

# YEARBOOK 2022

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DEVON: One brand, many achievements.



# Devon Camboatã

## Genética de Resultado

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## ABCDB YEARBOOK

2022

**I**t brought me numerous lessons and possibilities with the growth of the Breed and the chance to the Synthetic Bravon Breed showcase”.

We are about to close our second term ahead of the Association, the first one in the Brazilian Association of Devon Breeders, and the second in the Brazilian Association of Devon and Bravon Breeders, which I am very honored and has brought me countless learnings and possibilities.

Since we assumed, in 2019, we have also added achievements always focused on investments necessary for genetic improvement and, thus, enabling greater visibility of the Breed, so that breeders and investors could assess the qualities and advantages of breeding and improve their herds. After all, genetic improvement is an endless effort to overcome the challenges of beef cattle breeding in the present and in the future.

Despite the social isolation imposed by the pandemic, which made it impossible to hold several events, we continued to promote programs such as the incentive to the carcass ultrasonography, certification of calves and registration of animals, as well as the Food Efficiency Trials, in which we are in the third edition and concluding with a field day for breeders.

Through the carcass ultrasonography, we encourage the use of Promebo, a tool that aims to obtain genetic gains too necessary for a high standard modern cattle breeding, as well as to obtain the registered trademark of the Top Devon® and the Brazilian Association of Devon and Bravon® breeders, which will provide greater credibility and recognition to our members and the consumer, both in the certified products and in the auctions of animals of the Devon and Bravon. Part of them are in this yearbook, which was once again made with great dedication by our team.

On September 20, 2022, the Association will be 70 years old. I invite you to meet all those who have been elected since that faraway 1952. Certainly, reviewing some of them will bring back good memories. In this regard, we also honored breeders who will remain forever in our history, from Reinoldes Cherubini, in Serra Gaúcha, to Viriato Vargas, in the Western Frontier. And also, the memory of the one who left a legacy of more than 60 years, Ivo Tadeu Araujo Bianchini, in Serra Catarinense, Lages/SC.

This edition is also an opportunity to learn about the history of Pedras Altas, which received the first specimens of Devon in Brazil, and whose castle keeps much of this history. To the delight of all the breeders, the expectation of the new owners is that the breed raised on the farm will be as enthusiastic as it was for Joaquim Francisco Assis Brasil at the beginning of the last century.

As traditionally happens, we have recorded some of the main events that Devon and Bravon have attended, especially at the time of the return of exhibitions and auctions. We wish you all a pleasant reading.

Good read!  
Simone Bianchini  
Presidente



# Summary



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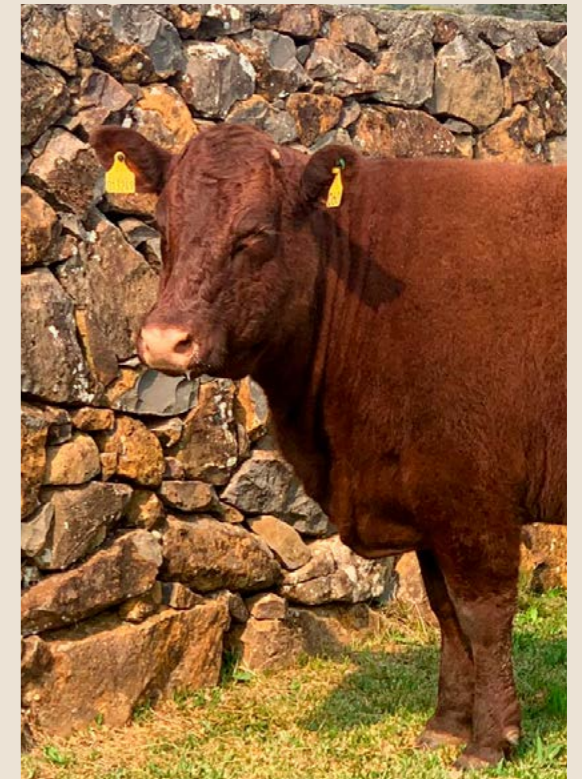
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PEDRAS ALTAS FARM

# Back to the historical castle where everything began

New owners intend to take up Devon breeding again in the fields that received the first specimens in Brazil.

The acquisition of a historical heritage, in South of Rio Grande do Sul, stirred a memory chest and brought great expectation about the future of Pedras Altas Castle, in Pedras Altas (RS), 400 kilometers from Porto Alegre (RS). Of medieval architecture, the 44-room building was raised in the early 20th century by Joaquim Francisco de Assis Brasil, a prominent political, cultural and agricultural figure in Brazil, who was a pioneer on several fronts. In one of them, he brought to Brazil the first Devon animals, a breed of cattle that, according to him, “could not be improved by any other breed”. The plains of the property received the first 40 Devon heifers imported from Uruguay in 1906, and boosted the gaucho cattle breeding at that time. The expectation of the new owners is to rebuild the castle scenario of over 100 years.

“We will restore the castle and reproduce everything as it was like. Devon’s barn is still there, the idea is to take Devon back and start breeding as well”, says Luiz Carlos Segat, father of Rafael, Gabriela, and Kamilla Trindade Pacheco Segat, the new owners from Santa Maria (RS). “The Devon was a breed chosen by Assis Brasil, he said that it

was very important to use it to improve the herd at the time, he saw a great potential of Devon and we will show this to the visitors”, says Segat, president of the just-created Pedras Altas Castle Association, which leads the reform and restoration project, along with the Institute of Historical and Artistic Heritage of the State (IPHAE).

The Segat family’s goal is to turn the farm into a cultural center, with two out of the four floors open to public visitation. Visitors will have the chance to enter in the living room, for example, with the furniture and all the details of the place where the agreement that put an end to the conflict between Chimangos and Maragatos was assigned, in the Revolution of 1923, the so-called Pact of Pedras Altas. The library, with 14 thousand books, holds true rarities on law, sociology, economics, agriculture, livestock, and many collections. Eight books were published between 1400 and 1500, even before the discovery of Brazil.

In the collection, at least 105 titles deal with the Devon breed. The oldest is an English publication from 1884. In some of them, Assis Brasil handwritten notes. Also caught the attention of the new owners a wooden box, with a clod of dirt brought

.....

“We will restore the castle and reproduce everything as it was like. Devon’s barn is still there, the idea is to take the Devon back and start breeding as well.”



from England, from where Devon was originated. The sample is from the place where new bulls were imported to Pedras Altas. “I made a context of the importance and magnitude of Assis Brasil and the castle of Pedras Altas, the Devon is inserted in this environment, as a precious stone”, summarizes Segat.

Everything is identified and listed as historic heritage. According to historians, Assis Brasil saw adaptability as the best characteristic of the Devon. The bulls were kept in half stalls, while cows lived entirely in the field, both during winter and summer. Besides being a Devon pioneer, Assis Brasil imported Karakul and Ideal sheep, Jersey cows, Arabian horses, and also introduced new species of trees, such as eucalyptus. He also built stables, barns and gates that are still on the in the farm.

The patriarch of Segat family says that the initial interest was for a countryside area, for agriculture and livestock. “We came across the castle and all that history, it was a great surprise, I think we still don’t have the dimension of all the importance it has”, he ponders. The lawyer reports that the receptivity is being extremely positive. “It is surprising, researchers and people who knew Assis Brasil come to us and reveal important aspects of the

father of the electoral law, patron of agriculture in the state, leader of the 1923 revolution, owner of the largest family library in Latin America, and an extremely important farmer. And imagine our family becoming, now, owner of all this; this expectation brings us a great social responsibility”, he reveals. Luiz Carlos Segat assures that “there will be a lot of things to be seen and visited. We will have the castle back and also the house, with people, movement and the mess of children”, he says, referring to his family and the five grandchildren. “We’re going to give all that back to the castle”, he projects.

For the president of the Brazilian Association of Devon and Bravon, Simone Bianchini, the return of Devon to the fields of the Pedras Altas Castle will have a special meaning. “Assis Brasil was a visionary who had the brilliant initiative to bring the best beef cattle breed to Brazil. It was from Pedras Altas that the Devon took the Pampa direction, spread throughout Rio Grande do Sul, Santa Catarina, and then up to Brazil. The Devon breeders are happy and proud, the Segat family is very welcome”, says the leader.

TOP DEVON SC

# Top Devon SC: Lages has a clean track for the sixth consecutive year

Heifers reached an average price of R\$ 24,9 thousand

The 6th edition of the Top Devon Santa Catarina animated the track of Conta Dinheiro Exhibition Park in Lages (SC), with the sale of all bulls, females, and Devon, which were offered on September 25, 2021. The average price of bulls was R\$16,320.00. Heifers reached an average price of R\$ 24,900.00, and cows of R\$ 10.200,00. The averages, per live kilo, were R\$ 13.21/kg for steers, and 12.93/kg for heifers. The cows average was R\$ 10.29/kg.

The best offer went to the heifer Lana TE60 Estrela do Sul, owned by Felipe and Istélio José Souto-Maior Camargo from Estrela do Sul Farm, in Capão Alto, which was sold for R\$ 25.8 thousand. The almost three years old female was in her seventh month of pregnancy, with 655 kilos. The participating companies were Gralha Azul Farm, from Fraiburgo; Colina, from São José do Cerrito; Quero-Quero, from São Bonifácio; Pedra Vermelha, from Urubici; Araucária, from Paniel; Estrela do Sul, from Capão Alto; Santa Maria, from Lages; and Sincelo, from Urupema. “The words that best summarize the 2021 Top Devon SC are high genetic standard, total liqui-

dity and organization. What we saw on the track was the result of a lot of investment and dedication, both from PO animals’ breeders and also of Devon and Bravon crosses”, celebrated Cácio Moraes, president of the Santa Catarina Breeders’ Association in Lages, which promotes the auction.

The auction has the ABCDB endorsement. “Due to their characteristics, both Devon and Bravon have a remarkable performance indifferent regions of Santa Catarina state, and the breeder knows this. In addition, the state is strategic because it was the pioneer of Devon beef certification in 2017, with an exemplar job done by São João slaughterhouse, which makes Santa Catarina’s breeders very proud”, declares Simone Bianchini.

