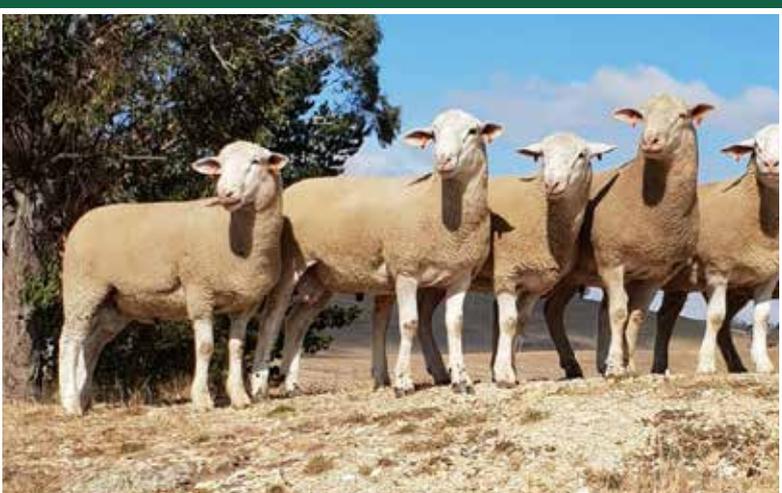




April 2019



AUSTRALIAN WHITE SUFFOLK ASSOCIATION





Continuing to produce a unique & balanced blend of elite performance and structural excellence



Kurralea 170253 by Anden Cruiser 150277: Sold for top price of \$17,000 to Dugald McIndoe, Smithton stud, Glencoe at our last annual sale.

Pwwt	Pfat	Pemd	C+
17.1	-0.6	1.4	206

Preliminary Notice

Next annual sale Tuesday 24th September - approx 300 rams

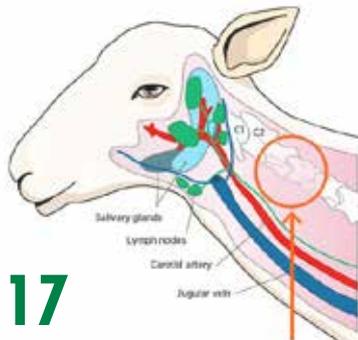
**Semen available from our top group of sires at Kurralea
Enquiries also welcome for stud ewes**

**Contact: Ben & Lucy Prentice, 'Kurralea', Arian Park, NSW
Ph: (02) 6975 2772 Mob: 0429 814 549 Kim: (02) 6975 2606
Email: lucycprentice@gmail.com**

Check our website: www.kurralea.com



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34

- 17** Best practice Vaccination
- 28** 2019 AWSA conference highlights
- 31** Sheep CRC final forum
- 34** Jamie finds a way to encourage farmers

COVER PHOTO CREDITS:

Top: Darren Smith, Farrer Stud
 Bottom Left: Leonie Guinane, Woodbank Stud
 Bottom Right: Brayden Gilmore, Premier Stud

ADVERTISING RATES
 as of August 2017

	members
back cover	\$660.00
inside cover page	\$495.00
full inside page	\$330.00
half page	\$220.00
centre spread	\$990.00

Advertising in the AWSA Newsletter is available to all members with content to have a White Suffolk focus. Corporate rates for sheep industry related groups are available on request to the AWSA.

PUBLISHING DATES - CLOSING DATES



April Issue



August Issue



November Issue

DISCLAIMER

Members are advised that advertisements, information and opinions printed in this newsletter are not necessarily those of the association or its members.



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federal council 2019

from the president

The joys of being a farmer in Australia: if it's not drought it's flooding rain.

Unfortunately many of our fellow breeders have experienced drought conditions over the last couple of seasons and our thoughts are with them that a good season is around the corner. It has been pleasing to see the support across the country for our farmers with donations of fodder supplies, fundraising events and a number of initiatives that have brought communities together and provided some assistance where possible.

That being said, 2018 has been a fantastic year for White Suffolks seeing the breed take out a number of show championships and hit new records in feature sales. Annual on-property sales once again have been very successful with solid averages and clearance rates, and our clients have certainly been smiling with the dollar returns for their lambs hitting record levels.

We have consistently seen White Suffolks mentioned in record breaking pens through the media, a pleasing thing in a lot of these cases is the age of the lambs. Early growth rates with fantastic shape and a great even fat coverage appears to be a common theme in feedback from buyers. This feedback is pleasing for us as stud breeders, but there is always room for improvement and consistency.

Alistair Michael has declared his retirement from Council at this AGM, we thank Alistair for his past four years of service on Council and his role in establishing our sponsorship prospectus. With Alistair's retirement it opens the door for newly elected member Lachlan McCrae, congratulations and welcome to the Council Lachie. Congratulations also to the five Councillors who retained their position on Council at the AGM for another two-year term.

A major focus for Federal Council is the promotion of our breed and in 2018 we successfully executed one of the biggest campaigns the White Suffolk breed has ever seen. Television advertising Australia wide leading into ram selling season has been very successful once again and this has been shown by a record amount of entries in the "Win a Ram Competition" with the majority marking the TV Advert as their source of hearing about the competition.

This year we tried something new and produced a 32-page breed liftout which was distributed Australia-wide in major rural press papers in July. A big thank you must go to Peter Angus and Nikki Ward for their work involved in this, and also to the members who supported the liftout and Fairfax Media for their assistance.

Thank you to Sue and the Bizboost team for their assistance throughout the year and their added task of redeveloping the White Suffolk website. The website is much more appealing and functional and the new design will help give us a head start with the look and feel of our 2019 promotions campaign design.

Thanks must also go to Steve and Debbie Milne for continuing to keep us up to date on the latest industry news and occasional funny joke through our eNews.

August 2018 saw our breed well represented at Lambex in Perth. White Suffolks sponsored the Young Guns competition for the third year and the exposure we received during the event made it every bit worthwhile. Thank you to Andrew Heinrich who was our breed representative to help judge the Young Guns competition. Also thank you to Brenton Addis and his team from WA for setting up and manning the White Suffolk stand during the event.

The White Suffolk breed has been very fortunate over the years to have many people involved with its continued success, whether they are foundation breeders or members that are just willing to get in and have a go. In 2018 it was an honour to acknowledge three members for their work and commitment to our breed. Allan Piggott and Hedley Krieg were awarded Life Membership at the Royal Adelaide Show in September and Dale Moore was awarded a Distinguished Service Award at the Royal Hobart Show in October. Congratulations to Allan, Hedley and Dale on their well-deserved awards.

As we move into 2019 I would like to thank Nikki and the Federal Council for all the work they have done over the past 12 months. To all our members, the Council is grateful for your support and input in continuing to move the White Suffolk breed forward in the market place and keeping up with genetics and technology as the goal posts continue to move. The Federal Council is always here to help and support our members, so please do not hesitate to contact anyone on Council at any time if you require any assistance.



Anthony Hurst
President



We wish to thank the following studs for purchasing Smithston White Suffolks over the past 12 months

Anneleigh | Noremac | Wingfield | Wattle Park | Lone Pine | Hopea | Camando
Woodbine | Somerset | Wanden | Ashley Douglas

We wish you every success with your new purchases

smithston
white suffolks

Dugald & Bec McIndoe (02) 6732 3860
Bill & Irene McIndoe (02) 6732 4138
Email: mcindoe@activ8.net.au
Glencoe, NSW 2365

 www.facebook.com/SmithstonFarms
www.smithstonfarms.com.au

appointment of new AWSA secretary

As you are aware the AWSA Federal Council has been considering and investigating secretariat options for some months and after the resignation of Nikki Ward from the RA&HS of SA in early March the need to seriously address the position of AWSA secretariat became an immediate priority.

Initial discussions regarding investigating an alternate secretariat began upon the advice from the RA&HS of SA that our Association would no longer receive the discounted hourly secretarial rate that had been charged to the AWSA for many years. The result of this would see a staggered rise in the RA&HS hourly secretarial rate over the next three years, with the full rate taking effect from 2021 onwards of approximately \$72 per hour excluding GST. Concern had also been expressed with the lack of support received during periods of leave taken by the Secretary and that the RA&HS was not offering the level of support and service that is required of our breed secretariat. Federal Council felt that an investigation into other services on offer and a review of the current service being received formed part of its due diligence.

The process

The first step taken was for Federal Council to investigate secretariat options to gauge the businesses interested in undertaking our work and to receive information and pricing on the provision of secretarial and financial services to our Association.

As part of this process a review was undertaken on the current services and hourly rate charged by the RA&HS of SA.

Based on comments and feedback received from members Federal Council also approached Nikki Ward to seek if she would be interested in undertaking the secretarial duties of the Association in her own right. A total of four expressions of interest were received for the position.

Federal Council were targeted in their approach to ensure the information received could be comparable, and a thorough review of each option was undertaken to provide a clear picture of inclusions and exclusions for all services and rates charged.

The exercise proved that the full hourly rate the RA&HS planned to charge the AWSA within the next two years is well above the standard rate offered by competing businesses for a very similar service.

The decision

After deliberation on the pros and cons of each, Federal Council has made the decision to move away from the RA&HS of SA. I take this opportunity to sincerely thank the RA&HS of SA for the integral role they have played in the operation of our Association since its formation in 1987, amounting to an incredible 32 years of service.

This is an outstanding feat and I specifically acknowledge the Rural Services office and staff for their tireless efforts and service provided to members and the entire operation of the AWSA.

I am pleased to advise that it was unanimously voted that Nikki Ward be contracted in her own right as AWSA Secretary moving forward. This will bring significant efficiencies and flexibility to the Association and we will retain her corporate knowledge and the high level of customer service that she has previously provided to the Association.

Nikki will be operating from her home office in Paracombe, SA which has the equipment and provisions to adequately deliver the secretarial services the Association requires. As well as this, Nikki has a close working relationship with Sue Piggott and the BizBoost team who will provide additional support if required (ie during leave breaks) and a network of contacts she is able to draw on for further assistance and advice.

Nikki's office hours will be Tuesday, Wednesday and Friday from 9:00am to 3:00pm. The primary contact number will be the AWSA mobile 0488 018 765 - please save this in your phone as the previous landline number belongs to the RA&HS and will not be retained by the Association. Please also take note of the new postal address (as listed below).

