



Breed to the Best

By giving your Elk-Wapiti cows the best semen they'll deliver the best progeny – consistently heavier animals with top velvet from bloodlines with proven inheritability so you can capitalise on strengthening venison and velvet markets – without increasing your workload or your feed bills.

While male progeny will provide an almost immediate increase in cashflow – female progeny will contribute long-term benefits to your herd for their entire breeding life.

Artificial insemination allows you to pick breed the best to the best at a fraction of the cost of a terminal sire.

Artificial Insemination made simple

Artificial insemination techniques for deer have come a long, long, way in the past two and a half decades. Today inseminating a deer is a straight-forward procedure that's no more difficult than inseminating a dairy cow. The success rate is similar – at 60 and 75 percent for Elk, or 80 to 90 percent for their more fertile red cousins.

We've done a deal with New Zealand's leading artificial breeding company Xcell which enables us to offer all-inclusive upfront pricing. Xcell technician Greg McKay will carry-out on-farm programming of the selected animals, following up with artificial insemination 12 days later – so all you have to do is identify the cows and pick the sire.

All Mayfield Elk Semen Prices include:

- Quality Mayfield Elk Semen
- Semen transport to your farm
- Insertion of CIDR device
- Artificial Insemination
- Mileage anywhere in New Zealand

Mayfield Elk Pricing 2010 (Minimum order 15 straws per farm)

PRICED TO CLEAR

Elk	Price per Straw	Number of Straws	Total Cost
Mayfield Magic	\$1500 +GST		
Silverado	\$250 +GST		
4-Play	\$250 +GST		
Rambo	\$110 +GST		
Kiwi Renegade	\$110 +GST		
Stevie Wonder	\$110 +GST		
Condomn	\$110 +GST		
Rocket Man	\$110 +GST		
Big Horn	\$110 +GST		
TOTAL			

PRICED TO CLEAR

DOUBLE OR NOTHING SPECIAL?

Average Elk-Wapiti bulls cut 3.5 to 4kg of velvet as 3-year-olds. At Mayfield Elk we routinely cut 10kg from our 3-year-old bulls.

With Elk supreme velvet reaching \$130 a kilo this season that's the difference between \$445 from an average bull or \$1,300 from an average Mayfield bull.

The difference is genetic and it's a difference you can share.



Order contact:

XCELL BREEDING SERVICES LTD

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Mayfield Elk

We've been specialist Wapiti-Elk farmers for more than 26-years – with bloodlines that combine the best of wild Fiordland Wapiti with top imported Elk bloodlines.

Our selective breeding programme has made incredible gains in that time. That's why Josh has ordered we let go of the stocks of semen from some of our top foundation stags at incredibly low prices – which are today being out-cut by our young crop of bulls.

Mayfield Magic: PRICED TO CLEAR

A son of 4-Play this incredible Elk cut 15.8kg of Velvet as a 4-year-old (the winner of the NZ trophy in 2009 only cut 13.2kg). Bred for greatness, his 14-year-old dam, known simply as Yellow Tag 141, was also the mother of Kiwi Renegade, who holds the record as New Zealand's top price stag after a half-share sold for \$60,000. Mayfield Magic's sire 4 Play holds the NZ record for the most velvet ever cut (21.35 kilos in 2006). Tom reckons this will be the first animal to score in the high 500 for hard-antler trophy. Cost \$1500+GST per straw.

Silverado PRICED TO CLEAR

The Number 1 inheritable Elk-Wapiti in New Zealand cut 7.6kg velvet as a 2-year-old, and 10.2kg a year later to gain a New Zealand heavy-weight record and remains 3rd in the world. His trophy head presides on the wall of our sale centre and Wapiti-Elk handling complex. The sire of Trilogi, New Zealand's No 1 Elk Bull bred by Dave Lawrence of Tikana Stud. Cost \$250 +GST per straw.

4-Play PRICED TO CLEAR

4-Play cut 5.2kg as a 2-year-old, 10kg as 3-year-old, and a massive 13kg as a 4-year-old – out-cutting his sire Play Boy, the North Island Elk whose record stands at 19.3 kg as a 10-year-old. Leaving behind such exceptional sons as Mayfield Magic. 4-play, who had a hard-antler score of 480, was sold for \$100,000. Cost \$250 +GST per straw.

Rambo PRICED TO CLEAR

The son of Revolution and sire of Silverado, Rambo's strong body and lovely thru back antler make him a solid addition to any bloodline. Cost \$110 +GST per straw.

Kiwi Renegade PRICED TO CLEAR

Kiwi Renegade cut 13.95kg at 6-years of age. Kiwi Renegade is a solid Mayfield animal with a strong pedigree. On his mother's side, he goes back along the famous Reed bloodlines with a dash of Fiordland Wapiti. On his father's side, he harks back to Canadian Elk stud farms of Clearstone and Wolfgang Such. His Canadian pedigree is so strong that 100 semen straws exported to Canada sold out in a season. Semen is cleared for export to USA, Canada and Korea. Cost \$110 +GST per straw.

Stevie Wonder PRICED TO CLEAR

Stevie Wonder cut 13.05kg at 5-years. 438 SCi @ 6-year typical. Top velvet and antler with a heavy-weight body made him a great all-around animal. His 500+ kg frame made him the heaviest animal on Mayfield. His early progeny are now at competition stage, and showing well. This semen is cleared for export to USA, Canada and Korea. Cost \$110 +GST per straw.

Condomn PRICED TO CLEAR

Condomn cut 14.4kg at 6-years, Condomn was a NZ Sires Three Champion in 2001. He's got the goods, and the superior velvet cuttings of his three 3-year-old Elk

sons prove he's passing those genes on. He was the first Wapiti bull ever in NZ to cut supreme velvet as a 3-year-old, winning The Deer Farmer trophy in 1996 with his 8.06kg head. His semen is cleared for export to USA, Canada and Korea. Cost \$110 +GST per straw.

Rocket Man PRICED TO CLEAR

Five years old and in hard-antler this season, will be close to 400 typical. He has the body of his Sire, Stevie Wonder and cut an impressive 6.830kg of a velvet as 2-year-old. Cost \$110 +GST per straw.

Big Horn PRICED TO CLEAR

A great looking son of 4-Play with numerous first placings in velvet competitions. Big Horn cut 10.4kg as a 3-year old and 17.10kg at 5-years. Cost \$110 +GST per straw.



MAYFIELD ELK FARM

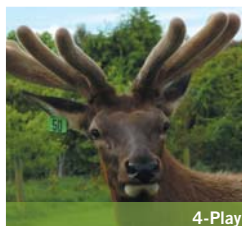
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Mayfield Magic



Silverado



4-Play



Rambo



Kiwi Renegade



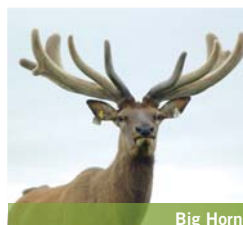
Stevie Wonder



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