All PO specimens were submitted to a carcass ultrasonography prior to the auction in order to provide a more detailed overview to the interested buyers. The 6th Top Devon SC was in the charge of Camargo Agronegócios, and the hammer under control of the auctioneer Delamar Macedo, also a Devon breeder. As occurred in 2020, all the offers were virtual.

A 2-year-old heifer was acquired for R\$ 25.8 thousand



TOP DEVON SC

# The debut of Top Devon from Santa Catarina plateau

The 870 kg bull was auctioned for R\$ 30 thousand

In month of intense activity at the auction tracks, September 2021 ended with the golden key for Devon. The sire Jaguar TE53 T686 Passo Velho, from Passo Velho Farm in Bom Jardim da Serra (SC), was traded for R\$30,000 at the first Santa Catarina plateau Top Devon. The auction, which took place with the 4th Auction of Breeders and Sires of the of Santa Catarina plateau (ARCS), is endorsed by the Brazilian Association of Devon and Bravon Breeders (ABCDB) and was held on September 26th, at the Apple National Park, in São Joaquim (SC).

The average of the Devon bulls was R\$19,080.00. The breed was represented by four breeders in the region. Hernani Macari, president of the Santa Catarina plateau Devon and Bravon Breeders, remembers that the region is nationally known for climatic adversity. “As a result, we have a long-term selection process of commercial herd with Devon. When we,



as breeders, advanced in the genetic production, we knew that, besides reaching the best the breed can provide us in this regard, we were also aware of the importance to provide the market with extremely rustic animals that are adapted to our region. This guarantees that changing location, whether here or anywhere else, these animals will perform and represent their maximum potential”, bets Macari.

President Simone Bianchini adds: “With the incentives that ABCDB promotes, there is a greater mobilization of the breeders in Santa Catarina. A second Top Devon in the state, in addition to the one that is held in Lages, is a further enhancement of the breed”.

**Garantindo qualidade em genética Devon há mais de 70 anos**



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# 1952 / 2022

## The 70th anniversary of one of the oldest Breeders' Associations in Brazil

**O**n September 20, 1952, the Brazilian Association of Devon Breeders was officially founded to bring breeders together, and to encourage and disseminate the Devon breed.

It was the beginning of a long journey of exchanging experiences, investments, new breeders, participation in agricultural events, several trips, and many stories to tell. Since 2020, the responsibility increased with the official recognition of the Bravon breed, and with the change of the name and social identity to Brazilian Association of Devon and Bravon Breeders.

There are 26 mandates, elected by the associates, working in different ways and in different economic, political, and social scenarios. In charge of each executive board, we see farmers with a passion for livestock and the strong purpose of enhancing the Devon breed, and now also the Bravon breed. Following are the names and period of each of these leaders ahead of the Association.

# ABCDB

Associação Brasileira dos Criadores de Devon e Bravon



1. 1953 a 1956 - Nicolao Kroeff
2. 1956 a 1959 - Abelardo José Nácul
3. 1959 a 1962- Reinaldo Cherubini
4. 1962 a 1964 - Fernando Luis Osório
5. 1964 a 1968 - Dorval Ribeiro
6. 1968 a 1970 - Pedro Paulo Vidale Gonçalves
7. 1970 a 1979 - Eduardo Macedo Linhares
8. 1979 a 1983 - Cláudio Plácido da S. Ribeiro
9. 1983 a 1985 - Morecy Costa Medeiros
10. 1985 a 1987 - Gilberto Perini
11. 1987 a 1989 - Armando Adão Ribas
12. 1989 a 1992 - Morecy Costa Medeiros
13. 1992 a 1994 - Edmundo Barbará Ferreira
14. 1994 a 1996 - Carmen Maria Jardim
15. 1996 a 2000 - Manoel Antônio M. Linhares
16. 2000 a 2002 - Reinaldo Cherubini Filho
17. 2002 a 2006 - João Vieira de Macedo Neto
18. 2006 a 2010 - Elizabeth Obino Cirne Lima
19. 2010 a 2012 - Adelar Santarém
20. 2012 a 2014 - Gilson Barreto Hoffmann
21. 2014 a 2016 - Elizabeth Obino Cirne Lima
22. 2016 - Henrique Olmedo Ribas
23. 2016 a 2017 - Gilson Barreto Hoffmann
24. 2017 a 2018 - Elizabeth Obino Cirne Lima
25. 2019 a 2020 - Simone Bianchini
26. 2021 a 2022 - Simone Bianchini



GENETIC DIFFUSION WINNERS

# Santa Alice and Gralha Azul Farms win The National Genetic Diffusion Award 2021 of the Devon breed

Touro de Santa Maria (RS) e vaca de Fraiburgo (SC) obtiveram melhores resultados no Promebo/ANC

The bull Bravo G7090 Santa Alice 1100, from Santa Alice Farm, Santa Maria (RS), owned by the succession of Armando Ribas, won the bi-championship in the National Genetic Diffusion Award, which was handed out by the National Association of Breeders Herd-Book Collares (ANC) during the 44th Expointer, in Esteio (RS). The specimen got a final index of 482.90 from the sons added together. As representative of the breeder, the veterinarian Henrique Olmedo Ribas says that the bi-championship is the consolidation of the animal as a sire. "It is a double honor, even more special by the fact that not only the quantity is evaluated, but also the quality of his sons. We are very happy for this achievement, especially because we believe that, with tools such as Promebo, our herd is on the right track".

In the female category, the cow Arapari 2198 G6142 Palmeira RC 546, from Gralha Azul Farm, Fraiburgo (SC), owned by Antônio Marcos Passarin, reached 70.56. The breeding farm had already been awarded in 2019, also in the female category, but with another animal. "This female born in 2013 was the Grand Champion in the first Devon breed participation at the Colono Fair in Itajaí (SC), in 2019. She accumulates about 30 registered sons. This is

a very important award, it is a recognition and an encouragement to our efforts in genetic selection" celebrates Passarin, who has been breeding Devon since 2012.

The award, that until 2020 only contemplated owners of national animals with the largest number of sons registered in the year, now includes qualitative criteria in its evaluation. With the change, the awards are given to the breeding farms responsible for the bull and the cow whose sons added together have the highest final index in the Beef Cattle Improvement Program (Promebo).

According to the president of the Brazilian Association of Devon and Bravon (ABCDB), Simone Bianchini, the two awarded properties prioritize the genetic improvement of their herds. "They are breeders that take very seriously and are committed to the livestock. In a fortunate coincidence, it was the third consecutive year that the prize is won by breeders from Rio Grande do Sul and Santa Catarina. The association recognizes the importance of Promebo, stimulates and encourages the participation of its members. These evaluations are fundamental for beef cattle nowadays", says the president. The certified Devon beef, produced by São João slaughterhouse (SC), was one of the event sponsors.

Santa Alice bull has won the bi-championship.

Gralha Azul cow has 30 registered sons.



Foto: Alexandre Teixeira



Foto: Bezzer Filmes



TRADIÇÃO EM GENÉTICA. DEVON COM QUALIDADE E TECNOLOGIA



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## IATF, Rearrange and Genetic/Productive Evolution of Herds Programs

The Artificial Insemination at Fixed Time, the so famous IATF, is the biotechnology that most grows worldwide, and has Brazil as the absolute leader in the issue, both in quantity of protocols and synchronizations, as well as in quality of services and results achieved with the technique. An annual survey conducted by the Department of Animal Reproduction FMVZ/USP, led by Dr. Pietro Baruseli, indicated that, in 2021, the country performed approximately 26.5 million protocols, which represents more than 93% of all inseminations performed in bovines. With an annual average growth of about 34% over the last 20 years, the technique has become a true synonym of artificial insemination, and is strongly boosting the productivity in the breeding sector, especially the genetic advance of the Brazilian cattle herd. This solid growth is supported by a cost reduction related to calf's value, which initially, in 2002, was around 37% of the calf's final sale in relation to the pregnancy obtained by IATF. Nowadays, this value is around 4%, becoming extremely attractive for the major distinct productive systems, both for small and medium breeders as well as to the large ones.

Much is said and several farms have adopted the technique as the main strategy for reproduction and production in the breeding system. However, what is and how is IATF done? Technique for synchronization of the estrous cycle and the ovulation of cows, which are manipulated through the sequential administration of hormones, it pre-defines an exact date and time for the insemination of a herd, without the need to observe estrus, thus facilitating the achievement of results. Among the many advantages that the technology brings to the productive systems, we list here the main ones:

1. Increased weaning weight;
2. Increased breeding repetition;
3. Standardization of calves' lots;
4. Reduction in delivery intervals;
5. Increase in the genetic gain per generation;
6. Anticipation and general concentration of deliveries;
7. Massive use of industrial crossbreeding (Zebuina x Taurina);
8. Easy establishment of the reproductive season/

- parturition;
9. General increase in reproductive and productive rates of the herd;
10. Lower pregnancy costs when compared to the use of bulls (IATF x Bull).

All this earnings package and several other advantages are brought to the productive system with a simple technical admission, using only one insemination per matrix during the season. Over the years, after observing all the gains with the use of IATF, we began using the re-synchronization techniques, thus repeating a second or third protocol in the dams that were empty in the previous program. From that moment, in mid-2012-2013, when the wide use of re-synchronization really started, all of these advantages were expanded, thus enhancing the genetic gain per generation. In addition, from one year to another, it was created the possibility of having all the productive system's births programmed, planned and originated from insemination. This made possible to herds, from the smallest to the largest, to use only one sire, that is, the best bull, for the entire herd of cows in the property, standardizing the whole calf production in an impressive way.

