



New thinking

INNING the

Beef growers deliver results

Sean and Jodi Brosnahan entered the Food Producer awards hoping to get some feedback. The judges told them exactly what they thought of their product in declaring them supreme winners. They told Richard Rennie what they are doing and why.

inaugural New Zealand Food Producer supreme award has put a humble East Coast couple well on the radar of every food writer and beef connoisseur in the country, ticking all the boxes for provenance, quality and taste

Sean and Jodi Brosnahan farm 2600ha in the Waikura Valley on East Cape and admited they were as surprised as anyone at winning the inaugural awards they entered largely to gain some feedback from judges.

Their Absolute Angus Porterhouse was named alongside seven category winners from horticulture, aquaculture, cheesemaking, butchery and premium artisan products.

We have the philosophy that to produce high quality meat you need fat on it and through it.

Sean Brosnahan

Farmer

"We never expected a win. "For us, selling our meat direct to customers was a way to reconnect with consumers.

"We were looking for more feedback and we were blown away to learn we had won it," Sean said.

The former stock agent and his dietician wife took over the lease of Maori trust blocks in the valley in 2009 and moved onto the property five years ago

The Brosnahans had been building up their Angus stud Resurgam Angus over the past 20

years, aiming for purely Scottish bloodlines with no United States genetics.

"We have the philosophy that to produce high quality meat you need fat on it and through it.

"We get figures for our marbling that indicate our cattle are not highly marbled but everyone who buys our meat tells me the taste is fantastic," he said.

In the quest for leaner, longer carcases Brosnahan believes the breed has risked losing sight of what consumers wanted in terms

It was a desire to reconnect with consumers that compelled the couple to start selling their beef through Bay of Plenty butcher Garth Bostock near Tauranga and in collaboration with him they went to online selling late last

Brosnahan said the spot nature of market prices for beef made for unnerving budgeting for dry stock farmers and taking ownership of the marketing and retail seemed a better way to try to tie some certainty into pricing for farm income.

"Farm costs are continually rising and farmers are not making a lot more revenue wise.

"I spent time travelling through Angus feed lots and farms in the US and came back convinced our pasture fed beef deserved to be promoted more than it has been. granted. It's a big deal in the US." I think we have just taken it for

While it was still early days for the online business, Brosnahan hoped to build business volume, capturing more beef supply from clients around NZ who had invested in his genetics over the

"But we are also conscious we don't want to lose sight of us being a niche brand."

The couple were also market-ing hogget and lamb cuts

sourced from their Perendale

Competition organiser Nicola McConnell said the objective of the contest was to try to better highlight the efforts of primary producers to strive for highquality, consumer-focused food products.

Other winners in the competition included a strong emphasis on meat and milk, with Jersey Girl organic whole milk taking out the dairy section primary award and Whitestone Cheese Company winning the outstanding dairy crafted award with its Vintage Windsor Blue

Cloudy Bay Clams won the

aquaculture award and Prodigal Daughter Sicilian sausages the crafted producer award.

"There are other food awards going but some are intended more for processed, packaged products made on a large scale and we are trying to highlight the efforts small-scale, artisan producers are making."

Better connectivity and internet services were resulting in a "democratisation" of the retail supply chain.

Producers were not only taking responsibility for processing their products but selling them direct and retaining more of the value they had worked to build.

There was a lot of camaraderie

between the producers at this competition.

We can see a network forming with a community of people to help producers who know a lot about making a great product but

not as much about marketing it." McConnell was confident the competition would gather momentum with strong interest already in for next year's event.

'There is a healthy debate going on in NZ at the moment about value and volume.

"It has been easy to go down the volume route but that is not able to grow forever.

Achieving extra value over volume will help make production more sustainable," she said.