The transition process from the RA&HS of SA to Nikki's home office will occur during April and I ask that members be patient if there is a delay in communication or assistance during this time particularly with Annual Returns being distributed and processed.

Regards,
Anthony Hurst
President

New AWSA Secretary Contact Details:

Secretary: Nikki Ward
Postal Address: PO Box 194, St Agnes SA 5097
Mobile: 0488 018 765
Email: whitesuffolk@gmail.com
Office Days: Tuesday, Wednesday and Friday
Office Hours: 9:00am – 3:00pm



Nikki Ward
Secretariat

Federal Council Matters

Courtesy of Federal Council

April 2019

Federal Council Movements

The retirement of Alistair Michael from Federal Council was acknowledged at the 2019 AGM after four years of service. Thank you to Alistair for his time and commitment to Council and in particular the establishment of the Association's sponsorship prospectus.

As you are aware a postal ballot was conducted with the results declared at the AGM in February. Congratulations to Peter Angus, Andrew Heinrich, Anthony Hurst, John Jamieson and Debbie Milne who all retained their positions on Council. We also welcomed Lachie McCrae who was also successful in the ballot and elected for a two-year term.

Annual Returns

By now you should have received your 2019 Annual Return information on email (or post for those without email) including your live summary and login details.

If you have not received an email please contact the Secretary immediately.

The due date for Annual Returns is 30th April and late fees will apply from 15th May.

Flock Book – printed or electronic?

A survey will be conducted seeking member opinion on whether the AWSA flock book should continue to be printed as a hard copy, or whether members prefer an electronic version. Please keep an eye out for the survey in your email inbox as it will also include the opportunity for feedback on the Association promotional activities planned for 2019.

2020 National Conference – Tasmania

The 2020 National Conference will be held in Tasmania. A group of Tasmanian members have already begun planning and members will be advised of the location and dates as soon as possible.

Brucellosis Accreditation

– mandatory enforcement in 2019

Members are advised that the AWSA will be strictly enforcing mandatory Brucellosis Accreditation in 2019. All members must provide their accreditation number and expiry date with their Annual Return, as well as a copy of their accreditation certificate.

Certificates can either be uploaded to WebManager directly (as a .jpeg or .PDF), OR a copy can be emailed, posted or sent as a picture/text message to the Secretary to upload.

Members who are unable to supply Brucellosis Accreditation details will not be able to renew their membership.

All new members will continue to have 12 months to provide proof of accreditation, however vet details must be included with their application as proof testing is being undertaken.

Secretariat Changes

As outlined in the email sent to all members in late March, the Federal Council has made the decision to change Secretariat from the RA&HS of SA to Nikki Ward.

Please remember to ensure all mail is sent to the AWSA's new address:

PO Box 194, St Agnes SA 5097

All phone contact is via the

AWSA's mobile number: 0488 018 765

Dale Moore – Distinguished Service Award

Congratulations to Dale Moore, Penrise White Suffolk stud, Flock 14, on being awarded a Distinguished Service Award at the Royal Hobart Show dinner in October last year for his significant contribution to the Australian White Suffolk Association.

Dale has been heavily involved in the promotion and marketing of the White Suffolk breed for many years and played an integral role in liaising with Tasmanian breeders and the greater White Suffolk membership.

He served on Federal Council from 2008 to 2014, has officiated as judge at many Royal Shows and major White Suffolk shows across Australia, been involved in the production of the AWSA Flock Book, coordinated National conferences in Tasmania, and has been a great support to many members with his welcoming and friendly personality.

On behalf of the Association, thank you Dale, and congratulations on your well-deserved award.



new members

SINCE NOVEMBER 2018

Welcome to the following new members of the AWSA:

Flock	Name	Town	State	Stud Prefix
938	Hicks, J & E	Kaniva	VIC	Hannaton
939	Squiers, C, A & S	Quairading	WA	Shirlee Downs
940	Smith, SJ	Port MacDonnell	SA	The Block
941	Wake, K	Cavendish	VIC	Wakeleigh
942	Lawrence, M & C	Jervois	SA	Vanguard
943	Dalla, HMV & JD	Warooka	SA	Orrie Cowie
944	Say, SA & CA	Glen Innes	NSW	Yasloc

Promotions & Marketing

Courtesy of Peter Angus

April 2019

Photography Competition

The AWSA held a photography competition for the second time in 2018 and we received 3 entries.

Congratulations to Nanette and Trevor Smith, Marleigh stud, who won the 2018 competition. (winning photo on right)



Due to lack of interest we will not be running the photography competition in 2019.

Members are encouraged to please forward to the Secretary any high-quality photographs of your White Suffolk sheep which can be used to promote the breed.

Photograph and Editorial Acknowledgement in Publications

It was agreed at the National Conference that members who provide photographs of White Suffolk sheep and contact details of commercial clients for use in Association editorial and/or publications will be acknowledged where possible.

Television Advertising

Thank you to Anthony Hurst who coordinated the 2018 TV advertising campaign. Approximately 4,200 advertisements were aired in nine regions across Australia running for 15 seconds each.

The TV campaign will run again in 2019 during ram selling season (September / October / November). Every effort is made to spread the campaign over a longer period to cater for early and later White Suffolk ram sales but not every sale or region can be covered. If you have not yet seen the TV advert you can find it on the AWSA website.

Fairfax Media

Print advertising will continue in 2019 with a series of strip advertisements in Fairfax papers. A redesign of the advert is currently underway to ensure the look and feel remains consistent with our new website.

The campaign will be co-ordinated by advertising liaisons in each state and will complement the TV advertising campaign.

Thanks to our state advertising liaisons for coordinating each state's campaign:

NSW/QLD	Paul Routley / Darren Smith
VIC	Damien Hawker
SA	Peter Angus
WA	Rivers Hyde
TAS	Dale Moore / Paul Day / Chris Badcock

Members are encouraged to please forward any commercial producer contacts for stories in the rural papers, newsletters and online. It is important to have new, up-to-date and interesting editorial about White Suffolks.

Availability for additional advertising in targeted areas

A request to increase advertising in areas / regions that have significant competition from other breeds was recently discussed by Federal Council.

Any group of members that feel they would benefit from a targeted advertising campaign in their area due to competition from other breeds are encouraged to forward their request to Federal Council which includes a strategy and budget for additional promotion / advertising in their area.

White Suffolk Promotional Liftout – Fairfax Media

The 32-page AWSA Liftout was distributed Australia wide by Fairfax Media in July 2018 and was well received by members and commercial producers alike as an informative publication. The final product was a good balance of editorial and stud and sponsor advertisements.

Thank you to all members who responded to the initial survey conducted seeking feedback and support for the liftout. The results helped streamline the process with Fairfax Media and provided information on members who were interested in advertising and contact details for commercial producers to ensure it would be well supported and viable.

The Secretary has surplus copies for members to use at field days, sales, shows or to give to local schools as an educational resource. If you would like any copies please contact the Secretary.

Members present at the AGM supported another liftout in 2019. A survey will be distributed to members to gauge advertising interest and editorial contacts. We look forward to receiving your feedback.

Outcross Media – Kim Woods

Kim Woods was utilised during 2018 to write articles for media distribution and use on the AWSA website, newsletters and social media. This included coverage of the AWSA National Conference (5 media releases) and an additional five media releases were produced and distributed later in the year from leads that members had provided.

Kim's distribution includes all rural and regional papers, and the AWSA also includes her editorial on social media and the AWSA website providing excellent coverage and exposure.

Kim will be utilised again in 2019 for stories and members are encouraged to please forward contacts on to her for follow up, including on-farm commercial producer contacts and any other newsworthy topics about the breed.

Her contact details are:

Kim Woods

Mobile: 0499 772 860

Email: kim@outcrossmedia.com.au

Win A Ram Competition

The "Win a Ram Competition" was a success in 2018 with a total of 326 entries (compared to 160 entries in 2017). Congratulations to our 2018 winner Stuart Baxter from Wattamondara, NSW who won a \$1500 voucher to use towards the purchase of a White Suffolk ram.

The competition was promoted via strip adverts, TV advert, at Lambex, in the Fairfax liftout and on our website and Facebook page. We gauged the effectiveness of our promotions campaign by asking entrants to indicate where they heard about the competition, with the following polling well in 2018

- ◇ TV Advert (65)
- ◇ Stock Journal (44)
- ◇ Facebook (43)
- ◇ Word of Mouth (32)
- ◇ Other (32)
- ◇ AWSA Website (29)

The 2019 Win A Ram Competition will launch in July and the value of the prize will again be \$1500.

Members are encouraged to promote this competition to their clients during the year. More details of the competition will be forwarded on to members later in the year and be on the AWSA website.

Commercial Register

We currently have 303 commercial producers listed on our commercial register. Members are encouraged to continue promoting the register to commercial clients as the information they submit is useful to support branded product discussions. Producers can register via the AWSA website.

Sponsorship

We are pleased to announce that Zoetis will continue as Platinum sponsor of the Association in 2019.

AWSA Website Re-design

A re-design of the AWSA website was undertaken late in 2018, thanks to the team at BizBoost for their assistance. The new website has now been launched with a fresh look and feel, new search functionality for news and editorial, and a better member search area. If you have any feedback, or wish to discuss stud advertising opportunities available to members please do not hesitate to contact the Secretary or BizBoost.



Facebook and Social Media

Thank you to BizBoost who sourced and coordinated our Facebook posts in 2018. Our Facebook page saw a small growth in likes to a total of 1307. Members are encouraged to "like" the AWSA Facebook page and engage by commenting, sharing and liking our posts.

We will be increasing our focus on online and social media marketing in 2019 to go hand in hand with our print and TV advertising campaigns.

Find Us....