The modern IATF and re-synchronization programs work with average breeding seasons of 48-96 days, running at about 3 to 4 insemination blocks, making it possible to obtain conception rates of 85-95% of pregnancies at the end of the breeding season in all cows of the system. Three are the main strategies used today, differing among them, according to the starting time after the first protocol and, mainly, the average interval between inseminations:

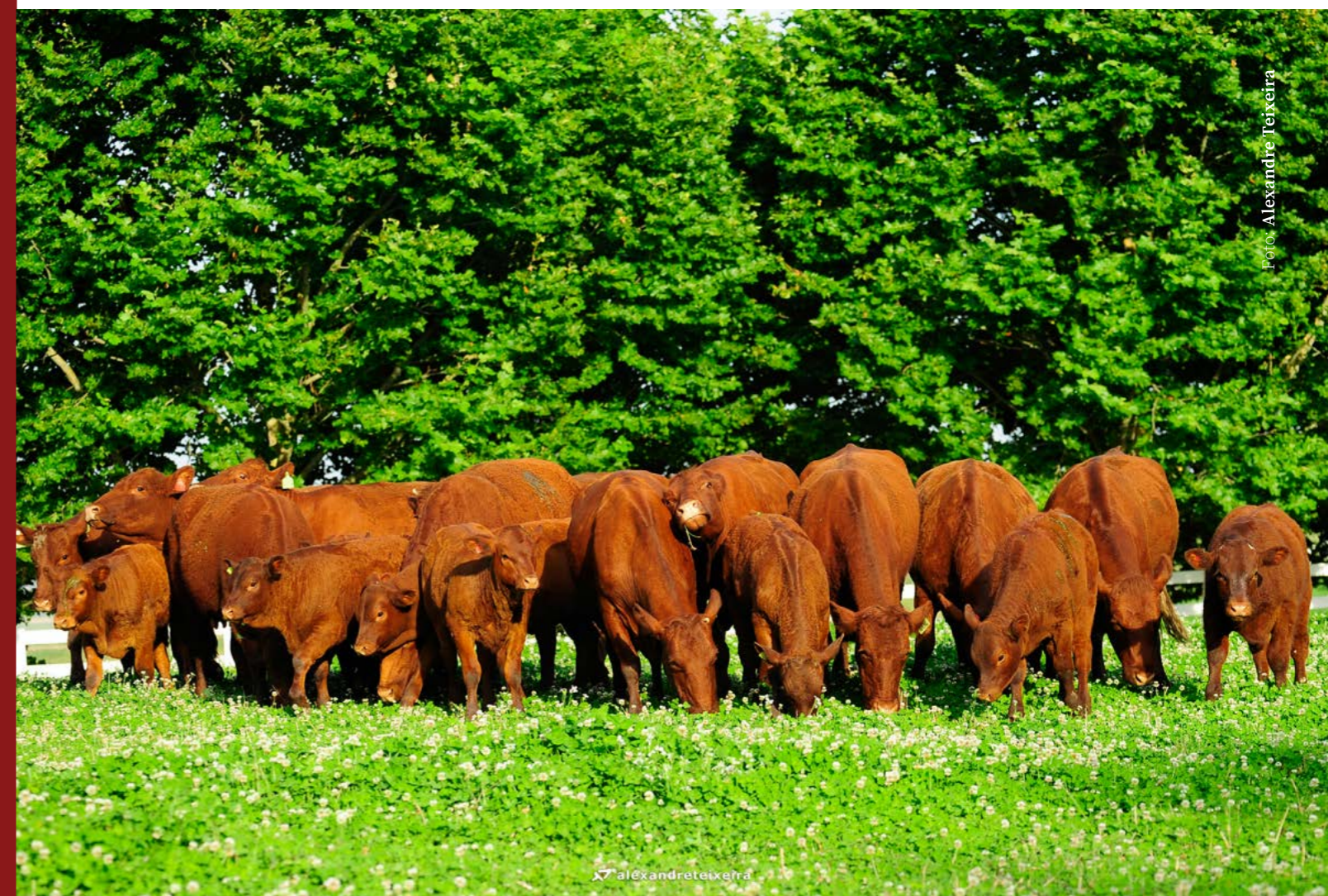
- Traditional re-synchron: Starting a new protocol after the pregnancy diagnostic of the first insemination, with an average interval of 40 days between inseminations;
- Early re-synchron: Starting a new protocol 22 days after the first insemination, even before the pregnancy diagnostic, with an average interval of 32 days between inseminations;
- Super early re-synchron: Starting a new protocol 14 days after the first insemination, with the use of

US Doppler technique for super early pregnancy diagnostic at 22 days, due to the presence of a vascularized corpus luteum, and with an average of 24 days between inseminations;

These reproductive strategies have been successfully used, both in commercial herds and in genetic selection herds. Over the years, they have been bringing a continued contribution to the productive and economic results and, of course, in promoting an impressive genetic evolution to the farms, boosting the genetic improvement programs in Brazil. With no doubt, massive programs of IATF and re-synchron are the most efficient, cheapest and fastest strategies for genetic evolution, increasing the productivity of the breeding sector, besides having the potential to promote the greatest genetic gain per generation in comparison to any other reproductive breeding biotechniques. To have the desi-

red success, all this reproductive system must be very well oriented, supervised and followed by a technical team specialized in the technology in order to ensure that the results will always be obtained.

Bruno Bangel - MV  
Bangel Expertise Pecuária





FEEDING EFFICIENCY TRIAL

# Breeding farms from Camaquã, André da Rocha and São Gabriel win the 2nd Feeding Efficiency Trial

Evaluated characters are of high heritability and can be used in herd improvement

The bull tattoo 2634, from Palmeira Farm, owned by Claudio Plácido Silva Ribeiro, Camaquã (RS), was the champion of the 2nd Feeding Efficiency Trial of Devon breed, which assessed 25 animals, 11 from Rio Grande do Sul. In second place was the animal 2833, of Soely Barreto Hoffmann, from Santa Lúcia Farm, André da Rocha (RS). The bull tattoo 6166, of Tiago Sarmiento Barata, from Saudade Farm, São Gabriel (RS), won the third place.

The results were announced during a field day in the Agricultural Experimental Station (EAA) of the Federal University of Rio Grande do Sul (UFRGS), located in Eldorado do Sul, on October 22, 2021. The evaluation is held by the Brazilian Association of Devon and Bravon Breeders (ABCDB) in partnership with the University.

“The bull Palmeira 1998 2634 is the result of a rigorous selection that Palmeira Farm has been doing for years, to identify the animals that are superior in meat production, says Katia Ribeiro, veterinarian and livestock production administrator of the farm. “He is a son of Palmeira 1998, a double brand bull, elite of Promebo. His maternal grandfather, Palmeira RC 639, was the champion of the field evaluation trial of his generation,” she adds.

The animals were evaluated over a 70-day period by a team coordinated by the professor and zootechnician Jaime Urdapilleta Tarouco. The objective of the trial is to analyze a series of characteristics that allow the identification of superior animals and lineages. Besides the sires’ Residual Feed Consumption, which gain more weight by eating less dry matter, it was measured characteristics such as Loin Eye Area (LEA), Scrotal Perimeter (SP), Rump Subcutaneous Fat Thickness (RumpFT), Rib Subcutaneous Fat Thickness (RibSFT), Rib Fat Thickness (RibFT) and Intramuscular Fat (IMF), besides carcass ultrasonography examination on three occasions:



at the beginning, in the middle and at the end of the confinement period. A weighting of all data makes the sorting of these animals into elite, superior, and commercial categories. Professor Tarouco highlighted the high indexes of IMF, which is the fat embedded in the meat, also known as marbling. “The magnitude of this Devon’s feature calls attention because they have these genetics to increase the degree of marbling and bring better flavor, tenderness and palatability to the meat. Devon has been improving, animals with excellent



standards have responded well to the trial and the results are great,” he summarizes.

According to the technical director of ABCDB, Lucas Hax, all evaluated features are of high heritability. “It is possible to use the information obtained from this type of trial in a ‘surgical’ way, in the improvement of our herd. This is good for the breed and, also, for farmers to see the potential of their animals and how their farms are positioned,” he summarizes.

As in the first edition, hair samples were collected from all specimens at the end of the trial and sent for genomic analysis. The data, which is currently under analysis, will be used in the Devon breed database and must enable an earlier analysis of the quality of the animals and greater accuracy of young bulls.

President Simone Bianchini points out that the breeders are aware of the need for having a herd that is increasingly selected. “These trials bring essential data for pure Devon herds, by receiving accurate data from UFRGS according to the reality of each evaluated property, leading to economic gains

and also to sustainability in the productive system. It is important to note that the animals highlighted in the trial are from properties evaluated by Promebo”.

.....  
**“It is possible to use the information obtained from this type of trial in a ‘surgical’ way, in the improvement of our herd”.**

## Why do the Feeding Efficiency Trial?

In a beef cattle farming system, the cost of feeding varies from 60 to 70%. Hence the importance of identifying efficient progenitors (males and females), which gain more weight by eating less and, consequently, reduce the expenses of the breeder since this character is of great heritability. Within this reality, the Feeding Efficiency Trials are extremely relevant since the ultimate goal of every farming system is to produce a high quality and high yield carcass, so that the breeders can use these genetics in their herds.

highly accurate.

The results obtained in this type of evaluation have been increasing the interest of the breeders, as genetic buyers, at the moment of commercialization, and are also taken into account by the cattle genetics offices.

The daily evaluations make it possible the research team, led by the professor Jaime Urdapilleta Tarouco, to make a detailed data cross-referencing of all the characteristics that are possible to be obtained in a live animal. The search is for the identification, at the end of the trial, of a well-balanced animal both in food consumption as well as in carcass characteristics, attributes that are difficult to obtain. The absence of any subjective characteristic makes the information precise and



# New core of breeders in RS

## Expansion mobilizes cattle breeders from Southeastern

**T**he Devon and Bravon breeds won, in October 2021, a new core of breeders in Rio Grande do do Sul. A group of more than twenty breeders, who live or have land in Canguçu and nearby towns, are part of the new Canguçu Core of Devon and Bravon (NCDBC).

The president of the Core, Ludiezer Simões da Silva, from Corunilha Farm, in Canguçu, is engaged to bring together breeders and to disseminate more widely the two breeds. “They are amazing for all who breed them. Those who don’t know or don’t breed, give it a chance and put a Devon bull on their farm to see how good it is”, he says. Rusticity, fertility, carcass conformation, excellent feed conversion, the female will be dairy, everything that matters in cattle is in the Devon. And besides, they are very beautiful”, guarantees the cattle breeder, who is the third generation of a family of cattle breeders, a Devon breeder since the 1950s.

With this new group of breeders, the ABCDB now has 13 cores all over the country. Located in the states of Rio Grande do Sul, Santa Catarina, Paraná, São Paulo, Bahia, and Mato Grosso do Sul, they are considered a link between breeders and the Association. Among the roles they have is the encouragement of breeding and the promotion of the Devon and Bravon breeds in their regions, by regionalizing the work of the Association. In this way, the proximity is a facilitator for periodic meetings, conferences and debates, as well as for the development of new breeding farms, aiming at the diffusion of selection, crossing and improvement methods.



