



# Hurwitz Farming

## BORAN provides a one-stop service

**W**hen Hurwitz Farming presents its first production auction of 12 Boran bulls, 40 SP female animals and 60 appendix and commercial Boran type animals on 1 August, it will herald a new era for Boran farming in Mpumalanga's Davel area. Not only will buyers be able to obtain exceptional genetic material – they will also become part of an integrated marketing initiative where value addition is the keyword.

Hurwitz Farming is run by Dr Barney Hurwitz and his two grandsons, Simeon and Jarren. It is an integrated agri-business in which a feedlot stands central.

The Boran stud comprises 1 000 animals while another 500 cattle consisting mainly of Simmentaler and Manso-Brahman stud animals, are managed on a commercial basis and crossed with Boran bulls.

### Modern auction complex

Apart from the extensive mixed farming enterprise that hinges upon beef production, the Hurwitzes also run a registered quarantine station on the farm and recently opened their modern auction complex, The Bull Ring. The auction on 1 August will be the second event presented at the complex.

The Hurwitzes imported the first 900 Boran embryos from Zambia 20 years ago.

*The bull TLM 04578 (Eros) is Hurwitz Farming's main sire. He was eleven years of age when photographed last year.*



When Simeon and Jarren became involved in the farming enterprise, they decided to give the Boran stud a boost and therefore built their plans for the future around the unique traits of these cattle. The coming auction is the result of these plans.

"Because we traveled extensively throughout the country the past few years and purchased only the best genetics," says Simeon, "there is a lot of interest from industry side in our offering. For the first time buyers will be able to see the result of our dedicated breeding programme, namely to combine the country's best genetics with our own."

### Excellent in cross breeding

The Boran excels in their area, especially in cross-breeding programmes where its hardiness, adaptability, tick and disease resistance, low maintenance, calving ease, growth ability and exceptional meat quality are increasingly coming to the attention of cattle farmers.

"There is a definite turnaround in the commercial market and the value of the Boran in a cross-breeding system is increasingly being recognised. It is on this basis that we offer buyers of our Boran

bulls an integrated marketing approach. In terms of this system we pay a premium when purchasing the cross-calves obtained from those bulls used on commercial cows, and round them off in our feedlot.

"We've found that the growth and feed conversion



*Cattle in the feedlot.*

ability of these animals are exceptional. On this basis we are building a reputation for buying Boran-type calves across the country for rounding off in our feedlot."

### Cooperation with guest sellers

A last aspect of their integrated approach towards Boran-based beef production, is a relatively new notion in terms of which they co-operate with a number of guest sellers who are already using the Boran in cross-breeding programmes. These guest sellers are stud breeders of other breeds, who use the Boran for cross-breeding.

Packages that include female animals of different crosses will be available for commercial cattle farmers who want to establish a Boran element in their herds, but want to ensure that the mother line of the Boran cross also has a solid history of selection. There will be female groups that include Afrikaner, Simmentaler, Simbra, Limousin, Nguni and Bonsmara, all with the Boran as the common denominator.

"Thus we are creating a one-stop shop allowing the commercial farmer to buy everything he needs for the next season, at one auction. Not only can he buy Boran bulls, but he can also purchase female cross animals from the breed of his choice."

For more information, call Simeon Hurwitz on 082 415 5448.