

# Focus

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**Beef man:** Sam Trovatello surveys cows from his Adameluca Angus stud at Kyneton South.

Picture: GREG SCULLIN

## Sam bets on black

"IT WAS either buy a beach house in Sorrento or go and play with cows."

While most people would opt for the former within the blink of an eye, self-proclaimed "city slicker" Sam Trovatello is unafraid of giving the latter a red-hot go.

And he's putting his money where his mouth is.

Sam, who lives in Pascoe Vale South and helps run the family's concrete and quarry business on Melbourne's outskirts, last month made headlines when he paid an Australian Angus breed record of \$117,500 for a bull for his newly-formed Adameluca Angus stud at Kyneton South.

Sam said the bull, from Ireland's

Sam Trovatello has made headlines, but there's method to his madness, discovers JAMES WAGSTAFF

Angus stud at Wagga Wagga, was "definitely a standout" among the 1500 bulls he'd inspected during recent field days and sales in South Australia, Victoria and southern NSW.

"Geez, I got some phone calls afterwards. Most saying 'I could have sold you a bull for half that money,'" Sam said.

"I thought \$60,000 or \$70,000 might have pulled (the bull) up, but he's just something I need in my program.

"Life's too short to breed bad bulls.

It's a long process and I really want the females so they can keep breeding on."

The bull — which boasts above breed-average figures of +107kg for 600-day weight and +5.6 sq cm for eye-muscle area — will be the foundation sire to join with the stud's 100-cow herd, which Sam has been busy building up over the past year.

His other notable purchases include the entire Sandy Acres stud at Mt Gambier in South Australia and cows from Te Mania stud at Mortlake and Granite Ridge at Avenue Range.

Sam has also imported embryos from leading US herd Schaff Angus Valley in North Dakota, and purchased a 12-month-old bull calf from Prime Angus stud at Warrenbayne.

The stock will run on 223ha Sam purchased in December.

"It's a bit run down, I've got a bit to do — fencing, cattle yards — but we like working," Sam said.

Eventually a manager will be employed to run the property and stud.

Sam said the program would focus on breeding a "carcass beast" with "good phenotype, good feet and EBVs to go with it".

He said the aim was to breed "honest working cows".

"EBVs for me are not as important as structure and carcass and things like that," Sam said.

"I'm not after the high end, because you tend to lose a bit of bone.

"I'm after a line of cattle that is going to suit my program.

"I reckon in five years time people are going to be chasing that phenotype because they are losing a lot of muscle.

"Through EBVs they are following the figures and they not following the carcass. We need to pull it back a bit and get some bone and carcass back in the cattle."

Sam is not a complete newcomer to cattle breeding.

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