	Facebook:	@whitesuffolks
	Instagram:	@whitesuffolks
	Twitter:	@whitesuffolk
	Tag in your posts:	#whitesuffolks



Champion Ram, Golden Hill Stud



Reserve Champion Ram, Iveston Stud

Wagin Woolorama Results 2019

8-9 March 2019, WAGIN, WA

Judge: Shane Baker, 'Boooloola', VIC

CHAMPION RAM
GOLDEN HILL, RW & JM DITCHBURN

RESERVE CHAMPION RAM
IVESTON, GR & DK BINGHAM

CHAMPION EWE
YONGA DOWNS, B ADDIS

RESERVE CHAMPION EWE
YONGA DOWNS, B ADDIS

GRAND CHAMPION WHITE SUFFOLK EXHIBIT
YONGA DOWNS, B ADDIS

Ram under 1 year, born before 31 May

1. Pedaga, DRH Hester, Giovi Cattle Co
2. Golden Hill, RW & JM Ditchburn
3. Pedaga, DRH Hester, Giovi Cattle Co

Ram under 1 year, born after 1st June

1. Iveston, GR & DK Bingham
2. Yonga Downs, B Addis
3. Cheetara, TK & MJ Cheetham

Pair of rams

1. Jusak, WP & R Walker
2. Brimfield, M Whyte & G Cremasco
3. Kohat, G, S, R & C Hyde

Objective Class

1. Jusak, WP & R Walker
2. Golden Hill, RW & JM Ditchburn
3. Hedingham, WD & BM Thompson

Ewe under 1 year, born before 31 May

1. Yonga Downs, B Addis
2. Yonga Downs, B Addis
3. Kohat, G, S, R & C Hyde

Ewe under 1 year, born after 1 June

1. Yonga Downs, B Addis
2. Kohat, G, S, R & C Hyde
3. Yonga Downs, B Addis



(L) Reserve Grand Champion & (R) Champion Ewe, Yonga Downs Stud



Winner White Suffolk Group of Three, Pedaga Stud

Pair of ewes

1. Kohat, G, S, R & C Hyde
2. Brimfield, M Whyte & G Cremasco
3. Hedingham, WD & BM Thompson

Group - 1 ram 2 ewes

1. Pedaga, DRH Hester, Giovi Cattle Co
2. Yonga Downs, B Addis
3. Kohat, G, S, R & C Hyde

Progeny Group

1. Yonga Downs, B Addis (Jusak 166220)
2. Kohat, G, S, R & C Hyde (Kohat 160291)
3. Brimfield, M Whyte & G Cremasco

Yonga Downs sale equals national ewe record

Information courtesy of Farm Weekly (Courtney Walsh)

Brenton Addis, Yonga Downs stud, Gnowangerup, WA, sold the 2019 Wagin Woolorama Grand Champion White Suffolk and Champion White Suffolk ewe 180109 privately for \$5,000 to the Ditchburn family's Golden Hill White Suffolk stud, Kukerin, WA.

The sale price equals the national White Suffolk ewe record set in 2017 by Scott and Emma Cameron, Supreme stud, NSW. The 10-month-old ewe was from the ewe under 1 year old born before May 31 class and sired by Jusack 166220. At previous shows the ewe had won its lamb class at the IGA Perth Royal Show and was awarded supreme exhibit at the Albany Show last year.

Judge Shane Baker, Booloola White Suffolks, Baringhup, Victoria, stated it was an outstanding ewe with scale, length, carcass and stood well on its feet making it the clear winner as a standout White Suffolk. Mr Baker said he selected the ewe as Grand Champion White Suffolk because a top-quality ewe can have as much of an impact within a stud as a ram thanks to embryo transfer technology.

"You would be hard pressed to find a better example of a White Suffolk ewe in my opinion", said Mr Baker.

New owner Nathan Ditchburn said the impressive ewe will be naturally mated this year to their 2019 Wagin Woolorama Champion White Suffolk ram Golden Hill 180105.



Who wants to be Better?

Nathan Scott

Nathan Scott challenged the conference attendees to get on board with all the new paddock to plate traceability technology available to us and to be transparent in all that we do on our farms. We need to build trust with the consumers of our product. An overview of his presentation is included below.

Who wants to be better?

There is only one way to be better in the sheep industry and that is to change. If we keep doing the same things, we will keep getting the same results.

Instead of looking back in the future and being "Sorry" we need to:

- ◇ Adapt to change.
- ◇ Be proactive and better prepared.
- ◇ Take on new things and new ideas.
- ◇ Improve.

Where is our innovation?

Innovation is the key to being better at what we do. We need to improve and learn from other industries. The adoption of new technologies and looking to the future is important – farming is no longer about tradition. Pride in tradition can be an excuse for a lack of progress.

Do you know how well you perform?

- ◇ Do you know how your sheep enterprise is performing?
- ◇ Do you measure it?
- ◇ What are the key performance indicators?

On -farm traceability helps track individual and flock performance and can focus on key areas, like:

- ◇ Lean meat yield and eating quality.
- ◇ Number of lambs weaned.
- ◇ Visual assessments.
- ◇ Structural correctness and doing ability.



Nathan Scott

Achieve Ag Solutions

Livestock producers are involved in data driven sheep production and we are at the crossroads of technology adaption. We need both data and visual assessment to make informed management decisions.

We cannot ignore Biosecurity Imperatives in Australia:

- ◇ It's not about 'if' but 'when' there is a major outbreak like Foot and Mouth disease.
- ◇ It only took 16 sheep to spread the Foot and Mouth outbreak in the United Kingdom in 2001.

The following map shows sheep and cattle movements into & out of saleyards on ONE DAY - 29 January 2015



Map courtesy of Department of Economic Development, Jobs, Transport & Resources.

We must use EID to track movements of livestock within states and territories and throughout Australia. EID is important to help counter disease outbreaks and a whole industry approach to achieve robust traceability through the supply chain is crucial.

Mandatory EID in Victoria has brought efficiencies in implementing new technology in the sale yards and is an example of successful implementation of the technology in a high-risk state with the highest livestock movements.

Traceability all along the supply chain will build trust for our international markets which is hard to earn but very easily lost.

Global Food Fraud is a threat to our industry with the dissemination of misleading information, particularly in the form of fraudulent product labelling in international markets. Paddock to plate traceability is critical in overcoming this, and ensuring full credibility of our product quality.

With full traceability, comes transparency which is fantastic. It does come with its own risks, however. We need to ensure we are as good as we think, and say we are with the use of on farm chemicals and our animal welfare practices.

If we are the best at what we do then we must prove it through traceability and transparency.

Traceability:

- ◇ Silicon dioxide can be used for edible, heat proof barcodes for products throughout supply chain.
- ◇ We can know where a chop in a restaurant has come from, which farm and how it was ethically produced.
- ◇ The ability to manage quickly and efficiently manage major disease incursions.



Transparency:

- ◇ Is critical and needs to be across everything.
- ◇ Needs to be the truth, and proof of how good our products are.
- ◇ Must build trust with our consumers for a strong relationship.

Money never wins a welfare argument and we need to imagine a television camera following us throughout the day on our farms. What will our consumers say if they saw our footage? If you would do things differently, then change them now, before they become a problem.

Take home messages:

- ◇ As farmers we must start being leaders and we must take ownership for what we do.
- ◇ Traceability and transparency is everyone's responsibility.
- ◇ What we do well today we can do better tomorrow.
- ◇ This industry is ours.



Nathan Scott (centre) with Peter Button (left) and Steve Milne (right)

Innovation – Getting your business ready for what's next!

Allan Piggott, Past President - Sheep Producers Australia



Allan Piggott

SHEEP PRODUCERS AUSTRALIA
Past President

Allan Piggott provided an overview of the national sheep industry and gave an insight into “What’s Next” in the sheep industry – what technology will be hype and what will actually work?

- ◇ **Autonomous solutions** – Electronic sheep identification and remote sensing for management of farm infrastructure, soil and pasture, and livestock (smart tags).
- ◇ **Objective measurements** – Performance recording of stock, pasture and financials; visual based marketing: know exactly what you are producing and get paid accordingly, access information uploaded by processors to Livestock Data Link.
- ◇ **Connectivity and the Internet of Things** – Will big data be the killer of the family farm, or the key to its renaissance? Producers need to see a return on dollars and time invested. There is a need for a level of standardisation and the ability to populate a new system with current data.
- ◇ **Processor efficiency** – Australian processors are very efficient however they are struggling with the costs of labour and energy.
- ◇ **Retailers and Consumers** – Consumers expectations are changing, they will engage differently with your product and purchase differently. Current challenge of dealing with extremists.

Allan reminded attendees that the Sheep CRC will end in June 2019 and this will leave a large void in the Australian Sheep Industry. Consideration is being given as to where MLA, AWI, processors and producers will source research and innovation into the future and the possibility of combining peak industry groups like Wool Producers Australia and Sheep Producers Australia.



Vaccination Best Practice

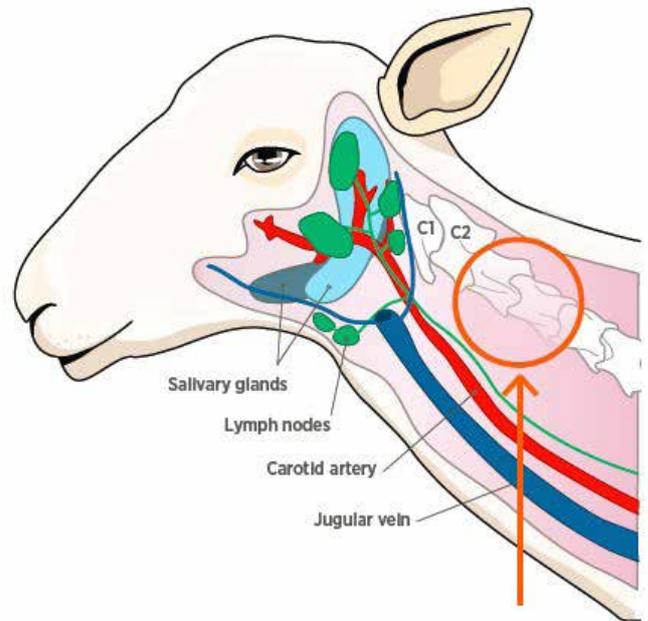
Dr Andrew Hancock, Zoetis

The OJD Gudair vaccine developed by Zoetis is Australia's only vaccine to protect sheep from the spread of Ovine Johne's Disease. Vaccination has been shown to reduce mortalities due to OJD by 90%.

Vaccinating of sheep can be used as a biosecurity measure on your property to prevent OJD. A single dose at a young age is recommended and also for any sheep moving on to your property.

A reaction to Gudair can be common at the injection site as it is an oil-based highly tissue reactive vaccine. It is important to administer the vaccine correctly – not too deep and in the right position.

