



# NEWS RELEASE



# YEAR BLONG BULUK

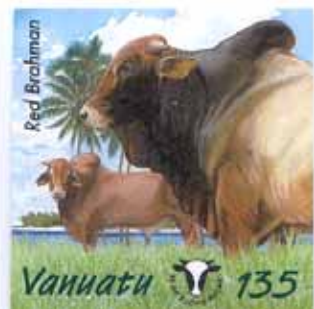


Barry Weightman's book "Agriculture in Vanuatu" describes the first cattle as being introduced to Vanuatu in 1845 on the southern island of Aneityum. Mostly Jersey and Dairy Shorthorn, they were transported to provide European settlers with beef and milk.

Since the mid 1800s the industry has slowly developed with much experimentation and trial and error. Since 1960 the management of cattle has improved vastly beginning with the introduction of Charolais in 1966 and Brahman in wider use in the 1980s. The formation of the Government-owned Vanuatu

Livestock Development; the progress made with the Limousin and Simmental breeds and the opening of the first abattoir on Santo in 1978, all assisted the rapidly improving industry.

After Copra, Beef is Vanuatu's largest agricultural export with returns approaching 500 million vatu per annum. The quality of the beef is considered high and comes from farms that are mostly chemical-free. Feeding hormones to cattle is illegal in Vanuatu and the title "Organically Grown" is an official classification that is now bestowed on many cattle farms in Vanuatu. This will further improve the image and demand for Vanuatu beef internationally. Most exports go to Japan while 20% of annual production is canned locally. It is estimated that the national herd numbers around 160,000 head, over half of which is on Santo and 20% on Efate.



2003 has been declared the "Year Blong Buluk" by the Government and it is in recognition of this and to promote this important national export earner, that Vanuatu Post is releasing a four stamp issue depicting four of the most important breeds highlighted above.

	<b>Collectors Notes:</b>	<b>For more information please contact:</b>
Designer:	Clive Abbott, Richmond, England	<b>The Manager,</b>
Printer:	Cartor Security Printers, La Loupe, France	<b>Philatelic Bureau,</b>
Process:	Offset Litho	<b>Vanuatu Post,</b>
Perforation Gauge:	13.00 per 2 cms	<b>Port Vila, Vanuatu.</b>
Stamp Size:	38mm x 36.72mm.	<b>Tel. + 678 22000,</b>
Denominations:	35, 80, 110 and 135 vatu.	<b>Fax + 678 23900</b>
Paper:	110 gsm, PVA gum stamp paper.	<b>E mail</b>
Period of Sale:	29 January, 2003 for a period of 2 yrs.	<b><a href="mailto:vanuatupost@vanuatu.com.vu">vanuatupost@vanuatu.com.vu</a></b>