Ludiezer (à esq) com o pai Clóvis Dias da Silva

.....  
 “They are amazing for all who breed them. Those who don’t know or don’t breed, give it a chance and put a Devon bull on their farm to see how good it is”.



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Acesso e confira o vídeo:



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- ★ Excelente comprimento corporal, e conformação carniciera.
- ★ Extremamente precoce, estrutura robusta e forte.

**Opinião do criador**



Excelente reprodutor, destaque para os índices Igenity de docilidade, pelo zero, índice maternal excelente, um grande raçador quatro estrelas. Precoce, com conformação de carcaça muito carniciera, com progênie comprovada.

**Reg.:** 67393  
**Nasc.:** 15.11.2015  
**Peso:** 1.100  
**PE:** 42 cm  
**Criador:** Ivo Tadeu Bianchini  
**Prop.:** Cabanha São Luiz e Camboatã Agropecuária

**Sunset TE de São Luiz** Tilbrook Sunset II  
 Jara RotaKawa de São Luiz

**Parafina de São Luiz 604** Jequitibá RotoKawa São Luiz 475  
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Igenity® Gold - Avaliação Genética																					
Animal Information				Decision Indexes			Maternal				Growth			Carcass							
Animal ID Number	Sample Barcode Number	Gender (M/F)	Breed	Igenity Production Index	Igenity Maternal Index	BW	CED	CEM	HPR	Milk	STAY	Doc	WW	ADG	YW	RFI	Marb	REA	Fat	Tend	HCW
tat1086b	AB42098	M	DE	5.30	6.1	6	4	5	6	7	7	6	6	4	5	5	4	6	4	4	5

Animal Information			Decision Indexes		
Gender (M/F)	Breed	Animal ID Number	Igenity Production Star Quartile Ranking	Igenity Production Index	Igenity Maternal Index
M	DE	tat1086b	★★★★	5.30	6.1



Progênie avaliada pelo Promebo

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Fotos: Alexandre Teixeira Arte: Johanna Dias

DEVON'S WOMEN



# Elizabeth Cirne Lima is the under-secretary of the Assis Brasil Exhibition Park, in Esteio

First woman to hold the position is also a member of Febrac's board of directors

Since this year's April (2022), the vice-president of ABCDB, Elizabeth Cirne Lima, is the under-secretary of Assis Brasil Exhibition Park, in Esteio (RS), an important Brazilian agribusiness stage and home of Expointer. "I am very happy with this new mission. I belong to a team of enthusiasts of Expointer and of the park, and I have experienced the fair in several ways. I am sure that we have formed a team that will be able to face all the challenges", stated Betty, as she is known in Brazilian agribusiness. At the announcement, the governor of Rio Grande do Sul, Ranolfo Vieira Júnior, highlighted the technical quality and the professional career of the first woman to occupy the position. "It is a great name to be ahead of the park. The fact of being a woman is also a break from a paradigm, I am sure that it will be a great administration, led by someone with broad knowledge of agriculture and cattle breeding, an extremely important field and so representative for our state," said the governor.

Elizabeth has an extensive resume and has a remarkable trajectory. Biologist by background, she holds a Master's and PhD in biochemistry. Currently, she is a professor at the Federal University of Rio Grande do Sul (UFRGS), researcher and coordinator of the Laboratory of Embryology and Cell Differentiation at Porto Alegre Clinical Hospital, and has published scientific studies. In livestock, she is a passionate Devon breeder and participates actively in several fronts. Current Vice-President of ABCDB, she also took over, in January 2022, as technical director of the board of the Brazilian Federation of Breeders' Associations (Febrac). Judge of Devon and Bravon breeds, she was the first woman in Americas to judge Devon at the Royal Three Counties Show in England, the home of the breed, in 2016.

Elizabeth is the under-secretary of the Park



Foto: Fernando Dias SEAPDR

DEVON'S WOMEN

# Simone Bianchini at ANC board of directors

On another important Brazilian cattle breeding front, the president of ABCDB, Simone Bianchini, has joined the board of the National Association of Herd-Book Collares Breeders (ANC). She is the first secretary in the administration lead by the cattle breeder Joaquin Villegas, for the triennial 2022-2024. The possession took place during the new opening of the administrative headquarters of ANC, in Pelotas (RS), on November, 2021. At that moment, the president Villegas announced, among the priorities, the purpose to expand the registration of animals and to include new breeds in the ANC system. A balance released at that time showed that, between 2018 and 2020, the number of animals evaluated by the Beef Cattle Improvement Program (Promebo) had an increase of 25.5%, from 16,307 to 20,477.



Foto: Patrick Peil

Simone Bianchini in the possession of ANC

The ANC's registration superintendent, Silvia Freitas, highlights that the priority is for the representativity of different breeds on the board. "We work with 33 cattle and three equine breeds, we value hearing everyone's opinion", summarizes. Silvia observes an increasing development of the Devon breed and highlights the Carcass Ultrasonography Program that, according to her, "is directly aligned with our objectives and we are aware of president Simone's efforts in this project. We see great partnership in the ANC's relationship with Devon and Bravon".



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DEVON CHILD

## The story of a six years old girl who wanted a little red cow and had her dream come true at Christmas

The youngest Devon breeder in Brazil, Joana has contributed with money from her piggy bank to buy the animals

**A**fter great expectation, little Joana, a six years old girl, won the little cow she had dreamed of so much. In reality, the gift was a small herd of four animals. Two PO females of Devon, both three years old with calves, that landed on the Pontel family ranch, in São Jorge (RS), northeast of Rio Grande do Sul, in the Christmas week of 2021. “I already know how to take care of them, they like to eat grass and to receive lots of affection”, said the youngest breeder in Brazil, delighted with the novelty. The purchase was made months before, in August, when the two heifers were pregnant. They were kept at Santo Antônio Farm, in Ibiraiaras (RS), while the new home was undergoing some adaptations to receive them. In October, Douradinha and Rubi were born, names given by their new owner.

The girl's interest in the reddish-haired cattle emerged still in 2020. Joana and her family live in town, her father is an earth-moving contractor and her mother is an administrative assistant at Sicredi bank. The interaction with the animals only happened on weekends, during visits to her grandfather, in a countryside farm with no cattle. Everyone was surprised when the girl asked her father to stop the car in front of Santo Antônio Farm, so she could admire the cattle in the field. Simone Vigolo Pontel tells that her daughter asked when she would get a red cow, until they have considered buying an animal to make her happy. “She fell in love for sure, but it had to be ‘the red ones’. We offered her a black or brown cow, but she didn't even want to hear about it”, reveals the mother.

Being convinced by his daughter, the father, Estevão, went to talk to the owner of the animals. Reinaldo Cherubini Filho explained that it would be

better to acquire two animals, so that the one chosen would not feel too lonely or stressed. Days later, Joana joined her father to close the deal. She contributed with her own savings and chose the two ‘little cows with baby in their bellies’, as she wanted. “She was excited, but worried about the payment because she said she didn't have the money. I told her I would give it to her as a gift, so she brought her piggy bank and offered me 50 reais as a help. I accepted and on the day of the purchase she took the money”, says the proud father.

The new client has caught the heart of Cherubini. The breeder says that she listened carefully to the information about the breed and the orientation about feeding and care. The girl's visits to the animals became frequent. “It was the most rewarding



Joana is a Devon breeder in São Jorge (RS).

sale I that I have ever made, Joana is sweet, interested and wants to know about things. She is worried, but not afraid. With care, she cuddles them and plays”, he explains. As a kindness, the breeder inseminated the females again and they arrived pregnant at Grandpa Pontel Ranch. The new calves are expecting to arrive soon, in the spring. With the increase of the herd, the family thought about selling one of the females, but the girl is reluctant and does not want to give up any animal.

Perhaps the father is as happy as Joana. “Her land is this. The other day we went to the ranch and she invited me to go for a ride on a tractor. She is a farm

girl and she is fulfilled,” assures Estevão Pontel. “I had a hard time explaining how she left home to buy a cow and is going to get six animals,” he laughs. The president of the Association of Devon and Bravon Breeders (ABCDB), Simone Bianchini, was delighted with Joana's story. “Children's dreams are the certainty that we will have a much better world. How good it is to live, dream, and carry out”.



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## VIRTUAL EXHIBITION

# Virtual Exhibition: a show of Devon and Bravon's genetics

Innovative judgment gathered specimens from 14 farms from Santa Catarina and Rio Grande do Sul states

The 1st Virtual National Exhibition of Devon and Bravon made history by bringing together, in the same digital environment, participants of a very unlikely meeting in times still under restrictions, on September 29, 2021. Forty lots of Bravon and Devon were evaluated, among ring and rustic, initially judged by categories and, subsequently, in championships and grand championships.

The judge was the zootechnician Jaime Tarouco, who was in Porto Alegre (RS) and watched the videos at the event time. The commentators Elizabeth Cirne Lima, vice president of ABCDB, and Lucas Hax, president of the Technical Council, followed the lots' presentation direct from home, in Porto Alegre and in Pelotas (RS), respectively, explaining to the audience the desirable characters and criteria that are important in evaluating Devon and Bravon breeds. The president of the Association, Simone Bianchini, participated from Florianópolis (SC). During the presentation, the audience interacted and cheered for the specimens that were in the competition.

The event was presented directly from Belém (PA), by the zootechnician and auctioneer Guilherme Minssen, who successfully conducted the three hours of transmission. "It was a well planned seed, in fertile soil. These transmissions make new markets and clients possible, and mainly, they bring together people who would not be able to go to live events. In addition, the logistics cost is much lower and shooting on the property strongly favors animal welfare", he guarantees.

## Timbaúba, Santa Lúcia, Santo Antônio, Colina and Rio Canoas win on debut

The animals were amazing, showing the result of an improved genetics focused on production of

premium beef. The title of Devon Grand Champion breed went to the bull Timbaúba Gaudério 1424, box 34, from Timbaúba Farm, owned by Alfredo Tavares, Pedras Altas (RS). Leonardo, Alfredo's son, says that the male, with 689 kilos and 23 months old, is an animal that stood out since birth. "He is the result of the main Timbaúba maternal progeny, resulting from Dr. Alfredo's hard work for the evolution of the Hornless Devon. A modern and deep bull, with a lot of meat and exhibiting breed", he celebrated. The title of Reserved Grand Champion among the males was awarded to the animal in box 37, tattoo 2743, from Santa Lúcia Farm, of Soely Barreto Hoffmann, André da Rocha (RS).

