



Accredited Commercial Droughtmaster Herds

Concept

Through the Accredited Commercial Herd (ACH) concept, Droughtmaster Australia provides commercial producers with the opportunity to benefit from the wide acceptance and demand now seen for Droughtmaster cattle in the commercial market place.

This concept will reward the loyalty demonstrated by many commercial producers who have been using Droughtmaster genetics exclusively and/or for a lengthy period of time and give their herds the recognition they deserve.

These herds will carry the Society's imprimatur and be held in higher regard by buyers, which in turn will generate premium prices.

Guidelines

- The status can be used when marketing high quality commercial purebred Droughtmasters.
- The Society will inform all livestock agents of the new status and offer to provide assistance in marketing of stock from Accredited Commercial Herds (ACH).
- Agents will be requested to provide feedback to the Society whenever they market stock from ACH.
- The Society will promote the status and the results of sales to ensure the ongoing respect for ACH status by buyers.
- The Society expects that owners of ACH will provide the Society with estimated breeder numbers within their operation (to be used purely for advertising/promotional purposes).
- The status of Accredited Commercial Droughtmaster Herd is not transferrable without the expressed permission of the Droughtmaster Stud Breeders' Society Ltd.
- Herd-masters will be at least commercial members of the Droughtmaster Society
- The Accreditation is available to all stud & commercial members at no cost.
- If it is determined that the accreditation status is being misused and/or abused and creating a negative impact on the breed and/or the Droughtmaster Society, the Board of Directors can withdraw the accreditation with or without notification to the nominee.
- The ongoing status of Accreditation and recognition as a premium product relies on the honesty and integrity of herd-masters.
- Accreditation will be maintained whilst the continued integrity, ongoing loyalty to Droughtmaster genetics and ethical and responsible promotion of the accredited herd is shown.
- Accreditation of the herd shall remain active for the duration of compliance to the obligations associated with this exclusive status.
- Mutually acceptable pre-arranged visits to the herd by Society representatives for promotional/publicity reasons is acknowledged by Herd-masters.