If injected too deep a lump or lesion may be visible at the site of injecting. A dirty needle can also cause a reaction which can result in unacceptable extra trim when processing animals.



Best practice techniques:

- ◇ Lambs: Use 6mm or quarter inch needle, 45-degree angle, 5cm down from the base of the ear (subcutaneously, not in to cartilage or near the spine).
- ◇ Clean needle – change needles frequently.
- ◇ Never at 90 degrees and straight into the muscle as can hit the spine.
- ◇ Short wool makes it easier to administer the vaccine.
- ◇ Use a Sekurus Safety Vaccinator to reduce the risk to the administrator.
- ◇ Keep your non vaccinating hand well away.

The orange circle on the diagram above indicates the correct site to vaccinate, under the skin, on the side of the neck, avoiding critical structures near the base of the ear, and the C1/C2 joints of the spine.

For more information on best practice vaccination:

www.zoetis.com.au



Processor Update & Thomas Foods Farm Assure Program

Paul Leonard & Dana Grey – Thomas Foods International



Dana Grey & Paul Leonard
THOMAS FOODS

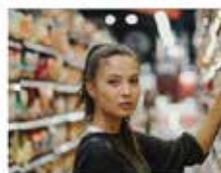
RELATIONSHIPS IN THE VALUE CHAIN



PRODUCER



PROCESSOR



RETAILER



CONSUMER

The most important person in the value chain is the consumer as the consumer sets the price.

Requirements for further information about our product is now mandatory. We need to provide consumers with as much information as we can about the product they are buying and eating.

Competition

Australia provides the most reliable supply of lamb throughout the year and in the world. It's a real point of difference with our competitors and our main competitor is New Zealand.

Emerging technology

Dual Energy X-ray Absorptiometry (DEXA) is going to change how we, as the producer, are paid for our product. It will become less subjective and producers will be paid on objective measurements, E.g. marbling, lean meat yield and actual fat depth. This will also increase the uptake of EID to ensure we have traceability from the farm through the supply chain. This technology is crucial for processors.

Lamb producers need to breed more lamb with a real focus on fertility and survivability to increase production.

Sheep Meat Consumption

Australia's consumption of sheep meat has fallen from 45kg to 8.3kg per capital over the past 50 years. However, consumption has increased in non-traditional consumer markets like China and North America.

Market Access

Current challenges – Brexit:

- ◇ Australian has 19,186 tonnes of quota into the EU.
- ◇ TFI owns 27% of the total quota.
- ◇ The United Kingdom takes 75% of all sheep meat export to the EU.
- ◇ 74% of sheep meat exports to the EU is lamb.
- ◇ 26% of sheep meat exports to the EU is mutton.

Market Update

Weather is a real concern for the coming year (2019) and its effect on consistent supply of product to keep processors at capacity.

There has been a drop-in price for skins due to the reduced demand for leather. Synthetics are so much cheaper.

Lamb definition will come in line with New Zealand this year which means a fairer playing field. The big winners are primary producers as it allows a 4 to 6-week grace period to feed up to weight.

SUMMARY

- ◇ Consumer must come first.
- ◇ EID (electronic identification) or RFID (radio frequency identification) implementation needs to be used to keep up with Victoria who has made it mandatory.
- ◇ Embrace value added payment systems.
- ◇ Embrace forward contracts.

Consumers, Community and Farm Animal Welfare

Dr Emily Buddle, Senior Research Assistant – University of Adelaide

Dr Emily Buddle addressed the conference on animal welfare and consumer perception.

Food consumption is related to values.

There is a need to look at why people are concerned with animal welfare in Australia and nationally.

Dr Buddle conducted a survey of 66 meat consumers Australia-wide focusing on why they are concerned.

The survey results have been analysed.

Consumers resonate with the idea of sheep and cattle grazing in their natural environment, and that every animal should be treated as an individual.



Consumers believe welfare issues in sheep and beef cattle production are not the same as in chickens and pigs. Beef and sheep production were considered “more natural” as animals were kept outdoors, exhibit natural behaviours and consumer natural things (E.g. grass). However, there were concerns about intensive production, feeding livestock grain (unnatural food source) and live export.

What about the impact of animal welfare activism?

As part of the survey, Dr Buddle asked what participants thought about animal welfare activism. Their perceptions included:

- ◇ Activists do not want us eating meat.
- ◇ Activist organisations only share information about extreme cases.
- ◇ Activists and their supporters are ignorant about ‘real’ farming conditions.
- ◇ Animal welfare activism is a form of ‘slacktivism’.

The reality is that activists don’t want people to eat meat at all and their mindsets and opinions are difficult to change. However, Australian consumers generally ignore animal welfare activism as it doesn’t align with values.

There are increased levels of concern from consumers about where their food comes from and how it is produced. We need to look at the growing sense of disconnect between the country and the city with increased populations in urban areas.

Farmers are trusted

Consumers believe that Australian livestock farmers are the most trusted member of the meat value chain.

But people are still concerned about:

- ◇ Animal welfare.
- ◇ Environmental issues.
- ◇ Food safety.
- ◇ Food quality.
- ◇ Food provenance – sourcing food locally and the story.

When we look at the views of the population farmers and activists are the two extremes with the general population being in the middle. Therefore, it is imperative to focus on the majority when wanting to educate about farming and agriculture production and not the activists.

Identifying shared values is essential and we need to share why we do things as producers and not just the facts. We need to have better engagement with consumers.

ADVICE

- ◇ Farmers need to take ownership of their story and what they do.
- ◇ Communicate with those who value your product and those who sit on the fence.
- ◇ Not everyone is going to have the same opinion - avoid being defensive when we don’t agree with others.
- ◇ Not all consumers want to know where their products come from.
- ◇ Focus on communicating shared values.
- ◇ Invest in finding out what your consumers/ community thinks.

APPS & Technology

Penny Schulz - Schulz Livestock

Dan Hayes - IN2IT

Penny Schulz addressed the conference on the research she has undertaken on the adaption of app technology in farming enterprises.

How can Apps help with farming?

Computer applications can significantly contribute to farming and increasing productivity.

What factors are important for them to adopt and use an app and can they be used as a training tool?

Can it help us streamline the technologies and tasks we are currently used in farming?

Top 3 factors for app adoption:

- ◇ Usefulness.
- ◇ Ease of use.
- ◇ Providing a better way of doing something that the user already does.

Bottom 3 factors for app adoption:

- ◇ Farmer networks are using it.
- ◇ Fellow famers are using it.
- ◇ Advisor recommended using it.

Farmers who are part of a producer network or have farm advisors are more likely to use agricultural app technology.

Age did not appear to have a large affect on whether people own a smartphone/tablet and the use of general apps, but there is a more significant difference in older age groups using agricultural apps. The uptake of agricultural apps is generally higher with younger age groups.

Penny's research in the adaption of app technology in farming is ongoing and she plans to talk to app development teams and look more closely at the type of agricultural apps used in farming.

Dan Hayes understands that reliable internet is crucial for the use of Wi-Fi and uptake of new technologies on farm. The use of apps to assist farm operations is increasing and can significantly reduce labour costs and increase efficiencies.

For example, farmers are now monitoring troughs, tanks, water pumps and waterpoints from their iPhone or computer to complete simple tasks like checking water levels and cleanliness of water. Constant access to check water can save an enormous amount of money in water leaks and thirsty stock.

Other examples of the ability to remotely monitor control your farm include:

- ◇ Automatic animal identification.
- ◇ Geo fencing.
- ◇ Auto gate opening/closing from the office.
- ◇ Auto-drafting.
- ◇ Muster stock with a laptop through to keeping an electronic shopping list on your fridge.

To have access to the apps and technology to achieve this a reliable internet connection is required. This can be difficult to achieve in rural or remote areas.

Regional Internet Access for black spots in rural areas is required for the technology; there are alternatives to the standard wireless and satellite services to address this. IN2IT is currently using Wi-Fi that can be setup on even the most remote stations by using solar repeater towers, solar power and standard modems.

This technology can also improve safety, improve lifestyle and free up time for family and holidays.



Sheep Genetics & LAMBPLAN update

Peta Bradley - Sheep Genetics



Peta Bradley
SHEEP GENETICS

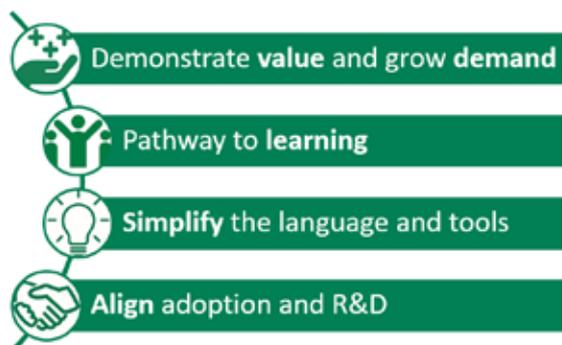
There have been some key staff changes with the Senior Development Officer being Peta Bradley and James Taylor the Lambplan Development Officer.

Key Developments for Sheep Genetics are:

- ◇ Sheep Genetics (SG) database redevelopment- that is redeveloping the current databases behind the Sheep Genetics System.
- ◇ SG Website interface development – this is redeveloping how breeding values are displayed on the website.
- ◇ New website content.
- ◇ Developing a data quality index.
- ◇ Ramping up Genetic Gain Report Updates.

Clara Bradford, the former LAMBPLAN Development Officer, now has a new role within MLA (Meat and Livestock Australia) as the National Adoption manager for genetics. One of her key activities has been the development of the National Genetics Adoption Plan and there will be a campaign rolled out for this in the next month. This plan also incorporates facilitating genetics networks, extension training, and livestock genetics forums.

National Genetics Adoption Plan



The National Livestock Genetics Consortium (NLGC) has set the bold goal of by 2022 there will be over \$400 million in industry improvements achieved by doubling the rate of genetic gain in the commercial livestock industry value chain.

One of the key projects that have been reviewed by the NLGC taskforce, relevant to White Suffolks, is the MLA Resource Flock 2014-20 project. This project has now been extended to Resource Flock 2 that includes sensory data (this means that not only are progeny from the Resource Flock measured for meat science traits they are being tested by consumer taste panels).