Devon Grand Champion from Timbaúba Farm



Devon Grand Champion Female from Santa Lúcia Farm



## EXPOSIÇÃO VIRTUAL

Santa Lúcia Farm also won the first two prizes among the ring females. The title of Grand Champion Female was for the cow tattoo 2814, box 20, weighing 608 kilos and three years old, from the same breeder. The Reserved Grand Champion Female was the cow tattoo 506, box 17, from Gilson Barreto Hoffmann, who dedicated the award to Santa Lucia's team of collaborators. "We share with them the success achieved. We are very happy to see the result of the continuous search for genetic improvement of our herd".

In rustics, the best male trio went to calves with tattoos TE1382, TE1383, and TE1384, box 5, from Santo Antônio Farm, of Reinaldo Cherubini Filho, Gabiju (RS). The best trio of females was to box 4, tattoos 72, TE54, and TE58, from Colina Farm, of Cácio do Nascimento Moraes, from São José do Cerrito (SC). The debut of the Bravon in judgment - The first Grand Champion Ring Female of the Bravon breed in the country was for tattoo 12, box 3, from Rio Canoas Farm, of Wanderley José Corona, Anita Garibaldi (SC). The 12-month-old calf was judged by the juror Tarouco as "a precoce female, well finished and deep, with good muscular development and good croup length. The Reserved Grand Champion Female went to the box 2, tattoo 9, also from Rio Canoas Farm. Among the rustic animals, the title of Trio Grand Champion went to box 1, Timbaúba Farm, of Alfredo Tavares, Pedras Altas (RS).

The videos and acceptance exams of the animals were carried out by technical inspectors, who followed a protocol to ensure the equilibrium of the presentation. Tarouco, professor at the Federal University of Rio Grande do Sul (UFRGS) and Coordinator of the three Feeding Efficiency Trials conducted in partnership with the ABCDB at the Agronomic Experimental Station (EEA), in Eldorado do Sul (RS), considered excellent the quality of the animals. "I emphasize that I give great importance to the females because they are going to reproduce the future sires and, also, we have to value the bulls because the new generations are getting better and better, and this is what we focus on. It is not easy to do a virtual judgement because the perspective is different, but I appreciate the ABCDB's trust in my job", appraised the juror.

The president of the Association, Simone Bianchini, highlighted the unprecedented project and reminded that the breed was also a pioneer in virtual auctions, with the realization of Top Devon Brazil

in 2019. "Our breeders know the relevance of exhibiting their genetics and the work they do with such care and commitment. The proposal was born due to the need to maintain the Devon and Bravon programs, even in times of restrictions. A few years ago, virtual auctions were not even considered, and today they are consolidated. Virtual exhibitions are a democratic and an inclusive option", she pondered. The event was broadcasted by ABCDB's YouTube channel and on Facebook.

## CLICK TO WATCH



[www.youtube.com/watch?v=y4gfWsJtgos](https://www.youtube.com/watch?v=y4gfWsJtgos)



[www.facebook.com/DevonBrasilAssociacao/videos/995513984576594](https://www.facebook.com/DevonBrasilAssociacao/videos/995513984576594)

The winners received a champion's band. Champion Bravon Female belongs to Wanderley Corona.





CABANHA

# Timbaúba

1907

1º DEVON MOCHO DO BRASIL

Família Silva Tavares



1º Devon Mocho Campeão no Brasil - 1960  
Polled First da Timbaúba



Grande Campeão Expointer - 1982  
Timbaúba Silverstick 243



3º Melhor Macho Expointer - 2017  
Timbaúba Milenium Sunset 1000



Campeão Chiripá Expointer - 2019  
TAURA - Timbaúba 1151



TIMBAÚBA GAUDÉRIO 1424



PIONEIRA NO BRAVON 3/8



1º Grande Campeão Bravon no Brasil  
Timbaúba Bravon 41  
Expointer 1999



1º Touro Bravon em coleta no Mundo  
TANNAT - Timbaúba Bravon 135



1º Geração de filhas do TANNAT  
Padronização racial e precocidade

65 ANOS DE DEVON MOCHO  
1ª Importação - 1957

*Alfredo da Silva Tavares e Família*

# Unidos SOMOS FORTES.

FRIGORÍFICO  
**São João**

# DEVON

## CATARINENSE

EXPERIMENTE O MELHOR QUE A CARNE PODE OFERECER.  
PORQUE VOCÊ MERECE O MELHOR



EXPOINTER 2021

# 44<sup>th</sup> EXPOINTER



Grand Champions of Devon breed are of Boeck Farm, from Encruzilhada do Sul



Grand Champion Fazendeiro de Santa Alice 2122



Grand Champion Female Saudade Barão 5517



The Devon breed was again present in the 44th Expointer with animals in exhibitions and judgments, after a special participation in the 2020 digital edition. The judging moved the track 5 of Assis Brasil Exhibition Park, in Esteio (RS), on September 8. The bull Fazendeiro de Santa Alice 2122, box 967, of Everton Oliveira Boeck, Boeck Farm, from Encruzilhada do Sul (RS), was awarded as the Grand Champion. The sire, who had not completed three years old yet, was weighing 850 kilos. The title of Reserved Grand

Champion went to tattoo 642, box 966, a 2 years and 10 months old male, with 754 kilos, also of Everton Oliveira Boeck, from Boeck Farm.

In the female category, the Grand Champion Female went to the cow Saudade Barão 5517, box 964, with 622 kilos, three years and 11 months old, that was pregnant during the fair. A curiosity is that the female is mother of the Reserved Grand Champion, a one-year old calf of box 962. The two specimens also belong to Boeck Farm, of Everton Oliveira Boeck. The cattle breeder celebrated the achievements



Foto: Spolavori Fotografias

Judges Lucas Hax, Otávio Jacques and Luiza Ramos Ribeiro

with plans for the farm. “Expointer is a great opportunity for recognition by friends and breeders, we started to enjoy participating in other fairs as well. We project and work to create bulls and dams of high genetics, to invest in embryos, and to be a reference in top genetics,” projects Boeck, Devon breeder since 2019.

The trio of judges was composed by ABCDB’s technical director Lucas Hax, from Pelotas (RS), Luiza Ramos Ribeiro, from Lages (SC), and Otávio Jacques, from André da Rocha (RS), veterinarians and members of the Association’s Technical Council. “All the animals were of extreme quality, Boeck Farm is on the right track”, summarized Jacques. The awards ceremony took place on the track at the end of the judgment.

An event of the magnitude of Expointer demands a huge organization, so that everything goes well during the nine days of the fair. It is a joint effort of directors, veterinarians, technicians, and many other professionals involved to provide the necessary support and infrastructure, ranging from the organization and infrastructure of the booth, the entry and admission of the animals, the representation of the breed in the park, and also the judging of animals. For this, it is essential the partnership with entities such as the State Secretariat of Agriculture, Livestock and Rural Development (SEAPDR), Federation of Agriculture of the Rio Grande do Sul State (Farsul), Brazilian Federation of Breeders Associa-

tions (Febrac), and the National Association of Herd-Book Collares Breeders (ANC). To the president of ABCDB, Simone Bianchini, “the participation in Esteio is important because it brings visibility and also draws the attention of breeders from other regions. In addition, Expointer marks the beginning of the spring auctions in Rio Grande do Sul. Everything is always really worthwhile”, she summarizes.

.....  
 “The participation in Esteio is important because it brings visibility and also draws the attention of breeders from

# EXPOINGÁ 2022



**Bull from Boeck Farm and cow from Sana Lúcia Farm win the grand championship in one of the biggest fairs in Brazil**

**T**he bull Boeck Âncora 04, tattoo 04, box 01, of the breeder Everton Oliveira Boeck, Boeck Farm, from Encruzilhada do Sul (RS), was awarded Grand Champion of the Devon breed at the Maringá Agricultural, Industrial, and Commercial Fair - Expoingá, which took place from May 5 to 15 in Maringá (PR). The title of Reserved Grand Champion was for the breeder Eurocort da Santa Lúcia, tattoo 529, box 06, of Gilson Barreto Hoffmann Santa Lúcia Farm, from André da Rocha (RS).

For the females, the doubling between the two farms was inverted, with Santa Lúcia taking the Grand Championship Female for the cow Sombrinha de Santa Lúcia 2906, tattoo 2906, box 4, of Soely Barreto Hoffmann. The Reserved Grand Champion Female went to Boeck Aurora 03, tattoo 3, box 3, from Boeck Farm, of Everton Oliveira Boeck. The judgment was held on May 13, Friday, and as it is a tradition in the event, the Best Breeder prize was awarded to Gilson Barreto Hoffmann, and Best Exhibitor to Everton Oliveira Boeck.

The juror was Lucas Teixeira Hax, technical director of ABCDB. According to him, the Devon breed was very well represented. "They are very well displayed animals in a general way. We saw well-balanced females, with breed, volume and femininity. And bulls are too, with different biotypes and a lot of structure and butcher aptitude", he evaluated. The two breeders celebrated the results. "The bull is an animal that has shown its potential since it was young, continues to improve very well and we believe in his future", bets Everton Oliveira Boeck. For Gilson Barreto Hoffmann, the moment is of gratitude. "We thank God and the whole Santa Lucia team for the work and dedication that led to this important achievement. It is the result of much love and devotion to the Devon Breed".

The meat production, the genetics of the Bravon breed, and the Beef Cattle Improvement Program / Promebo, were the subject of a presentation pro-

moted by the Brazilian Association of Devon and Bravon Breeders (ABCDB) in partnership with the National Association of Herd-Book Collares Breeders (ANC). The technical director of ABCDB, Lucas Hax, and the superintendent of ANC, Silvia Freitas, spoke to an attended audience at the Livestock House, on Saturday, May 14th. At the end of the event, the participants enjoyed a barbecue of Certified Devon beef, from São João slaughterhouse, São João do Itaperiú (SC), a partner of the Association since the beginning of the certification, in 2017.