BENEFITS: Sean and Jodi Brosnahan the middleman from the beef operation which has allowed them to put fat on their ncial bones while getting the genetics right





SUPREME WINNER - NZ LIFE & LEISURE **OUTSTANDING NZ FOOD PRODUCER**

Absolute NZ Meat, Absolute Angus, Porterhouse

Absolute Angus is the brand East Cape farmers Sean and Jodi Brosnahan developed for their pure NZ Angus stud, bred from the original Resurgam aberdeen-angus breed. Sean developed this pedigree herd over more than 20 years, using old-fashioned farming. Use of biological ferbiliser on the rolling hills creates good grass allowing cattle to be 100% grass fed and calves stay on their mothers for their first 10 months. This goodness and lack of stress grows meat richer in taste. Our judges raved about the flavour with one declaring it was a taste of her rural childhood.

absolutenzmeat.com







The Embassys

Resurgam Ngahere U407 has width, depth, fat cover and is also an easy doing sire. Ngahere has density as well and weighs like lead. He is leaving great females as well as bulls. His bull calves from a young age look bulls and are macho



Pinebank 1-80

with it.



Pinebank Waigroup 627-89



Pinebank Waigroup 41/97



Resurgam Ngahare U407



Resurgam Ngahere Z940



PINEBANK WAIG 31/95

PINEBANK WAIGROUP 41/97 RESURGAM SOUVENIR 5253 (ET) PINEBANK 639/88

WAIMATA LAD E230 01350 OF KENHARDT PINEBANK WAIG S/93 PINEBANK WAIG 58/93

TUPURUPURU 838/86 PINEBANK 663/85

WAIMATA LADC78 WAIMATA H920

ATOMIC OF TURIROA XCEL OF KEN HARDT

Resurgam Ngahere U407's dam Resurgam Souvenir S253 is a full sister to Resurgam Waiotane S263 out of the widely used locally and internationally renowned sire Pinebank Waigroup 41/97.

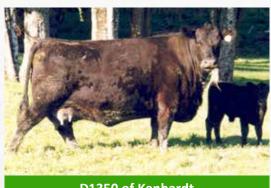
Resurgam Souvenir S255 is a flush sister to Resurgam Souvenir S253 and we have retained a son Resurgam Mahuta X595 for use in our herd.

We used Ngahere as a yearling and his first set of calves are showing a lot of qualities that we are looking for in our cattle. Ngahere is out of a 1st calving heifer.

He is very well put together sire, with a good topline. Ngahere is a sire that exhibits a very Aberdeen Angus style and type. He has the truest Angus head of any sire we have used to date.



Resurgam Ngahere Y771 Son of Ngahere U407



D1350 of Kenhardt **Grand Dam**



The Embassys





Pinebank Waigroup 627-89











Resurgam Ngahere E2900 (SV)

HerdBook# 204420172900 | Tattoo 2900 | Born 07/08/2017

RESURGAM NGAHERE U407 WAITAWHETA Z92

RESURGAM BLU-PRINT P215 WAIMATA K1203 PINEBANK WAIGROUP 41/97 RESURGAM SOUVENIR S253 (ET) WAITAWHETA X51 (ET) WAITAWHETA X77

WAIMATA BLU-PRINT G436 E1420 OF KENHARDT

WAIMATA BUCK 862 183 OF WAIMATA

Resurgam Ngahere E2900 is a third generation on from Pinebank 41/97. He was the pick bull of his year. Resurgam Ngahere E2900's dam is Resurgam Ideal U414 from our foundation cow Waimata K1203. Waimata E1203 a donor dam as well. E2900 is leaving nice females and males. E2900 will add width, depth, thickness and is structurally correct. Combines Blu-print and Ngahere line that has worked well for our herd. Resurgam Ideal Z945, a half-sister to E2900 a really nice cow in our herd.