Review of ASBV analysis

The LAMBPLAN and MERINOSELECT analysis are continually being developed to improve the genetic evaluation and supply the best tools possible to producers to help improve genetic gain across the sheep industry. Major updates to the evaluations are implemented once a year to minimise any disruption that may result from the changes. This year the analysis changes will occur on the 1st of May for LAMBPLAN and the 7th of May for MERINOSELECT. The result of these changes is better estimate on breeding values for more animals.

Key changes that will be made to the analysis and reporting this year that are relevant to White Suffolks include:

- ◇ Updated index documentation for ram breeders and ram buyers.
- ◇ Reporting of inconsistencies between pedigree and genomic information back to breeders.
- ◇ The new Terminal Carcase Production Index and the phasing out of Carcase Plus and LAMB2020.

Updated index documentation for ram breeders and ram buyers

The updated index documentation will be housed on the Sheep Genetics website under the “Getting Started” tab.

.....continued over

Sheep Genetics & LAMBPLAN update cont.

Peta Bradley - Sheep Genetics

The ram buyer version of the document is aimed at allowing commercial breeders to identify what index best suits their production system so that they can use it in their ram purchasing decisions. There will also be a section on how to best use an index in ram buying decisions. This documentation will be a useful resource for seed stock breeders to use in their communication with clients.

Furthermore, there will new documentation that outlines more detail about the trait contribution for the indexes as well as the recording assumptions for each of the indexes. This document is for Sheep Genetics ram breeders. This will allow them to best identify a selection index that matches their breeding objective.

Reporting Inconsistencies pedigree and genomic information back to breeders

The genetic evaluation now uses information on animals' relationships from both pedigree information supplied by breeders through their software and if available, genomics. Sometimes there are discrepancies where the sire or dam listed in the pedigree of the animal does not match with the genomically informed relationships. There is now a new report where these inconsistencies between pedigree and genomic information will be reported to breeders. This report will be included as a PDF attachment on the analysis results email. It can also be downloaded from the website using the breeders' login.

The new Terminal Carcase Production (TCP) Index and the phasing out for Carcase Plus and LAMB2020

Carcase Plus and Lamb2020 indexes were designed to select solely for lean meat yield and as a result are reducing eating quality. These indexes are now over 15 years old and are out of date. Furthermore, Carcase Plus, when used with genomics declines eating quality at a faster rate. This meant that a new index had to be developed that focuses on improving the key production traits of growth and muscle whilst simultaneously maintaining eating quality. This new index is called Terminal Carcase Production (TCP).

The TCP index continues to deliver genetic gain that reflects the current supply chain price signals. The predicted response for muscling and growth will continue to increase, however overall consumer liking will cease to decline. The emphasis on each trait is balanced by its relative economic value to a terminal lamb production system, making Terminal Carcase Production an economic index.

It is worth noting that TCP is in different units to Carcase Plus. This means that the average index values and the variation between animals will be different. Therefore, it is important that both ram breeders and commercial ram clients re-benchmark themselves using the new index.

Sheep Genetics recognises that phasing out Carcase Plus will be a significant change for the industry. Therefore, for the period between May 2019 and April 2020 Carcase Plus will still be available. TCP will replace Carcase Plus as the primary index on reports but it will still be available this year for ram sale catalogues and to assist in the transition to TCP. It is strongly encouraged that ram breeders begin working with their ram clients this year whilst both indexes are available to transition to the new index, as it will not be available for the 2020 ram selling season.

Furthermore, Sheep Genetics will be providing resources for industry to use. These include:

- ◇ Flyer for stud breeders – outlining the changes in greater detail.
- ◇ Flyer for commercial ram buyers where changes are outlined that breeders can use in their communication.
- ◇ Updated commercial ram buyer index documentation so that the indexes available are more clearly outlined.
- ◇ Webinar – this video will be available online as a resource that clients can be referred to.

White Suffolk performance

When comparing White Suffolks with other terminal breeds the following trends emerge:

- ◇ Still sitting above average terminals for BWT (Birthweight) and PWT (Post Weaning Weight)
- ◇ LMY (Lean Meat Yield) have come from below the Terminals to above.
- ◇ IMF (Intra Muscular Fat) are also above terminals but the gap is closing.
- ◇ Shear force better than terminals but gap closing.
- ◇ LEQ (Lamb Eating Quality) is trending above terminals.

What's on the horizon?

There is currently technical work underway to see if a flock profile test (which is available for commercial Merino breeders) can be used for other breeds such as White Suffolks.

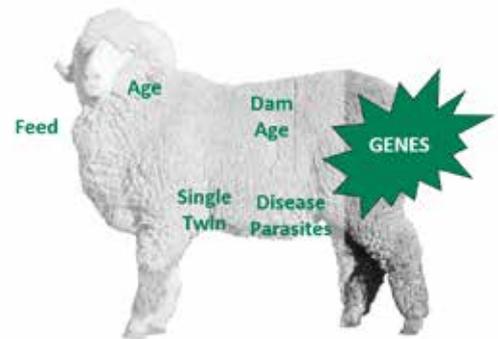
- ◇ Flock profiling is where 20 commercial animals from a year drop are randomly genotyped.
- ◇ This reflects the average ASBV's (Australian Sheep Breeding Values) of sires purchased and is used provide a benchmark of a flock's genetic merit.
- ◇ In the future flock profiles could be available at sale yards for display with pens of animals providing more information.

What can ram breeders be doing now to prepare for the future:

- ◇ Encourage ram buyers to monitor their ram team averages for indexes and traits which allows them to select rams to improve their flocks.
- ◇ Measure reproduction – check the reproduction report on the analysis results email to see if you are supplying the correct reproduction data.
- ◇ If adult weight is important. Record a joining weight 30 days before or after the ram going in joining and submit this as pre-joining weight through your software.

It is important that if you want to be improving a trait that you are measuring and selecting on those traits. LAMBPLAN is the best available tool for breeders to estimate the genetic merit of their animals.

What Impacts a Sheep's Performance



In Summary:

- ◇ Sheep Genetics aims to deliver better breeding values for more animals
- ◇ The White Suffolk breed is making good progress but there is still more opportunity to do better.
- ◇ Capture the value of the best genetic evaluation by recording with LAMBPLAN.

The Naked Shearer and his award winning photographer



The national conference concluded with a special dinner at the Robe Bowling Club where guest speaker Jacqui Bateman gave a presentation on her involvement in the Robe to Recovery initiative and her photography.

Jacqui went on to auction one of her most influential prints to members Donald and Bev Baillie, Yanta White Suffolk stud, Tumby Bay, SA, for \$1100. The proceeds were donated to the Robe to Recovery initiative which provides respite for returned Australian Defence Force veterans and their families.

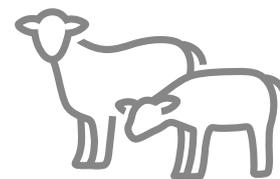
Congratulations Donald and Bev, and thank you for the insight into your business and the Robe to Recovery initiative Jacqui.

For more information:

www.robetorecovery.com.au



Effective parasite control proves cornerstone to profitable sheep enterprises



Key facts

- Ineffective internal parasite control is costing Australian sheep producers more than \$430M dollars each year.
- A new combination drench – Startect® – offers producers a reliable control option on which to base their integrated worm control efforts.
- The strategic use of a highly-effective drench at critical times of the year will minimise the larval burden on pastures and offers whole-of flock protection against internal parasites.

An effective worm control strategy is critical for optimising production and minimising costs in any sheep enterprise.

Current estimates indicate roundworms cost Australia's sheep and wool industry more than \$430 million dollars per year; up from a 2006 estimate of \$350 million dollars.¹

The impact of roundworms represents the highest single animal health cost to the Australian sheep industry, estimated at about \$6/head, or an average of \$6000 for each mob of 1000 sheep. About 80% of the annual cost is associated with lost production and the remaining 20% with the costs of control.

Dr Matt Playford of Dawbutts was the lead investigator in a national survey of drench resistance in sheep, published in the Australian Veterinary Journal "Widespread resistance was found to almost all of the available drenches. Our study found resistance to white drenches (benzimidazoles) on 96% and resistance to triples on 28% of Australian sheep properties".²

The first case of resistance against monepantel, a new active released during 2010, has also been reported in Australia.³

Effective option available

Derquantel, a member of the new spiroindole (SI) class of drench, is the only commercially-available anthelmintic option to which resistance has not been identified in Australia or overseas.

Startect combines derquantel with abamectin — a powerful macrocyclic lacton (ML) to create a highly-effective, combination drench. This powerful combination can substantially delay the development of resistance when used as part of a strategic worm control program.⁴

With a meat withholding period (WHP) of 14 days and export slaughter interval (ESI) of 28 days,⁵ Startect offers producers flexibility in a highly-effective short-acting broad spectrum drench of choice.

Strategic approach

A strategic approach, combined with tactical drenching, is the key to effective worm control.

Drenching at critical times (e.g. pre-lambing, weaning or as a quarantine drench when introducing new stock) with a highly-effective drench such as Startect, will reduce larval contamination of pastures,^{6,7} for the benefit of the whole flock and can delay the development of resistance to other drench classes when used in rotation.

Combined with tactical drenching, supported by regular faecal egg counts (FEC), and carefully-planned grazing management, the incorporation of Startect into the annual worm management program will reduce costs and support increased productivity across the board.

Carry out regular drench tests (every two to four years) to ensure your drench choice is effective and keep a record of FEC for individual paddocks to support strategic grazing management and drenching decisions.

“Research clearly shows that by using a highly-effective drench such as Startect in your drench rotation, you not only gain productivity benefits but you will also enhance the sustainability of your worm control program.” Dr Matt Playford, Dawbutts.

About Zoetis

Zoetis is the leading animal health company, dedicated to supporting its customers and their businesses. Building on more than 75 years of experience in animal health, Zoetis discovers, develops, manufactures and markets veterinary vaccines and medicines, complemented by diagnostic products and genetic tests and supported by a range of services. Zoetis serves veterinarians, livestock producers and people who raise and care for farm and companion animals with sales of its products in 120 countries.