For the President of ABCDB, Simone Bianchini, the third participation at Expoingá was another important step in the expansion of Devon and Bravon breeds. "The return to Francisco Feio Ribeiro Park after two years without events due to the pandemic was a boost to the livestock sector. Commitment and dedication have never been lacking from breeders, we came to show that it is possible to use the breed in industrial crossbreeding for the production of high-quality meat in consonance with the market demands", said the leader.

The 48th edition of the fair, which was the 25th international one, had the theme "Connects you to the new Agro", where was presented to the visitors all the possibilities in the productive sector, especially in agribusiness. Ten Devon PO ring animals participated in the event, which is organized by the Maringá Rural Society (SRM), and the Devon breeders were, once again, very welcome in Paraná. The president Maria Iraclécia de Araújo highlighted the importance of the breed's presence in the re-encounter with the visitors in Expoingá. "All the environment was prepared to receive breeders, exhibitors, family members, work teams, and, of course, the stars of the fair, which are the animals. Once again, the presence of the Devon brightened up our event. We also hope that good deals will be closed here", said Iraclécia.



Bull from Boeck Farm was the Grand Champion in Maringa.



Devon Grand Champion Female was from Santa Lúcia Farm.



Boeck the Best Exhibitor, and Hoffmann the Best Breeder.



TRIBUTE

# Reinoldes Antônio Cherubini

At the head of São Valentin Farm for over 60 years, the cattle breeder leaves a legacy of dedication to his family, friends and to Devon

One of the major Devon breeders in the country and deep expert on the breed, Reinoldes Antônio Cherubini collaborated with the evolution and genetic improvement of Devon, worrying about expanding and providing visibility to the breed. His death on August 7th, 2021, victim of cancer at 83 years old, he left many missed and a legacy of dedication to livestock, family and friends. President of ABCDB, he was member of the board of directors of Campos de Cima da Serra Core of Breeders for several times, where he left his mark forever.

Born in André da Rocha on May 9th, 1938, at that time a district of Lagoa Vermelha (RS), Reinoldes was the third of seven brothers. At the age of 19, he took over São Valentin farm, in Nova Prata, because of the commitments with his father, brilliantly carrying on the work that began in 1947 in livestock and agriculture. His younger brother, Reinaldo Cherubini Filho, says Reinoldes was a reference for the whole family. "He was very happy and optimistic, he wanted to do it because it would work out. He loved life. He was an aggregator, and bringing everyone together at evening to drink chimarrão, in town or at the farm, was what made him happy. He was loved and respected by everyone", he recalls. Almor Antonioli says that Reinoldes grew up with Devon. "The passion for livestock, and much of the knowledge, he acquired with his father, who knew a lot about cattle breeds and was my godfather. Reinoldes was no different, he was involved in the selection and preparation of animals, and used to go to the exhibitions. He became an expert", he relates. The friendship between them became closer from their youth, when they went together to CTG and traditional balls, and remained forever. "He



Foto: Alexandre Teixeira

was everyone's friend, regardless of social position or financial status, and he knew how to cultivate these friendships", says Antonioli.

It was at São Valentin where Reinoldes brought up his own family. He got married to Miriam, in the 1960's, and had five children: Roberto, Rodolfo (in memoriam), Rosana, Rodrigo, and Ronaldo, and six grandchildren. Aino Jacques, friend since childhood, tells that Reinoldes had his wife as a great life partner, and was very proud of the family they built together. "He played very well all the roles assigned to him. Reference in reputation, a good administrator, a somewhat discreet person who exerted influence and leadership over all those around him," explains Aino, also a colleague at the time of boarding school in Veranópolis, and later in Devon's breeding. "Our conversations were very pleasant, we would talk about any issue, and Devon was almost mandatory. When I joined ABCD in 1982, he was already a member, and our relationship became even closer", describes Jacques about his friend's capability and engagement. "He received a farm that had a consolidated foundation, he was able to maintain the reputation and opened new horizons for São Valentin. He also participated in the expansion of Devon throughout Brazil, along with other breeders who believed and joined the program. The repercussion was very good, helped to gain visibility and provided a bigger dimension to the breed", he says.

The recognition of the Cherubini family's work was achieved with a lot of dedication. The younger brother tells that Reinoldes knew, like very few others, how to evaluate an animal and identify what would be the ideal time to take it to an exhibition, for example. "He used to say 'this is going to be a good

HOMENAGEM

calf, but not a good 2-year-old bull', and that's the way he selected the animals, always at the best moment," reports Reinaldo Cherubini Filho. And he believes that his brother was a pure breeder. "He always tried to preserve the Devon characteristics, and it had to be exactly that way. He would not accept a yellow spot, for him there was no other way", complements.

Claudio Ribeiro was one of the great friends Devon gave him. Our first meeting took place at Menino Deus State Exhibition, in 1959. Later my father, Dorval Ribeiro, acquired the bull Stockman de São Valentin, and Reinoldes was already managing his father's Farm", remembers Ribeiro, who has many good memories of Reinoldes. Together, they were jurors in exhibitions, traveled to England, the home of Devon, participated in several agricultural events, and visited each other, bringing closer the almost 400 kilometers that separate São Valentin from Fazenda Palmeira, in Camaquã.

Throughout 75 years, the São Valentin sires have been highlighted in countless exhibitions, such as Expointer, where they have already won eight Grand Championships. Reinoldes was also awarded twice as the best Devon breeder. In 2018, he was a juror at Expointer and did not hide his satisfaction for the honor. The farm is a reference in Devon bulls, with high quality genetics. One of his clients, Aquiles Franceschette, has become his friend. "When I first began, I knew very few about livestock, and Reinoldes taught me a lot. He was a Devon enthu-

siast; it was the standard breed he most admired. I was touched by a statement that he always used to say, "Those who drink milk from Devon cows and eat Devon beef never leaves the breed aside," says Franceschette.

The passion for Devon that Reinoldes Cherubini inherited from his father is now shared by his children and grandchildren. In 2011, he declared in an interview that, for the future, he was planning that his children would continue the work. "Today São Valentin is a brand. I want the future to confirm my father's bet 64 years ago. Devon is a complete breed and it is ready to meet the challenges of the future"\*; he said at the time. Once again, Reinoldes was right..

\*A Granja magazine, november, 2011.

.....  
 "He was everyone's friend, regardless of social position or financial status, and he knew how to cultivate these friendships"

With his Family at one more Grand Championship award – Expointer 2019.



Foto: Gustavo Rafael

## MISSING DEVON

**T**he present of Devon is the result of a past built by those who always believed in the reddish-haired animals. In the Western border of Rio Grande do Sul state, the trajectory of Viriato Surreax Vargas was driven by competence and a lot of dedication. The breeder and lawyer passed away in May 2021, leaving a legacy of passion and good examples. We invited his grandson, Pedro Vargas de Lima, to write about the history of Vargas family with Devon.

*There are those who say that great stories and deeds are started with passions. On the other hand, lasting deeds do not come from desperate passions, but from those that form a link between pleasures and feasibility forecasts. It is the old cost-benefit that comes 'into question' in the mind of the human being, of the cattle breeder and, why not say, businessman. This was the history of Viriato Surreaux Vargas with Devon. Born on February 16, 1937, he was a lawyer and a farmer who has always been inserted and engaged in agricultural issues. His passion for Devon was encouraged and cultivated by his father, General Serafim Dornelles Vargas,*

*who started breeding in 1950, and was one of the first representatives of the ruby breed in Rio Grande do Sul. He considered it outstanding in relation to the others, classifying it as the best pure bovine breed in the world due to its precocity, docility and excellent maternal behavior.*

*The General started his own farm at Figueira Farm, located nearby the urban perimeter of São Borja town, which borders Argentina. With a strong entrepreneur spirit and great business vision, he selected the best dams and*

Viriato Surreax Vargas



*imported premium bulls directly from England, priming, in the beginning, by controlled cross-breeding and obtaining, as a result, high quality cattle. Serafim had recognized preference for hornless Devon. Imports of sires direct from the "source" conferred the excellence and purity of the herd. In a certain occasion, at Serafim's request, one of the bulls was brought by Dr. Luiz Fernando Cirne Lima, who has a vast experience and was the first Brazilian to judge Devon in the UK, home of the breed.*

*The devotion to the reddish-haired cattle sprinkled even on President Getúlio Vargas, Serafim's uncle. Given the quality of his nephew's calves, he showed interest in starting a herd. However, due to fate and to his death, he could not proceed with the desired project.*

*In 1977, with Serafim's death, his son Viriato assumed the succession. With much respect and pleasure, he carried on the legacy and his father's choice, since he was fully aware that his father's preference for Devon was wise and prudent.*

*Viriato was a man of passion for what he did, and a preservationist of the family history. Although he had several commitments "in the village", he always made the bridge between city and countryside, conciliating urban interests and the advocacy he performed during the week, with the management of the farms on the weekends, where he used to go in company of his wife, Ligia Maria, and his children, Claudia, Carla, Viriato and Anamaria.*

*It has been decades of dedication to the breed, and recently he decided to insert Bravon in the breeding through the*

Foi na Estância Itaroquen que de longe se avistava, primor de plantel de Devon, nesta morada dos Vargas

Aquele gado vermelho era de origem européia, criado em campos mui finos que nem "percisavam" uréia.

Da raça fértil e distinta, de muito fácil manejo, fez-se a escolha do estancieiro que se agradou de lampejo.

Seu nome era Serafim, que fez escolha certa, amante da raça rubra que era precoce e leiteira.

Que marcadas na picanha com número gêmeo e par, eram de parar rodeio fazendo os olhos "brilhar".

E quão bonito se paira pois foi o início de um marco, fez-se estória com o Devon na Estância 44.

De pai pra filho seguiu a tradição repassada, foi mantida por Viriato homem de justa jornada.

Seguiu o gado vermelho arrinconado na estância, mesmo depois que seu dono buscou morada em outra instância.

Mantém-se a florado o legado, que como tudo tem fim, mas não enquanto estiver viva a memória do Viriato e do Serafim.