RESURGAM NGAHERE Z918 RESURGAM IDEAL U414



dam Resurgam Souvenir H3638



The Embassys





Pinebank Waigroup 627-89



Pinebank 1-80





Resurgam Ngahare U407





Resurgam Ngahere Z940

HerdBook# 2044212Z940 | Tattoo Z940 |

Born 18/08/2012

PINEBANK WAIGROUP 41/97 RESURGAM SOUVENIR S253

RESURGAM NGAHERE U407 WAIMATA L1288

> WAIMATA ROB 18 F 798 OF WAIMATA

PINEBANK WAIGROUP 31/95 PINEBANK 639/88

WAIMATA E230

D1350 OF KENHARDT

TURIHAUA ROBUST

C564 OF WAIMATA

R517 OF WAIMATA B499 OF WAIMATA

Resurgam Ngahere Z940 by Resurgam Ngahere U407 from the Pinebank 41/97 sire line. Dam was Waimata L1288 who had 14 calves. Waimata L1288 also produced Resurgam Craigievar U410. Z940 bred really well for us and we sold stud bulls by him as well as left very good females in our herd. Progeny have a lot of depth, thickness, muscularity, easy doing with really good toplines. From our Alice family.



Resurgam Alice A2074 half-sister to Resurgam Ngahere Z940



Resurgam Ngahere G3414 By Resurgam Ngahere Z940



The Blu-prints

Resurgam Blu-print T368

is a sire who is adding depth, width (possibly the widest based sire we have), thickness and natural easy doing ability. T368 is a bull who just keeps putting on condition.





Wilson Downs Zenith







Resurgam Blu-print T368



Resurgam Blu-print Y813



RESURGAM BLU-PRINT P215 WAIMATA K1147

WAIMATA BLU-PRINT G436 E1420 OF KENHARDT

WAIMATA ROB 18 171 OF WAIMATA

WAIMATA BLU-PRINT G436 WAIMATA 1975

ATOMIC OF TURIROA XCEL OF KENHARDT

TURIHAUA ROBUST C564 OF WAIMATA

MATAL 546 WAIT OF WAIWHERO

Resurgam Blu-print T368 has Matai 546 in his pedigree 3 times. Matai 546 was a bloodline that we were looking for in our original heifers we purchased from Waimata Angus. T368's dam Waimata K1147 was the most direct link to Matai 546 in pedigree and typifies that quality of Matai cows that we found on our first visit to Waimata Angus. His sire Resurgam Blu-print P215 is the heaviest bull calf we have reared out of a 14 year old cow. T368 grand dam is E1420 of Kenhardt, a donor and out the best Pure NZ cow family from Kenhardt. Resurgam Bluprint T368 was used on commercial cows in his first season at Waitangihia Station and having seen his calves he was pulled into Stud duty thereafter. Blu-print T368 is a grandson of our foundation sire, Waimata Blu-print G436, who has left productive daughters that are doing a great job for us now.







The Blu-prints





Wilson Downs Zenith











HerdBook# 20442142223 | Tattoo **2223** Born 4/08/2014

RESURGAM BLU-PRINT P215

RESURGAM BLU-PRINT T368 RESURGAM ALICE W517

WAIMATA K1147

MAINSTREAM MATE 301 ET WAIMATA L1288

WAIMATA BLU-PRINT G436 E1420 OF KENHARDT

WAIMATA ROB 18 171 OF WAIMATA

WHAREKOWKA MATE MATAURI 1831

WAIMATA ROB 18 F 798 OF WAIMATA

Resurgam Blu-print B2223 is by Resurgam Blu-print T368 who is 3 x Matai 546. On the Dam side Resurgam Alice W517 is a Mainsteam Mate 301 daughter out of Waimata L1288 who left us Resurgam Ngahere Z940 sire used in herd and 2 Beautiful daughters still in herd as well as having 14 calves in total. Blu-print B2223 has developed into a very thick compact bull, strong headed bull with width, muscularity and eye appeal so much so Ian Walsh of Falkirk Genetics has nicknamed him "Magic". Waimata K1147 the dam of Resurgam Blu-print T368 was the most direct link to Matai 546 in pedigree and typifies that quality of Matai cows that we found on our first visit to Waimata Angus. E1420 of Kenhardt, a donor and out the best Pure NZ cow family from Kenhardt. Semen Available



by Resurgam Blu-print T368





The Jakes









Lake of Turihaua





Resurgam Jake C2356

LAKE OF TURIHAUA TURIHAUA JOLLIMENT 901

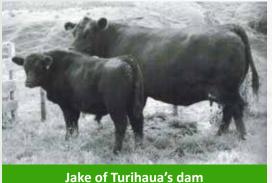
RESURGAM WAIOTANE S263 (ET) RESURGAM BRIGHT R234 NUZZLE OF TURIHAUA TURIHAUA KATHLEEN 134