STARTECT®

with Pro-Active Dual Drench Technology

Kills the Resistant worms that count in your Region

- Contains the **NEWEST active**, Derquantel (10 mg/mL) in combination with Abamectin (1mg/mL)^{1,5}
 - **Newest Anthelmintic Class SI** (Spiroindole)¹
 - **Unique Mode of Action**¹
- **Kills multi-resistant worms** - *Haemonchus contortus* (LEV, BZ, ML and CLOS) and *Teladorsagia circumcincta* and *Trichstrongylus colubriformis* (both LEV, BZ and ML)⁵
- **Greater Sustainability** for every farm with **Dual Drench Technology**²
- **Prolongs** the life of older more fragile drenches^{3,4}

WITHHOLDING PERIODS



EXPORT SLAUGHTER INTERVAL (ESI)



MEAT WITHHOLD PERIOD (WHP)

AUSTRALIAN OVERALL EFFICACY

99.3%

Over 200 Australia-wide FECRT field trials⁶



1. Little PR, Hodge A, Maeder SJ *et al.* Efficacy of a combined oral formulation of derquantel-abamectin against the adult and larval stages of nematodes in sheep, including anthelmintic resistant strains. *Veterinary Parasitology* 2011; 181: 180-93. 2. Leathwick DM and Hosking BC. Managing anthelmintic resistance: Modelling strategic use of a new anthelmintic class to slow the development of resistance to existing classes. *NZ Vet J* 2009; 57(4): 203-7. 3. Leathwick DM, Waghorn TS, Miller CM *et al.* Managing anthelmintic resistance - use of a combination anthelmintic and leaving some lambs untreated to slow the development of resistance to ivermectin. *Veterinary Parasitology* 2012; 187: 285-94. 4. Leathwick DM and Hosking BC. Managing anthelmintic resistance: Modelling strategic use of a new anthelmintic class to slow the development of resistance to existing classes. *NZ Vet J* 2009; 57(4): 203-7. 5. Startect Product Label, 2018. 6. Overall efficacy - GM, species efficacy - AM, Data on file, Zoetis. Zoetis Australia Pty Ltd. ABN 94 156 476 425. Level 6, 5 Rider Boulevard Rhodes, NSW 2138. © 2018 Zoetis Inc. All rights reserved. ZL0945

Paradoo Prime

Tim Leeming

Tim is a Composite Maternal Seed Stock Producer at Pigeon Ponds, Victoria, who as a young commercial producer was inspired by the use of ASBV's to select genetics in their self-replacing prime lamb flock of 8500 sheep.

Defining changes for the business were:

- 1993 – Purchased rams with ASBV's
- 1995 – Pregnancy scanning for multiples
- 1996 – Ceased mulesing sheep
- 1996 – Bench marking of business
- 1997 – Weaning lambs/12 weeks
- 2004 – Recognised mob size benefits
- 2006 – Stud recording
- 2007 – Joining ewe lambs
- 2008 – Redesigning maternal sheep
- 2010 – Shorter joining lengths

Pregnancy scanning is an important tool for their enterprise with the aims of making decisions to get the best possible results at scanning. By identifying multiples, the ewes are then managed accordingly.

Aiming for muscle and enough fat but without the huge frame on his ewes in the breeding flock. Aims to breed resilient sheep that are not challenging to handle, shear etc.

Involved in a Maternals Project in 2014/15 which looked at lamb growth, ewe recovery and the effect of their condition pre and during pregnancy as ewes in poor condition take longer, if at all, to catch up post weaning. The ewe's condition during pregnancy can also carryover to their following year's reproduction ability.

Animal welfare and food safety are areas to focus on as lamb producers so we need to ensure high ewe and lamb survival during lambing.

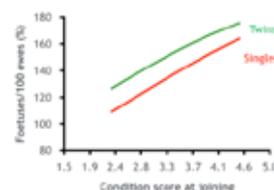
Precision lambing can be achieved by putting more effort into late pregnancy as that is where the highest mortality rates are by focussing on:

- ◇ Paddock selection
- ◇ Privacy for lambing
- ◇ Mob size
- ◇ Feed on offer
- ◇ Feed quality
- ◇ Condition score

MATERNALS PROJECT - 2014 / 2015

Lifetime Maternals - key points

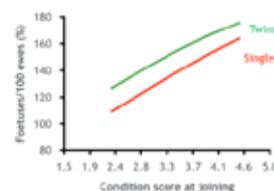
- Give twin ewes a chance at their next joining
- Poor nutrition during pregnancy and lactation has a greater effect on carryover reproduction than expected based on CS at next joining



MATERNALS PROJECT - 2014 / 2015

Lifetime Maternals - key points

- Give twin ewes a chance at their next joining
- Poor nutrition during pregnancy and lactation has a greater effect on carryover reproduction than expected based on CS at next joining



THE BENEFITS OF THIS SYSTEM?

- **WORLD CLASS ANIMAL WELFARE**
- **MULTIPLE USE OF BEST PADDOCKS / SHELTER**
- **EFFICACY OF ANIMAL HEALTH eg: VACCINE, WORM CONTROL**
- **MARKING DATE / AGE**
- **WEANING DATE**
- **MARKETING LAMBS**
- **EWES RECOVERY**
- **PUBERTY DATE FOR EWE LAMB JOINING**

Take Home Message

Collect data for a clear purpose and refine your management. By building up information, data and measuring you can set and achieve targets.

Mayura Station Wagyu

Scott DeBruin

The management of the 100% full-blood Wagyu cattle from the paddock through to processing is very important for the vertically integrated branded beef operation. There is an On-Farm Restaurant and tasting facilities at the property.

There are three labels of Mayura Station Wagyu beef:

1. **Signature Series** – expensive and elusive for high end Asian markets.
2. **Platinum label** – core label of high quality.
3. **Gold label** – entry level with lower marbling.

All boxed beef is packaged at the farm and no live animals are exported.

Key to their success was developing a point of difference with the look and taste of the Wagyu beef.

By placing quality first restaurateurs are willing to pay for premium product.

Establishing a supply chain there are crucial factors like:

- ◇ Product must taste the same 365 days a year.
- ◇ Calving 12 months of the year.
- ◇ Grain feeding process and rations consistent.
- ◇ Addition of chocolate to the feed ration.

In the development phase of the business improving genetics and nutrition were paramount for success by selecting for meat eating quality and SNP testing to identify superior genetics.

Their food culture is developing where consumers are willing to pay for the experience and for superior quality.

An increase in the use of social media marketing is an important way to reach consumers.

The demand for red meat in China is continuing to rise as it is perceived as the food of millionaires.

Relationships and developing partnerships are really important for success with the:

- ◇ Export processor.
- ◇ Export coldstore.
- ◇ Domestic coldstore needing to pick, pack and deliver.
- ◇ Freight forwarders.

Mayura Station Wagyu is currently marketing 30% of beef within Australia and 70% into the export markets of China, Hong Kong, Taiwan, Singapore and Dubai.



- * Developing a point of difference.
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- * Provenance and region are become increasingly important
- * Red meat sector has two very distinct markets
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 - * High-end comes with a high cost...

Excellence without Compromise



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Excellence without Compromise

AWSA Annual Conference - Robe SA - February 2019





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To all who supported our Summer Ram Lamb Sale in February
56 White Suffolks sold to \$2000 and averaged \$893



Bundara Downs 181755Twin sold for \$2000 to Sara & Rodney Morgan, Yendora stud, Macarthur, Vic

The Future

These 3 top young ram lambs were used in our 2019 mating program
All sired by Illoura 160621



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WWT	PWWT	PEMD	PFAT	C+	LEQ
11.5	18.7	2.6	-0.2	223	144.6



BD181537

WWT	PWWT	PEMD	PFAT	C+	LEQ
11.7	19.0	2.7	-0.3	226	148



BD181596

WWT	PWWT	PEMD	PFAT	C+	LEQ
11.4	18.9	2.6	-0.3	224	148.6

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Celebrating 19 years of success at CRC Final Conference

Source: Farm Online News | 21 Mar 2019, 9 a.m.

Happy memories, some honest mistakes and plenty of heavy science, all of which led to dramatic change in the sheep industry for the better, have been shared in a fitting celebration of success at the Sheep CRC's Final Conference in Dubbo, NSW.

And this history of delivering impact to industry will be captured for all with the announcement by former Sheep CRC chairman John Keniry of the soon-to-be-released book, *Sheep CRC: The Story - Transforming wool, meat and the sheep that produce them 2000-2019*.

Mr Keniry told conference delegates the book would capture the dramatic transformation that occurred since the late '90s when wool producers were still burdened by the fallout of the reserve price scheme and a new 'whole of industry' approach was needed that featured an ambition to manage sheep as individual animals.

"It has been a very exciting two decades of innovation and change for the Australian sheep industry, and this book will prove to be a seminal record of significant and lasting progress for the industry," Mr Keniry said.

He also paid tribute to Sheep CRC chief executive James Rowe, who has guided the collaborative research organisation through three iterations across the full 19 years of the CRC's existence.

"The CRC funding, in long-term tranches, has allowed ambitious research directions to be set, and delivered, with stable multidisciplinary teams of eminent scientists and senior management personnel, including Professor James Rowe who has been tireless in driving the work and the vision for almost the duration of the program," Mr Keniry said.

The Australian White Suffolk Association has been a proud supporter of the Sheep CRC. Some of the White Suffolk members in attendance at the final conference in Dubbo were: (from L-R) Darren Smith, Steve Milne, Jamie Heinrich, Ellie Quinn, Rodney Watt, Phil Clothier, Allan Piggott, Andrew Bouffler and Troy Fischer. Missing from photo was Barry Lang.

In opening the conference the CRC's first chairman, the Hon. Ian Sinclair, recalled a speech Prof. Rowe gave to the NSW Farmers' Association in 2002 in which he set out the philosophical difference that has set the CRC apart: focussing on the 'whole of sheep for the benefit of a sheep industry', and not separating wool and sheepmeat as independent commodities requiring separated R and D.

Mr Sinclair urged delegates to adopt the transformation technologies that have been delivered by the CRC and to urge their peers to follow suit and create an ongoing wave of continuous improvement and increasing productivity.

Prof. Rowe selected two research outcomes as major highlights of the CRC which demonstrated the integrated approach to research across meat science, genetics, animal health and flock management: the commercialisation of DNA testing, and the creation of new digital tools like RamSelect and ASKBILL.

"These successes were built on industry engagement and the strength of the collaborations between producers, processors, researchers, retailers and representative bodies participating in the Sheep CRC," Prof. Rowe said.