**Pedro Vargas de Lima**

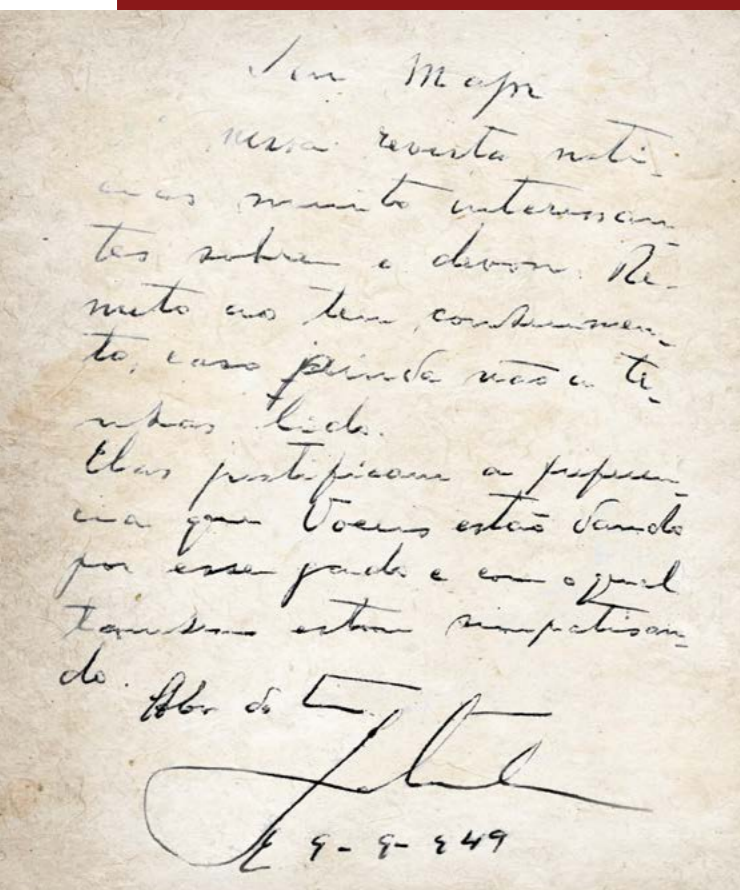
Seu Major,

Li nessa revista notícias muito interessantes sobre o Devon. Remeto ao teu conhecimento, caso ainda não a tenhas lido.

Elas justificam a preferência que vocês estão dando por esse gado e com o que também estou simpatisando.

Abraços do Getúlio

29-9-949



Carta de Getúlio Vargas para o irmão Serafim, a quem ele sempre chamou de Major, referindo-se ao Devon. O quadro com o original está na sede do Núcleo de Criadores de São Borja. Foto gentilmente cedida pelo Presidente do Núcleo, Eduardo Ferreira.

introduction of Brahman in purebred Devon dams, with the assistance of his daughter Anamaria, who is a veterinarian. This crossbreeding has brought improvements to cattle, both by refining the coat of the naturally woolly cattle, reducing the difficulties with fighting the ticks, as well as improving and reducing the carcass deficit of the English breed.

Concluding this short text, I would like to mention that when I was invited to write these lines, I confess that I was delighted for such a tribute addressed to my dear grandfather, which is why I cannot avoid expressing my great love for this fabulous man, my dear friend, one of my fellows and mentors, who was not only an excellent father to his children, but also an excellent grandfather to his grandchildren. As a man with great presence of spirit and great faith in God, my grandfather was always able to bring everyone close to him. Besides being very affectionate, he had a lively sense of humor, was a cheerful person, and loved good music. I dare to say that what he most enjoyed was to see the family together, the house crowded, and to see the great wealth that flowed from the love between him and my grandmother, Lígia, with whom he was always in love and had been married for 56 year, besides the four years of dating that are in this account.

Viriato Surreaux Vargas, my grandfather Viriato, lived a life that I believe to be the legitimate well-lived. Without exaggeration, with a pleasure for really important things, and a great love for family. An example of honesty, husband, father and grandfather, and a man who valued the things that had real value, which are priceless many times.

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## EARLY WEANING

## An option for dry periods, early weaning has positive results for Devon

The increase in the pregnancy rate of dams can reach 20%.

In the first months of 2022, a total of 265 Devon calves, of which 169 males and 126 females that were born in spring, were weaned at Guajuvira Farm in Pedras Altas, South of Rio Grande do Sul. With an average pregnancy rate of 90% and peaks of up to 95%, the farm is a reference in calves' production, especially with implementation of the early weaning technique. "They are born at different times and weaning is little by little. The work and the investment are worthwhile. We have cows that have given birth for eight consecutive years", guarantees the cattle breeder Lia Tavares Mariante, who introduced early weaning in the herd around 25 years ago. "A great advantage is that, without the calves nearby, the cows improve their body condition, which guarantees the re-conception and a good state to go through the winter. Besides this, there is fertility improvement, my clients confirm that there have been up to 100% pregnancies in two-year-old heifers," she adds.

Early weaning, which appeared in the 1980's, consists in the removal of the calf before the conventional age, which is from six months old, changing the diet to solid foods. The technique improves the cow's body condition and, consequently, provides physical conditions for the dam to become pregnant again in 45 days. Research conducted by the Brazilian Agricultural Research Company (Embrapa), in 2019, found that early weaning of beef cattle can increase the rate of pregnancy in about 20%. The positive results are confirmed in Devon herds, which also reported a maintenance in calves' gain weight.

For the technical director of the Brazilian Association of Devon and Bravon Breeders (ABCDB), Lucas Hax, early weaning is a tool to increase the pregnancy rate in the herd. "It can be used in periods of drought, when there is a deficiency of pasture, reducing the energetic demand of the cow and providing greater energy availability to return of reproductive functions", summarizes the veterina-

Guajuvira Farm uses early weaning since the 1990's



## EARLY WEANING

rian. Hax explains that early weaning can be used in a specific manner in the herd, i.e. cows with poor body condition and in anestrus, which increases the chances of re-conception. "When performed in a correct way, with high volume and concentrated feed, water quality, and in the appropriate quantities, besides a good physical structure, the precociously weaned calf can reach the regular weaning age with the same result of the calves that continued to breastfeed", he says.

In this context, Devon and Bravon show great responses to the early weaning technique. "The fertility of both breeds makes them very sensitive to this resulting in a high percentage of cows in estrus soon after weaning. Likewise, the calves' docility contributes to the quick adaptation after weaning, ensuring an early consumption of the offered food, and consequently, a good performance", adds the Association's technical director.

For Simone Bianchini, president of ABCDB, "Devon and Bravon are interesting options for breeders. In times of drought, one of the main characteristics of our animals stands out, which is rusticity. When compared to other breeds, body difference is noticeable in the field and this must be taken into account", she concludes.

Lia Mariante agrees. "This year, the pasture was scarce because of the drought. The good thing is that Devon adapts well and can take advantage of all available food. It is very rustic and takes advantage of this. At Guajuvira, only calves weighing more than 80 kilos are removed from the 300 calf cows, or at 60 days old. "In the beginning, they remain in the hose receiving special weaning feed and millet, and we also add a little pasture on top. After a week, they go to a field with more dense pasture, but they still receive daily feed. Only afterwards I separate the males", she says. The animals are sold in March and April, before the regular weaning, which is between April and May. I sell the surplus males and heifers because I cannot keep all of them, our work would increase a lot, and my land is not so large", she says. People are delighted with the productivity of Devon, and the demand starts even before I finish with the weaning of all of them. But only after March 15 I start to negotiate", reports Mrs. Lia.

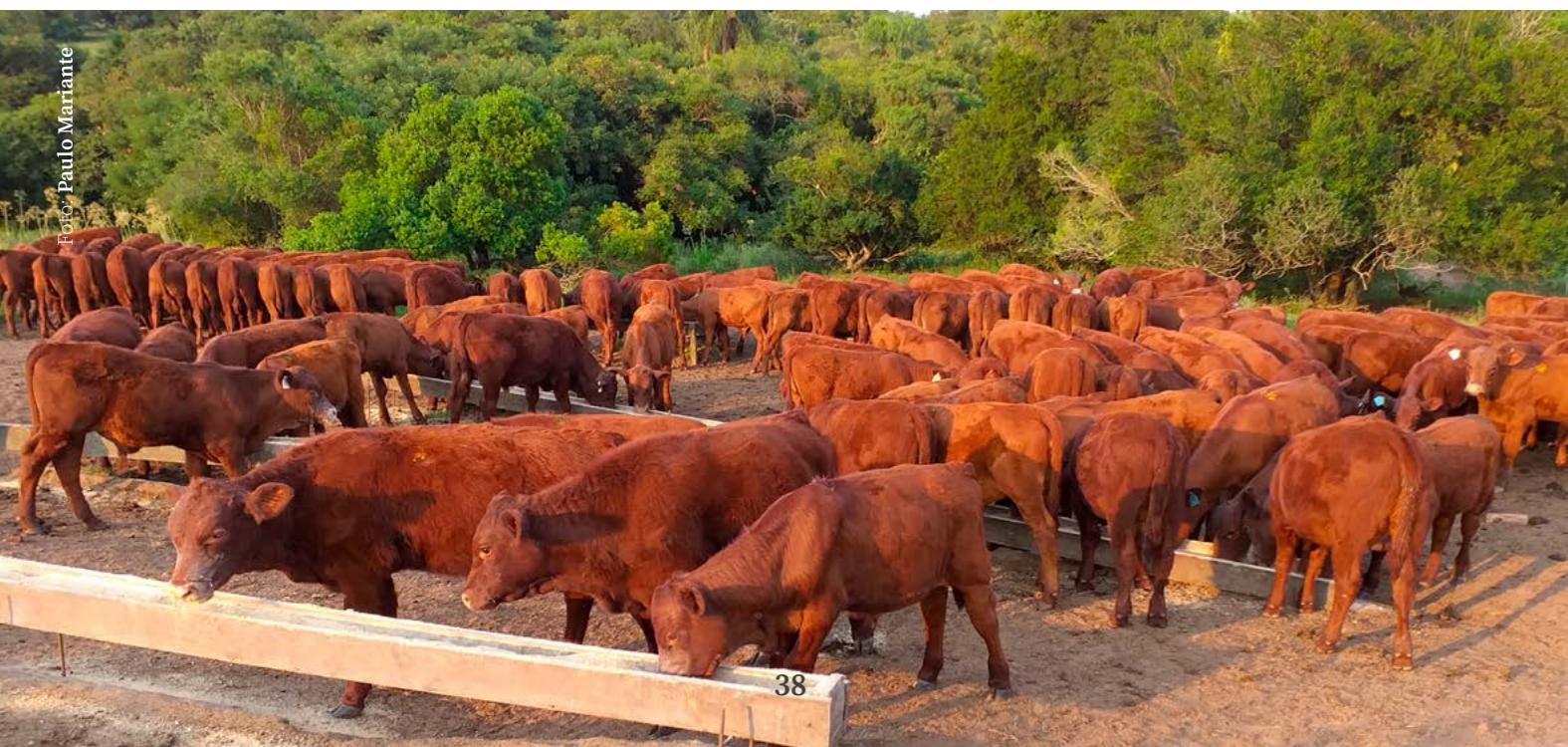


Foto: Paulo Mariante

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## Aino Jacquer receive the title of Emeritus Citizen of André da Rocha (RS)