TOPAZ OF TURIHAUA TURIHAUA JOLLIMONT 537

WAIMATA LAD E230 D1350 OF KENHARDT

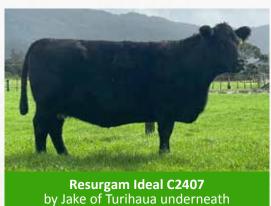
WAITAWHETA X69 WAIMATA K1208

Resurgam Jake D2608 had left moderate, easy doing progeny with good fat covers. Resurgam Jake D2608 is a bigger framed bull with muscularity and a very good temperament and gets the cows bred. His Dam Resurgam Bright U437 was a prolific embryo donor with progeny in USA and NZ. U437 was a bigger framed cow with good bone and type. Resurgam Jake D2608 progeny are consistent for both bulls and heifers. We sold Resurgam Jake J3824 a son as a yearling to Aysgarth Angus in Te Awamutu. Of the two Jake sons C2356 & D2608 we feel D2608 is breeding marginally better. Jake of Turihaua who was born in 1966 was owned by Lindsay Johnstone of Ranui Angus. Lindsay Johnstone rated the dam of Jake Turihaua Jolliment 901 as being in the top 3 cows of the Angus breed he saw in his time. Semen Available



JAKE OF TURIHAUA RESURGAM BRIGHT U437

Jake of Turihaua's dam Turihaua Jolliment 901 - DOB 7/8/62

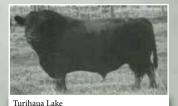




The Jakes











LAKE OF TURIHAUA TURIHAUA JOLLIMENT 901

RESURGAM WAIOTANE S263 (ET) RESURGAM BRIGHT R234

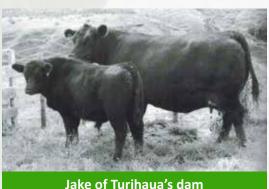
NUZZLE OF TURIHAUA TURIHAUA KATHLEEN 134

TOPAZ OF TURIHAUA TURIHAUA JOLLIMONT 537

WAIMATA LAD E230 D1350 OF KENHARDT

WAITAWHETA X69 WAIMATA K1208

Resurgam Jake C2356 had left moderate, easy doing progeny with good fat covers. His Dam Resurgam Bright U437 was a prolific embryo donor with progeny in USA and NZ. U437 was a bigger framed cow with good bone and type. Resurgam Jake C2356 progeny are consistent for both bulls and heifers. Jake of Turihaua who was born in 1966 was owned by Lindsay Johnstone of Ranui Angus. Lindsay Johnstone rated the dam of Jake Turihaua Jolliment 901 as being in the top 3 cows of the Angus breed he saw in his time.



JAKE OF TURIHAUA RESURGAM BRIGHT U437

Jake of Turihaua's dam Turihaua Jolliment 901 - DOB 7/8/62



Jake of Turihaua



The Mates













Resurgam Mate C2351 The Sire of Resurgam Mate W520 is also Mainstream Mate 301ET one of our foundations sires. Resurgam Mate W520 was sold to James Delaney in Waikanae and developed into a very good bull. We purchased him back in 2020. C2351 is a bull with good, very easy doing with good structure. He has great temperament and his calves are pleasing to the eye and are showing a lot of the depth and hind quarters at a young age. They look like bulls from a calf. His Dam Waimata K1209 was a foundation cow that had 13 natural calves plus 3 embryos, of those 16 calves 2 were female. K1209 was a moderate sized cow with a very good udder. We sold 3 sons for commercial use (Resurgam Zeus U422, Resurgam Mate W520 and Resurgam Mate C2351) and repurchased for stud use as aged bulls. K1209 stayed in our herd until she was 16 years old. With K1209 first 12 natural calves she always calved in the first 2 weeks of calving. Semen Available







