

SIGNATURE SPECKLE PARK ADVERTISING FEATURE

The Speckle Park episode continues

IN RECENT months, a new podcast "Why Speckle Park?" has been steadily gaining traction among dedicated Speckle Park breeders, agricultural professionals and even members of the general public who are curious about premium beef, regenerative agriculture, and the stories behind the steak on their plate.

The podcast was launched by Justin and Amy Dickens from JAD Speckle Park in early 2025.

Every episode explores the rise of the Speckle Park breed in Australia and New Zealand and investigates the reasons behind its growing popularity in both commercial beef production and boutique meat markets.

JAD director, Amy Dickens said the podcast began after her Speckle Park discussion group on Facebook group gained popularity.

"I procrastinated a lot, thinking my voice was too screechy and so on, but finally bit the bullet in March this year and interviewed Justin for episode 1, to ease myself

into it," Mrs Dickens said.

"I had some training beforehand, and have learned how to edit the audio to make it easier for people to listen to.

"My focus has always been on the commercial side of the breed, as that is what we're all about at heart."

Speckle Park meat is making its way onto menus in many restaurants and onto the plate of many households, perhaps from a study that showed the meat differences compared to other breeds.

This study was initiated by Mr and Mrs Dickens who took live muscle biopsies from 50 yearling 2022 drop stud animals.

The biopsies from these 25 bulls and 25 heifers were frozen and taken to the University of Newcastle to test Intramuscular fat (IMF) content, fat melting point (FMP), and omega-3 long-chain polyunsaturated fatty acids (PUFAs) composition.

The samples showed a low melting point average of 37.4 degrees for the females and

43.4 degrees for the males, with one sample recording a fat melting point of just 29.3 degrees.

That was the lowest that has ever been recorded from animals of that age in that particular laboratory, across breeds.

When it came to omega-3 long chain polyunsaturated fatty acids, 11 samples exceeded source levels of 30 milligrams per 100 grams of tissue.

Every episode of the podcast not only talks in depth about the breed but tells the stories of some fascinating people doing remarkable things for the agricultural industry.

Geoff Jones, owner of Holiday Coast Meats joined Mr and Mrs Dickens on the podcast with a life story that was 90 per cent hard work and 10pc luck.

But what truly stole the spotlight was his unwavering passion for Speckle Park cattle and the bold future he envisions for the breed in the fine food industry.

"I have never ever had a



Geoff Jones, owner of Holiday Coast Meats cannot keep up with the demand for Speckle Park beef. Picture supplied

tough piece of Speckle Park, and that's an easy thing to sell when you have a butcher shop, no one wants to hear that was a terrible piece of steak and I couldn't eat it, so the Speckle Park provided that, there was no bad story when it was eaten." Mr Jones said.

"There is something genuinely unique about Speckle Park beef, there is a certain kind of flavour, I call it a sweetness, it is the best.

"When you go to a restaurant and spend \$150 on some steak and wine and it was pretty ordinary you would leave and think that was an expensive experience.

"However, if you left a restaurant and spent \$150 on

some steak and wine and it was a beautiful bit of steak you wouldn't think it was an expensive experience would you?"

Mr Jones said the study that Mr and Mrs Dickens led was one that proved how not only healthy the meat is but how elite it stands to some other breeds he has worked with throughout his time in the shop.

Mrs Dickens is hopeful the podcast will continue to be a success and her findings will lead to more popularity around the breed.

"I am often getting calls and messages from people from around the world about how much they enjoy it. That global interest has shocked

me a bit - I didn't expect that at all.

"Speckle Park breed societies from other countries such as Canada, the United States and Ireland have all been really encouraging, sharing posts about the podcast with their audiences, and including stories about it in their publications, which I have really been appreciative for."

This podcast just proves that the breeders are standing strong by their values and that it isn't just a breed, it is a movement, well known producers, breeders and sellers like Mr Jones now get a vocal platform to discuss their beliefs on the breed.

— BRIDIE SHEATHER

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ANGUS	SPECKLE PARK	ANGUS
JADA UNANIMOUS U616 (DIC23U616)	JAD UNDENIABLE U67 (JAD U67)	JADA URBANO U645 (DIC23U645)
LOT 3	LOT 33	LOT 2



Fri 22 Aug 2025
1pm start time



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