

# A focus on functionality

## Commercial drivers key to JAD success

### JAD SPECKLE PARK ADVERTISER CONTENT

AS ONE of the largest Speckle Park studs in the world, JAD Speckle Park at Yeoval in the Central West, NSW, has always maintained a strictly commercial focus.

Principals Justin and Amy Dickens say form and function has been lost in many seedstock herds across breeds and that is increasingly reported through reduced fertility and structural issues in both bulls and cows.

"Vets are really noticing these changes, and as beef producers, we need to re-focus on these highly important, profit-driving fundamentals," Mr Dickens said.

"Price per kilogram received is often overstated in its influence on profit per hectare. There are a lot of hidden impacts on profit associated with either having mature cows poorly matched to landscape/resources, or fall-outs due to poor fertility, or poor structure.

"A cow that comes in empty as a lactating three-year-old, or has a stifle injury as a four-year-old, these are huge costs to a commercial cattle breeding business."

JAD Speckle Park has fielded increased enquiry ahead of its 7th Annual JAD Speckle Park Bull and Female Sale on April 4, from people who are switching to Speckle Park in a quest to meet domestic specifications earlier with adequate fat cover, improve fertility rates, and reduce breakdowns.

"We have run several breeds here over the years, and observed time and again how well Speckle Park perform and re-breed at high

rates in adverse conditions, with exceptional longevity," Mr Dickens said.

"This allows us to offer a 12-month guarantee on our sale bulls with confidence, as we have rarely had claims since our first sale in 2019."

The Dickens family bought its first property in 2012, after Mr Dickens previously managed for the neighbouring Kerin Poll Merino stud.

They have added adjoining land and now operate across 1206 hectares plus agistment country, with two full-time staff assisting in their seedstock, sheep/cattle breeding, and livestock trading business.

Mr Dickens said between late-May and early-August last year, they sent 286 Speckle Park and Speckle Park-cross steers and heifers to be processed by a domestic supermarket for their grassfed program.

"They were 15-18 months old at slaughter with an average 279.6kg carcass weight.

"They had a 59 per cent average dressing percentage, on a 5pc curfewed weight, and returned an average of \$2037.82/head.

"This worked out at \$4.30/kg on a liveweight basis.

"Most cattle of this age and weight don't have sufficient fat cover to be slaughtered, and so head off to a feedlot instead.

"To my knowledge, there wasn't a public feeder grid in the country for any breed that got out to \$4.30/kg over this period."

Mr Dickens said the ability to finish early, yield well, and withstand adverse seasonal conditions were strong-points for Speckle Park at a



JAD Speckle Park will offer a first public release of semen from its new sire, JAD The Marshall T87 (JAD T87), at its 7th annual JAD Speckle Park Bull and Female Sale on April 4. Pictures supplied



Scotch fillet from a 100 per cent grassfed milk-tooth purebred JAD Speckle Park heifer. The heifer live scanned 8.2pc IMF at 16 months old.



Jack, Justin, Mitchell and Amy Dickens with some JAD Speckle Park cattle in the background. Picture by Ruby Canning

production level, together with high fertility rates, very low breakdown rates.

Less than a decade since its launch, JAD Speckle Park has become one of the country's leading Speckle Park studs, with a high percentage of repeat clients.

"We performance-record everything under commercial conditions and in large contemporary groups, to improve the accuracy of estimated breeding values for our animals, and our

stud has held a five-star Breedplan Completeness of Performance Rating since our first year drop," Mr Dickens said.

JAD Speckle Park has worked hard to demonstrate the commercial merits of Speckle Park, through feedlot trial work, meat research through the University of Newcastle, and working through the supply chain.

"Anyone who eats Speckle Park beef comments about just how good it is, and now

we have research to back up the reasons why," Mr Dickens said. "It is high in Omega-3 fatty acids and has a low fat melting point.

"With the ever-increasing cost of production of Australian beef, it is essential that we focus on producing a high-quality, high-yielding, luxury beef product, at a younger age.

"I have concerns with the ever-increasing days on feed in a quest to feed meat quality into cattle.

"With a spotlight on industry emissions, surely we should be working to shorten our time to slaughter.

"More industry funding should be directed into researching other influences on beef eating experience, outside of just marbling. Even in a first-cross, Speckle Park delivers a consistently outstanding eating experience - well-marbled, tender beef with succulent flavour."

■ Visit: [www.jadspecklepark.com.au](http://www.jadspecklepark.com.au)

## BRED FOR LASTING PERFORMANCE

### 7th JAD Speckle Park Bull + Female Sale



4 April 2025  
1pm AEDT



"Greenvale"  
Yeoval, NSW

#### 2025 SALE OFFERING:



54 REGISTERED STUD BULLS



27 PTIC F1 COMMERCIAL HEIFERS



FROZEN GENETICS



24 PTIC REGISTERED STUD HEIFERS



3 PREGNANT RECIPIENTS



TICK FEVER VACCINATED

#### CONTACT

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#### INTERFACED ON



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