The Mates















Resurgam Mate F3195 is by Resurgam Mate W520 who bred really well for us out of a Bluprint T368 daughter going back to Waimata K1208 a foundation cow. Resurgam Bright C2462 has 2 daughters in the herd. Resurgam Mate F3195 has exceptional structure and is very easy doing, a lot of capacity with really good girth. A lot of engine room. A mobile bull that continues the tradition his sire line in known for, getting of around the hills getting cows bred.







The Mahutas



Zulu 1st of Kaharau



Kaharau Zulu 605





Resurgam Hikurangi X582



Resurgam Mahuta E2994



HerdBook# 204420193508

| Tattoo **3508** | Born 6/09/19

RESURGAM MAHUTA X582

RESURGAM MAHUTA E2994 (SV) RESURGAM DONNA E2949 (SV)

RESURGAM BRIGHT U432

RESURGAM NGAHERE Z918 RESURGAM DONNA Y833

RESURGAM MAHUTA S260 (ET) WAIMATA K1147

RESURGAM BUCK R232 WAIMATA K1208

RESURGAM NGAHERE U407 WAITAWHETA Z92

RESURGAM WAIOTANE \$263 (ET) RESURGAM DONNA U443

Resurgam Mahuta G3508 is a young bull coming through for the Mahuta line. G3508 is out of a R2 Heifer Resurgam Donna E2949. Resurgam Mahuta G3508 combines the bloodlines of Waiotane S263, Pinebank 41/97, Waimata E230 x 4 times and Ramble 175/5 of Kauere a lot of the bloodlines we sort after when setting up the herd. G3508 has left a nice set of progeny out of heifers.



Resurgam Mahuta E2994 by Resurgam Mahuta X582



Resurgam Mahuta H3732 by Resurgam Mahuta E2994



The Mahutas

Resurgam Mahuta S260 is an easy doing sire and it is very hard to take weight off him. He is very deep bodied right through and has a very good topline. He has an exceptional temperament and is a worker.



Zulu 1st of Kaharau



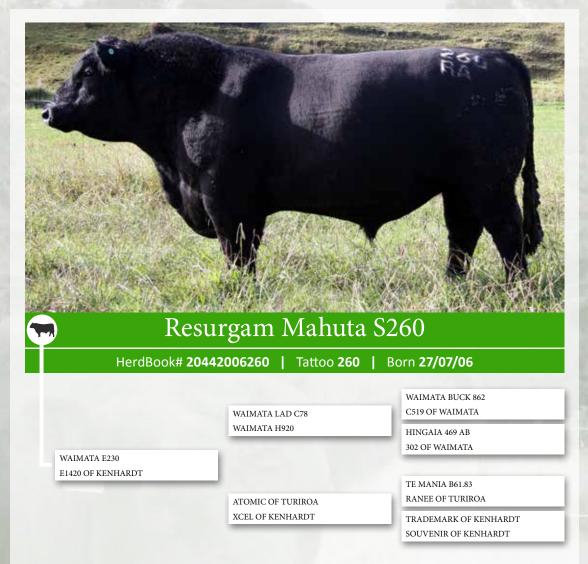
Kaharau Zulu 605











Resurgam Mahuta combines a modern Pure NZ sire with old blood from the dam. E1420 of Kenhardt is out of the best Pure NZ dam line from the Kenhardt Angus stud and was a donor cow. S260 is very similar blood to Resurgam Waiotane S263. So far calves by Mahuta are deeper, wider based and thicker. Mahuta was initially used over commercial cattle with good results. His daughters are milking well producing good calves. We have kept several sons out of key females within our herd to expand this bloodline. Resurgam Mahuta S260 is now deceased.