Reference in natural pastures, the cattle breeder has been a Devon breeder since 1965

The agronomist and professor Aino Victor Ávila Jacques received, in December 2021, the title of Emeritus Citizen of André da Rocha, in the region of Campos de Cima da Serra. The proposal was unanimously approved by the plenary of the Chamber of Councilmen, for the dedication and good services provided in defense of the municipality and the community. "I didn't expect it, and I am very pleased to receive the recognition for some of the work we have done", Jacques thanked, modestly. "I was born and raised in André da Rocha thanks to the milk Devon cows. Nowadays I live in Nova Prata, but I come here every day, carry on with my activities and friends that I have here," adds the farmer, whose great-grandfather, Manoel Pereira Vieira, was the founder of André da Rocha.



Aino is Emeritus Citizen of André da Rocha

Doctor Aino, as he is known by the local people, has been a Devon breeder since 1965, at Pinheirinho Ranch. The property has its origins on Prata Farm, which was owned by his grandfather, Firmino Jacques, a pioneer who, in 1912, introduced the breed into Campos de Cima da Serra, Rio Grande do Sul.

The ceremony, which also honored the rural farmer Anselmo Spohr with the title of Honorary Citizen, was attended by authorities, friends, family, and community. Rodrigo Cherubini, president of the Core of Devon Breeders of Campos de Cima da Serra, represented the Brazilian Association of Devon and Bravon Breeders (ABCDB) at the event. "Aino has many years of work with native pasture, has held countless field days and brought many students and researchers to learn about his activities, always with Devon as reference. I also remember that he has been a juror at Expointer and at ExpoAgro André da Rocha, looking for good animals and

trying to preserve the breed's standard", said Cherubini.

Author of dozens of publications, research and scientific papers with emphasis in natural pastures and native grasslands, the professor at the Agronomy College of the Federal University of Rio Grande do Sul (UFRGS) received, in 2015, the title of Emeritus Professor for over 50 years of service to the institution. Aino Jacques also participates actively in the literary production of the region. In his most recent book, Roots of André da Rocha, written by a group of historicists, he is the author of seven chapters, in which he addresses topics such as family history, natural pastures - "it is my 'cachaça'," he says - and also the re-edition of Reasons to breed Devon or cross with Devon.

## Genética de ponta a olhos vistos



Devon uma das raças mais antigas do mundo é originária do Reino Unido. A Cabanha Aparecida tem tradição e paixão por essa raça. Investe em genética, na aquisição de grandes campeões e sêmen dos melhores exemplares e prioriza as boas práticas agropecuárias.

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# Brazilian Association of Devon and Bravon Breeders (ABCDB) is now a registered trademark

Certification confirmed by INPI protects and strengthens the brand



# ABCDB

Associação Brasileira dos Criadores de Devon e Bravon

The Brazilian Association of Devon and Bravon Breeders (ABCDB) is now a registered trademark. The approval of the Nominative Register by the National Institute of Industrial Property (INPI) allows the use of the symbol R (registered trademark) next to the name or in the entity's logo. In practice, no other association or entity can use the same name throughout the country, and the trademark can only be disclosed on products or services with prior authorization from the Association

For the president of ABCDB, Simone Bianchini, "the registry concession brings security to the Association and to associated breeders. It also brings greater reliability to the products and services of ABCDB", celebrates the president. "With the speed of changes nowadays, this conquest will make a difference", she adds.

The registrations obtained are for classes NCL (11) 42 and NCL (11) 45, which only allows ABCDB to use the name on products or services offered by its professionals, as detailed by the lawyer Bruna Paim. "The Association now holds the trademark and is protected in Brazil. This strengthens and values the brand, and the registrations become intangible assets of the association. Also, the use of the brand can be licensed, with added economic value", details the specialist from Paim Marcas, Patents, & Innovations, from Lages (SC), which conducted the entire administrative process in the INPI. The registrations were given on November 23, 2021, however, a period of 180 days was fulfilled for confirmation and validation, as foreseen in the Industrial Property Law.

Top Devon® - ABCDB also became the owner of the Top Devon brand, a name given to the auctions that are accredited by the Association. The registration is for NCL (11) 41 class, which makes exclusive the use of the name in many different situations, such as presentations, courses, publications, and leisure or entertainment. The INPI announcement took place last December, with the validation confirmed at the end of June, 2022.

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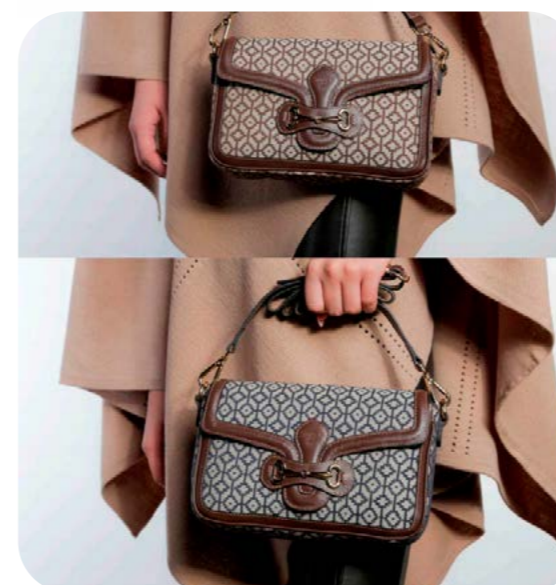
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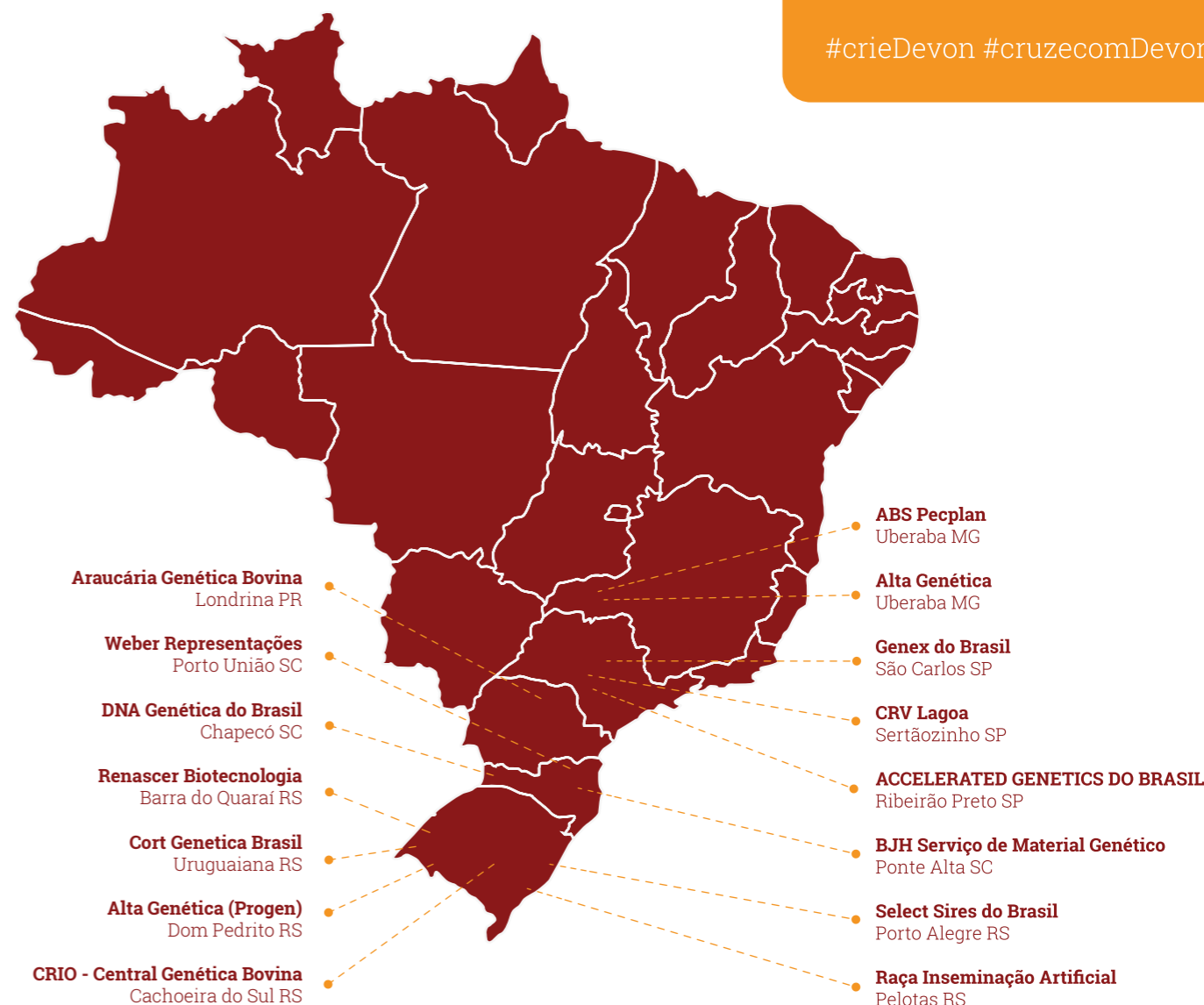
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# ABCDB

Associação Brasileira de Criadores de Devon e Bravon



Além da monta natural, a reprodução de animais Devon PO ou cruzas pode ser facilitada através da aquisição de material genético (sêmen ou embriões) diretamente com centrais de inseminação artificial ou ainda nas propriedades dos criadores.

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