"It's been akin to sharing a long taxi ride - we've all contributed to the fare, we've enjoyed each other's company, and we've successfully reached our desired destination of a more profitable and productive sheep industry."





Champion Ram & Reserve Champion Ram



Champion Ewe & Reserve Champion Ewe

Royal Hobart Show Results 2018

24 - 27 October 2018, HOBART, TAS

Judge: Peter Button "Ramsay Park" SA

CHAMPION RAM
CARDELLO, C CRESSWELL

RESERVE CHAMPION RAM
PENRISE, K & D MOORE

CHAMPION EWE
SUNNYBANKS, PP DAY

RESERVE CHAMPION EWE
SUNNYBANKS, PP DAY

Shorn Ram, not exceeding 1.5 years

1. Cardello, C Cresswell
2. Sunnybanks, P Day
3. Penrise, K Moore

Shorn Rams, pen of 2, not exceeding 1.5 years

1. Penrise, K Moore

Shorn Ram, not exceeding 1.5 years, machine shorn within 28 days of judging

1. Yerberton, KL & SB Baker
2. Cardello, C Cresswell

Shorn Ram, born on or after 1 August

1. Sunnybanks, P Day
2. Fairbank, FH Badcock & Son

Shorn Ewe, not exceeding 1.5 years

1. Sunnybanks, P Day

Shorn Ewes, pen of 2, not exceeding 1.5 years

1. Sunnybanks, P Day

Group of 1 Ram and 2 Ewes, under 1.5 years

1. Sunnybanks, P Day

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Kangaroo Island's Jamie Heinrich finds way to encourage young sheep producers

Source: CATHERINE MILLER, Stock Journal



BRIGHT FUTURE: Nuffield Australia 2017 scholar Jamie Heinrich, visiting a sheep farm in Scotland, is excited about the future of the sheep industry.

When he was at school, a careers counsellor told Jamie Heinrich there was no future in being a farmer, but the Parndana sheep producer is convinced they were wrong.

He is passionate about encouraging more young people into the industry to ensure it continues to prosper, recently submitting his 2017 Nuffield scholarship report on the topic.

It was sponsored by Primary Producers SA and involved him visiting 17 countries in 20 weeks.

After studying International Business at university, he worked for Thomas Foods International for three years but returned to the 880-hectare family farm, Ella Matta, five years ago.

"I love working with animals and being outside but I also see a huge opportunity to be paid what we deserve for producing a premium product," he said.

He says he found many like-minded people on his individual study in North America, Europe and the Caribbean as well as ideas to drop the average age of an Australian farmer from 57 years.

Mr Heinrich and his parents Andrew and Tracie run 1300 stud White Suffolk, Poll Merino and maternal composite ewes, along with a 6000-head commercial Poll Merino flock.

He believes getting more young sheep producers starts with changing the perception of farming, with most images the wider public sees on the land being drought and floods.

"The most exciting times in the last 20 years are right now so we need to start talking more positively about what we do and highlight record wool, lamb and even mutton prices," he said.

One great example he saw was a young farmers group in Trinidad and Tobago which had created a caped superhero character, Agri Man, to teach the next generation about where their food came from.

He accompanied Agri Man on a few primary school visits and said it was great to see the students' enthusiasm.

The board member of Sheep Producers Australia and Livestock SA and AgKI vice president also believes it is important to see young people in leadership roles. "Since I started this topic there has already been a bit of a turnaround but we still have further to go to have good diversity on our boards," he said.



Kangaroo Island farmer Jamie Heinrich visiting a school in Trinidad and Tobago with Agri-Man.

Sharefarming and leasing options needed for young sheep producers

Young sheep producers need to change their mindset of having to own the land they farm, according to 2017 Nuffield scholar Jamie Heinrich, Parndana.

He acknowledges Australian farms are often multi-million dollar investments, making it difficult for new entrants, but says there are other ways young people can get a start.

"In the United Kingdom the cost of land is so high that new farmers can't afford to buy in so there is a lot more sharefarming and leasing - if you look at the shops in Adelaide most of them are leased too," he said.

The industry needs to make these options more readily available.

Mr Heinrich says he was fortunate to meet some great young farmers in his travels who had thought "outside the square" to follow their passion.

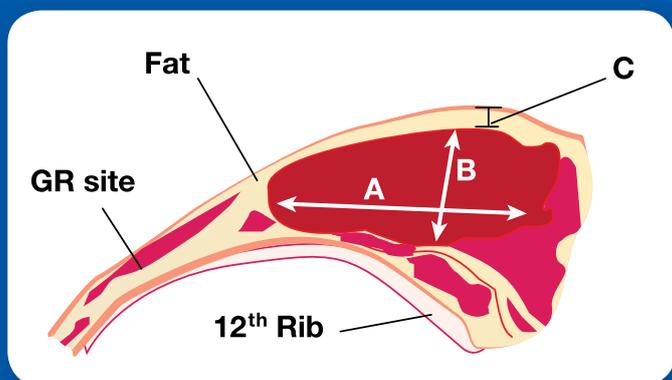
This included the United States, where he found a young farmer who was being paid to agist livestock on land to reduce fire risk for landowners and a young sheep farmer in the Cotswolds area of England who had convinced a wealthy neighbour to loan him money.

Mr Heinrich says mentoring programs such as the one he saw at the Canadian Cattlemen's Association could have merit for Australia, matching young farmers with more experienced ones or other professionals.

Mr Heinrich followed in his father's footsteps with his Nuffield studies with Andrew a scholar a decade earlier looking at objective measurement in the prime lamb industry.

"I had met a lot of Nuffield scholars over the years who all spoke so highly of their experiences - it was always something I wanted to do," he said.

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Increasing genetic gain using ram lambs

Source: Ruth Schwager, The Land, 11 Jan 2019

USING ram lambs is allowing the Oppenheimer family to accelerate genetic improvement in their Poll Merino commercial flock at Petali, Walcha.

Martin and Cheryl Oppenheimer run a 4000 to 5000-head Poll Merino ewe flock alongside their Poll Merino and White Suffolk studs.

They've been using ram lambs for a few years with the White Suffolks, and with the Merino stud ewes since the early 2000s, but the accuracy of selection at such a young age held them back from using ram lambs in the commercial flock, until last year. Objective selection has helped them determine lambs suitable for joining at six to eight months of age.

"We can't mate them at the same rate as 1½-year-old rams that are at one per cent, but we join them at 2pc for the White Suffolks and 2pc to 3pc with the Poll Merinos," Mr Oppenheimer said.

"If you go back to the 1980s, it was normal that the two to 2½-year-old rams were the youngest we'd use, and some people weren't mating ewes until 2½ years.

"Joining ram lambs happens a bit in the broader wool areas, but not so much in the finer operations.

"Part of the reason we can do this is using genetics that have extra growth – early growth from birth until six to eight months of age.

"The ram lambs can perform, as long as management allows them to express that growth, so that they're able to physically mate the ewes."

The family runs sheep at a high stocking rate by district standards, around 15 dry sheep equivalent (DSE) for hectare, but imprint them as lambs, then manage feed to make sure they reach minimum weights of 45 kilograms for the Poll Merinos and 50kg for the White Suffolks prior to joining.

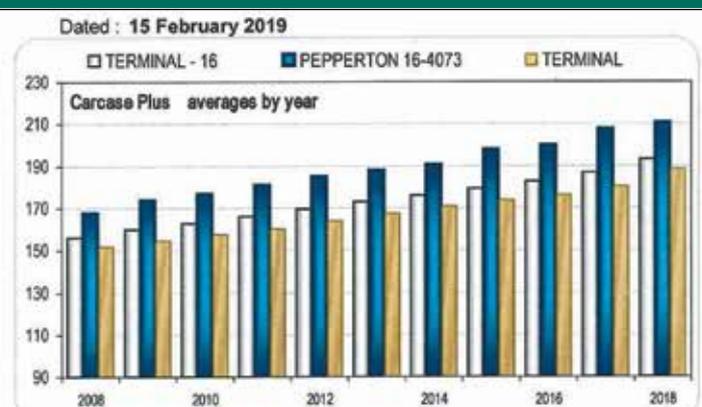
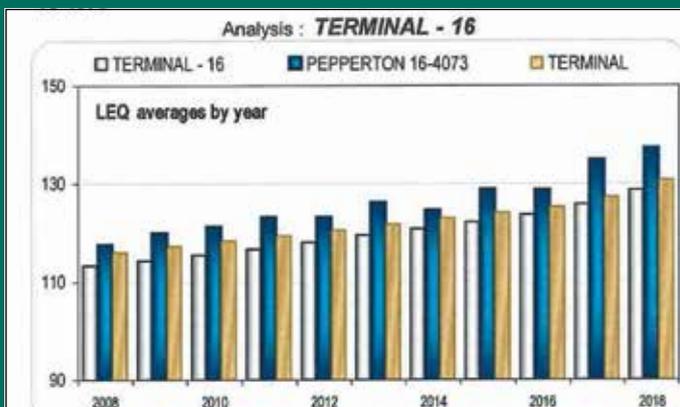
"The use of ram lambs is common in terminal operations, but it's never been popular because of the low joining ratios," Mr Oppenheimer said.

"For us it's a win-win situation – we can use our best new genetics once and sell them as one-year-olds the

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Website: pepperton.com.au

following year to clients, and they're proven sires by that point. The slight downside is that, depending on the season, they're probably not going to be as well-grown as they would have been if they weren't mating."

The only other issue is the accuracy of selection at a young age, which the Oppenheims are able to do using genetic data from mid-parent ASBVs.

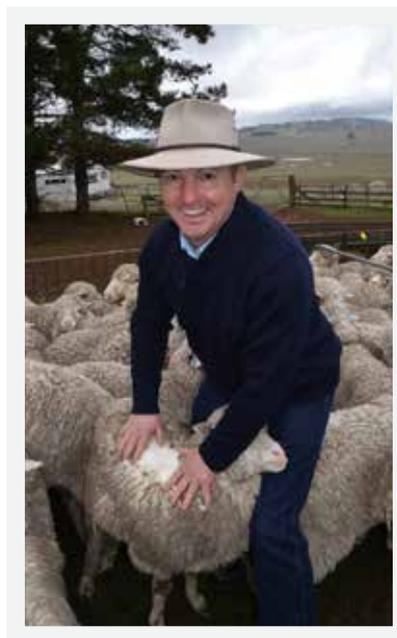
"On the genomic side, we can take a tissue sample as early as we like, which is helping our selection accuracy," Mr Oppenheimer said.