The Zeus's



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Foundation Sire, Zeus Z643





Resurgam Zeus U422



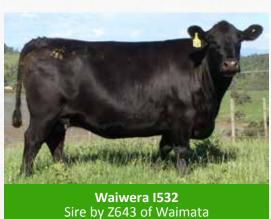


Zeus Resurgam Zeus U422 is out of Waimata K1209 and by Waiwera Zeus I474. We sold this bull out for commercial use and repurchased him back for use in the stud program. Zeus U422 continues our Waiwera Zeus bloodline. He has a good top line with strong hind quarter. His Dam Waimata K1209 was a foundation cow that had 13 natural calves plus 3 embryos, of those 16 calves 2 were female. K1209 was a moderate sized cow with a very good udder. K1209 stayed in our herd until she was 16 years old. With K1209 first 12 natural calves she always calved in the first 2 weeks of calving.

WAIMATA BORIS 904

F 785 OF WAIMATA





C564 OF WAIMATA

KAHARAU ZULU 605 197 OF WAIMATA



The Inspirations

"Resurgam Inspiration S277 is the most exciting Pure NZ calf I have seen on my travels in 2007. S277 has balance, style and presence, with a great pedigree" Lindsay Jones (SMS)

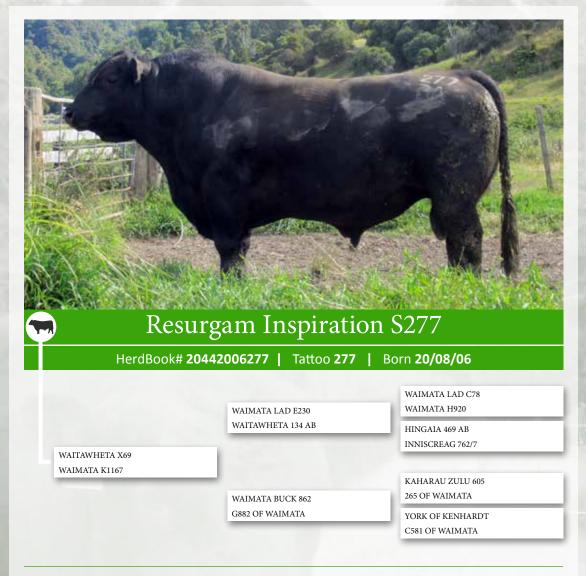












Resurgam Inspiration S277 has great pedigree with the sires Hingaia 469 x2, York, Ramble and Matai x2 in the background. His progeny have a bit more frame, length and thickness with style. S277 is a Waimata E230 Grandson with Waimata E230 breeding well internationally. S277 was out of one of the best original Waimata heifers we purchased in 2000 - Waimata K1167.

S277 has a moderate birthweight, with good growth and good carcase data for a Pure NZ sire. Resurgam Inspiration S277 is now serving time in the Pinebank herd in Masterton.







The Inspirations





Zulu 1st of Kaharau

WAITAWHETA X69

HerdBook# 20442012989 | Tattoo 989 | Born 5/10/12

WAIMATA E230 WAITAWHETA 134

WAIMATA BUCK 862 G882 OF WAIMATA

WAIMATA E230 WAITAWHETA 134

679 OF WAIMATA C564 OF WAIMATA



WAITAWHETA X69 WAIMATA K1208

WAIMATA K1167



Waimata Lad E230

Resurgam Inspiration Z989 Resurgam Inspiration Z989 Sired by Resurgam Inspiration S277 out of dam Resurgam Bright R234. Bright R234 was a very easy keeping cow with very good fat cover. Z989 combines a lot of cows we like to see in a pedigree Waimata K1208, Bright R234, Waitawheta 134 x2 by Hingaia 469 and Waimata K1167 a very productive cow from Waimata Angus. Inspiration Z989 was sold to stud to Kenhardt Angus and the Crawshaw family in 2014. We repurchased him back late in 2017. Inspiration Z989 has length with good hindquarter and fat cover.



