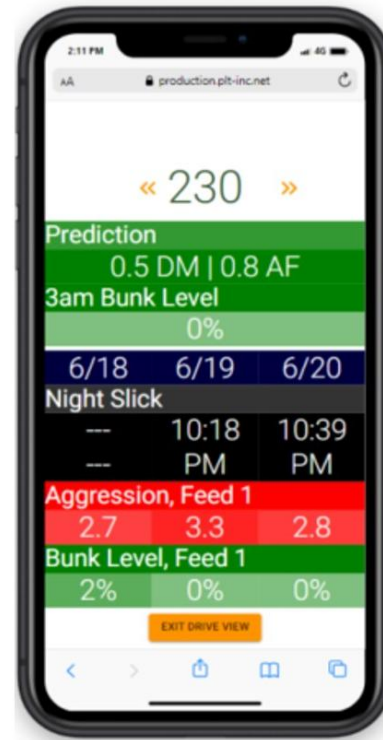
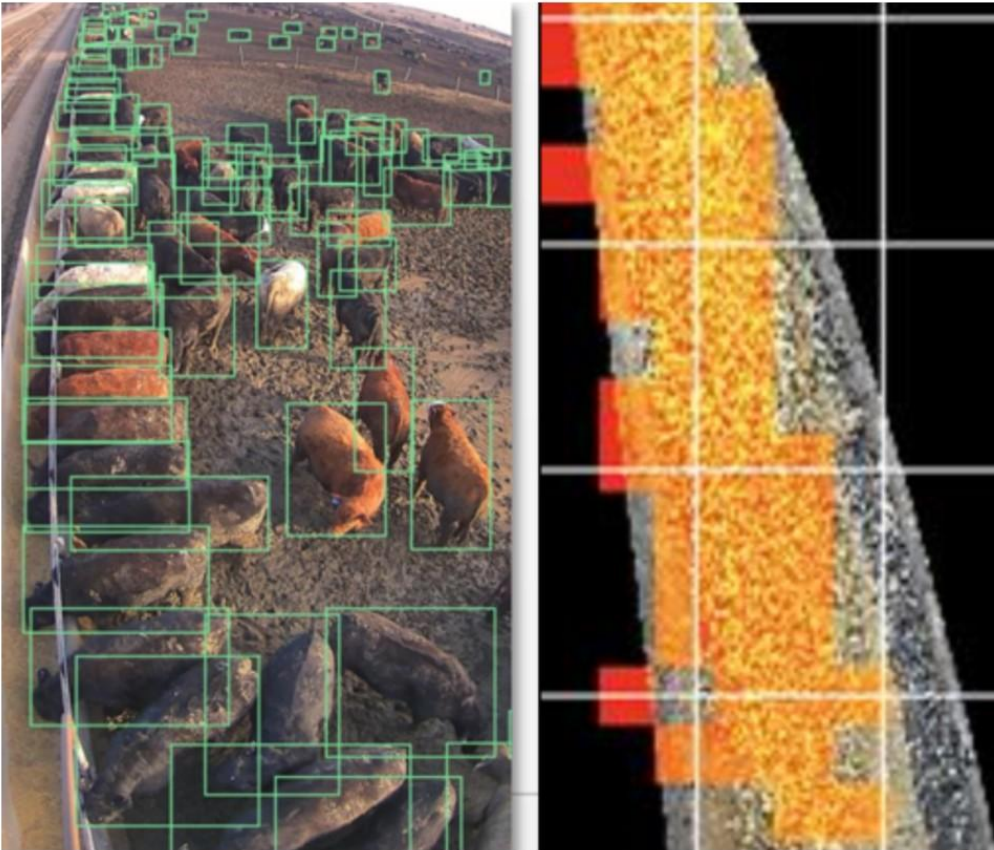
S

	S01	S02	S03	S04	S05	S06	S07	S08	
Hd	145	141	267	276	278	270	267	279	1923
DOF	88	61	21	20	19	21	95	10	
Pulls	2			1	1				4
Deads									0
P.R.	JT JP	JT JP	JP	JT JP	JP	JT JP	JT JP	JP	
	04:29	02:57	03:03	11:28	03:34	06:50	05:49	03:25	0:41:35

- GPS staff tracking
- Real-time location & pen entry/exit times
- Use of daily livestock reporting.



Innovation – precision livestock tech



- Measure aggression of cattle at the feed bunk.
- Know when feed bunks are empty (slick). 24hrs.
- Assist in giving more accurate feed allocation.

Whyalla Beef



Key take home messages



1. Data-backed decisions are powerful and provide real outcomes.
2. Identify technology that provides simple, useful operational outcomes. (GPS trackers 8 years ago)



Thank you



Tony Fitzgerald

Whyalla Beef – NH Foods Australia