Resurgam Inspiration S277



Resurgam Inspiration Z989



RESURGAM INSPIRATION S277 RESURGAM BRIGHT R234

by Resurgam Inspiration Z989



Resurgam Evita U448 Resurgam Inspiration S277



The Craigievars

Resurgam Craigievar U410 is a well put together sire with a good topline and lots of natural thickness.





Kaharau Zulu 605



Waimata Lad E230



Resurgam Aspiration R232



Resurgam Craigievar U410



Resurgam Craigievar C2446



WAIMATA K1167 RESURGAM BUCK R232

WAIMATA L1288

WAIMATA ROB 18 F 798 OF WAIMATA

WAITAWHETA X69

WAIMATA LAD E230 WAITAWHETA 134

WAIMATA BUCK 862 G882 OF WAIMATA

TURIHAUA ROBUST C564 OF WAIMATA

R517 OF WAIMATA B499 OF WAIMATA

Resurgam Craigievar U410 is sired by Resurgam Aspiration R232 out of a Waimata dam Waimata L1288. Waimata L1288 is also the dam of Waimata K818 who is the main herd sire at Aysgarth Angus in Te Awamutu. Craigievar has 3 x Matai 546, Hingaia Tex x1, York of Kenhardt, Waimata E230. On the topside of the pedigree we also have Waimata K1167 a very productive cow. U410 is a lower birthweight sire.



Half sister to Craigievar U410



Resurgam Blossom U472 by Resurgam Aspiration R232



The Craigievars

Resurgam Craigievar C2446 is a strong headed bull with a bit more frame and is very mobile.



Zulu 1st of Kaharau



Kaharau Zulu 605



Resurgam Aspiration R232



Resurgam Craigievar U410



Resurgam Craigievar C2446



WAIMATA L1288

RESURGAM SOUVENIR U411

RESURGAM CRAIGIEVAR U410

PINEBANK WAIGROUP 41/97 RESURGAM SOUVENIR S262

RESURGAM ASPIRATION R232

WAITAWHETA X69 WAIMATA K1167

WAIMATA ROB 18 F 798 OF WAIMATA

PINEBANK WAIG 31/95 PINEBANK 639/88

WAIMATA E230 E1420 OF KENHARDT

Resurgam Craigievar C2446 is Sired by Resurgam Craigievar U410 out of Dam Resurgam Souvenir U411. Criagievar C2446 is a strong headed bull with a bit more frame and is very mobile. Criagievar C2446 has great females behind in Souvenir U411 by Pinebank Waigroup 41/97, E1420 Of Kenhardt, Waitawheta 134 x2 by Hingaia 469, Waimata L1288 and Waimata K1167.



Half sister to Craigievar U410



Resurgam Blossom U472 by Resurgam Aspiration R232



The Waiotanes

Resurgam Waiotane S263 is a sire by Waimata E230 out of D1350 of Kenhardt. D1350 of Kenhardt is from very good old bloodlines from the Kenhardt herd. D1350 of Kenhardt was a donor cow. We have a very good cow in Resurgam Souvenir S255 a flush sister to Waiotane in our herd we have kept a son from.



Zulu 1st of Kaharau



Kaharau Zulu 605







Resurgam Waiotane S263 HerdBook# **20442006263** Tattoo 263 | Born 27/07/06 WAIMATA BUCK 862 C519 OF WAIMATA WAIMATA LAD C78 WAIMATA H920 HINGAIA 469 AB 302 OF WAIMATA WAIMATA E230 D1350 OF KENHARDT TE MANIA B61.83 RANEE OF TURIROA ATOMIC OF TURIROA XCEL OF KENHARDT TRADEMARK OF KENHARDT SOUVENIR OF KENHARDT

Resurgam Waiotane S263 is a very deep sire with a lot capacity and girth. S263's sons have style to them. He is very much a traditional type sire. Waiotane's daughters are performing well for us and bringing home good calves. S263's daughters are growing into nice cows. S263 has a great temperament as well as topline. We have kept a son in Resurgam Waiotane X634 out of a Mainstream Mate 301 daughter.







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