"Before, we were relying on minimal measurements at an early stage so we may not have been picking the right sheep, but now we're backing up looks with genomic tests.

"Using the mid-parent EBV average of the sire and dam gives us a guide as to how the lambs will perform.

"The rate of genetic gain has increased, and we're seeing big changes in growth, fat, extra muscle and fleece weight.

"We've always had higher rates of genetic gain in the stud using AI rams, but now the commercial flock is much closer, and it allows us to use a more diverse set of genes in our commercial flock."



IMPROVED GENETIC DIVERSITY: Martin Oppenheimer is using ram lambs in his commercial Poll Merino flock at Petali, Walcha.

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Sire of the Show - Rene



Champion Ewe
Rene

Royal Canberra Show Results 2019

22 - 24 February 2019, CANBERRA, ACT

Judge: Brayden Gilmore, NSW, 'Premier'

CHAMPION RAM

RENE, D, I & S MITCHELL

RESERVE CHAMPION RAM

RENE, D, I & S MITCHELL

CHAMPION EWE

ROCDOLL, B & S PICKER

RESERVE CHAMPION EWE

ROCDOLL, B & S PICKER

SUPREME CHAMPION WHITE SUFFOLK

RENE, D, I & S MITCHELL

SUPREME CHAMPION SHORTWOOL RAM OF SHOW

RENE, D, I & S MITCHELL

Ram, milk teeth

1. Rene, D, I & S Mitchell
2. Merton, B Stanford
3. Roccde, B Picker

Pair of Rams

1. Rene, D, I & S Mitchell
2. Borrehma, M & R Wall

Ram, milk teeth, born after 1 June

1. Rene, D, I & S Mitchell
2. Roccde, B Picker
3. Roccde, B Picker

Ram, milk teeth, born after 1 August

1. Roccde, B Picker
2. Borrehma, M & R Wall
3. Macarthur, Macarthur Anglican School

Ewe, milk teeth

1. Rene, D, I & S Mitchell
2. Roccde, B Picker
3. Merton, B Stanford

Pair of Ewes

1. Rene, D, I & S Mitchell
2. Merton, B Stanford
3. Borrehma, M & R Wall



**Reserve Champion Ram
Rene**

Ewe, milk teeth, born after 1 June

1. Rene, D, I & S Mitchell
2. Roodell, B Picker
3. Macarthur, Macarthur Anglican School

Ewe, milk teeth, born after 1 August

1. Rene, D, I & S Mitchell
2. Roodell, B Picker
3. Macarthur, Macarthur Anglican School

Ewe, more than 2 teeth

1. Macarthur, Macarthur Anglican School
2. Macarthur, Macarthur Anglican School

Group of 1 Ram and 2 Ewes

1. Rene, D, I & S Mitchell
2. Roodell, B Picker
3. Merton, B Stanford

Group of 1 Ram & 2 Ewes

1. Borrehma, M Wall
2. Roodell, B & S Picker
3. Macarthur, Macarthur Anglican School



Photo Courtesy of
JENNY ROBERTS

Dalby State High School starts White Suffolk stud

Source: By Victoria Nugent, QLD Country Life

STUDENTS at Dalby State High School will have new opportunities thanks to the donation of 12 White Suffolk sheep to start their own stud.

Six ewes and six lamb ewes have been donated by Andrew Herron's Pride of the Downs and Josh Milton's Milton Park, with plans to source a White Suffolk ram in the near future.

Head of science and agriculture Peter Donnan said the school already had a commercial Dorper flock and they had been looking to start a Dorper stud but were then offered the donation of White Suffolks.

"It was decided there was actually more educational value in having White Suffolks in terms of being able to have a comparison," he said.

"It will give us the opportunity cross them with the Dorper and really see the differences between the two breeds.

"The reason we wanted to have stud sheep was to increase the showing of the animals we do at the school.

"We have had significant cattle showing opportunities but some students are more interested in the sheep side.

The school currently has 45 ewes and a ram in their Dorper flock and will probably also look to increase their White Suffolk numbers.

"The students we've got involved are very excited about getting the White Suffolks," Mr Donnan said.

"We even plan to have a small workshop at our school to cover the ins and outs of the breed."

Mr Donnan said the number of students involved in agriculture courses at the school varies, but there was definitely strong interest in the industry.

"Over the last few years, we've seen it increase a little," he said.

"With the White Suffolk stud, most schools wouldn't have that opportunity.

"The crossing of the two breeds will be very good for the students to see."



Katie Sloan and Emma Lindsay with some of Dalby State High School's White Suffolk flock.



Sarah Wilson and Madi Martin help take delivery of Dalby State High School's new White Suffolks.

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180515

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Tag	Sire	Pwwt	Pfat	Pemd	C+	LEQ	Tag	Sire	Pwwt	Pfat	Pemd	C+	LEQ
180211	F 150096	18.2	-0.8	2.7	227	141.7	180200	F 150096	17.7	-0.7	2.2	217	136.5
180154	F 150096	18.4	-0.8	2.4	226	138.8	180109	DG 100439	16.8	-0.4	2.6	216	133.4
180456	160082	19.4	-0.8	2.0	225	138.7	180515	160082	19.1	-0.3	1.6	215	132.5
180342	160082	20.2	-0.3	1.6	221	136.7	180180	S 130153	17.5	-1.3	1.9	215	134.2
180227	160082	18.9	-0.4	2.1	220	139.0	180049	S 130153	17.4	-0.9	2.3	215	141.4
180139	BD 122026	18.0	0.1	2.7	221	135.1	180351	160082	15.8	0.0	2.7	210	135.3

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How to tell when your lamb is done

Whether you're using a meat thermometer or a finger, here's the scoop on how to tell your lamb is done and ready.

HOW DO YOU LIKE YOUR LAMB?

Rare, medium rare, medium well... the colour, juiciness and internal temperature of your cooked lamb determine its doneness. Cooking lamb to perfection begins with working out the correct cooking time and remembering two simple things:

- ◇ Lamb carries on cooking while resting so remove it from heat around 3–6°C before your goal temperature.
- ◇ Rest is best! After cooking, leave your lamb alone – this helps those delicious juices to return to the meat. Find out more about resting lamb here.

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Rare 60°C

Medium rare 60–65°C

Medium 65–70°C

Medium well done 70°C

Well done 75°C

THE FINGER OR TONG TEST

If you're out enjoying our national pastime on one of Australia's thousands of public barbies, chances are you won't have a meat thermometer in your back pocket. All is not lost. As the end of the cooking time draws near, press the outside centre of your lamb lightly with tongs or a clean fingertip to judge its degree of doneness. As a rough guide:

Very soft = rare – bright red, raw centre

Soft = medium rare – pink inside with a red centre

Springy = medium – pink throughout

Firmer = well-done range – mostly brown inside

Hard as a rock = shoe leather.

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MLA Sheep Industry Projections

The latest video on MLA sheep industry projections for August 2017 is now out. Despite a strong start to 2017, the outlook for the Australian sheep and lambs market for the remainder of the year is somewhat

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RENE STUD

Poll Dorset

Charollais

White Suffolk

Rene "Van Diemen" 36.18

Rene 31.18



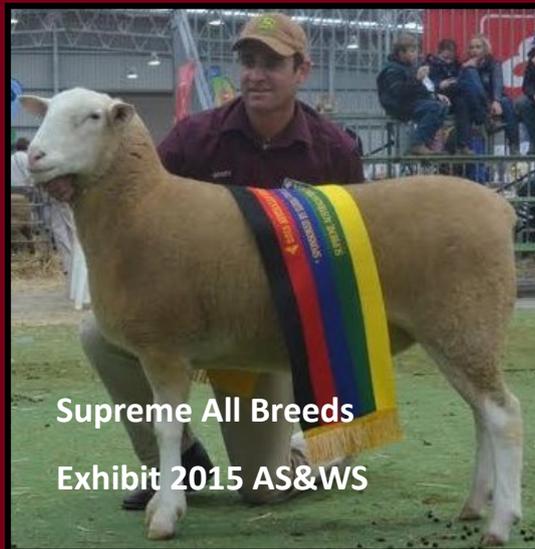
Champion Ewe
Canberra Royal
Show 2019

18.05.18
Champion Ram, Supreme Champion

Rene Rosè

White Suffolk

Supreme Champion Short Wool
All Breeds Ram- Canberra
Royal Show 2019



Supreme All Breeds
Exhibit 2015 AS&WS

ON PROPERTY
Ram Sale
FRIDAY
27th SEPTEMBER
2019

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Wool Show,
The Adelaide Royal
Show &
The BEWSS&S

Rene "Chardonnay"

Rene "Whiskey" 56.18



Rene Rosè leading
the way at Rene
Stud with her
progeny proving
themselves
at major
shows.



16.06.18
Reserve Champion Ram

Supreme White Suffolk Exhibit
2018 BEWSS&S

Canberra Royal Show 2019

Scott Mitchell 0407 837 129 Doug Mitchell 0428 297 171

MN2V Rams eligible
Aus wide Brucellosis Acc



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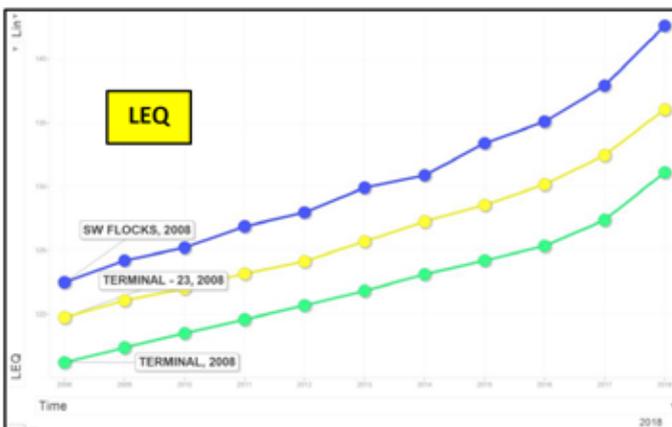
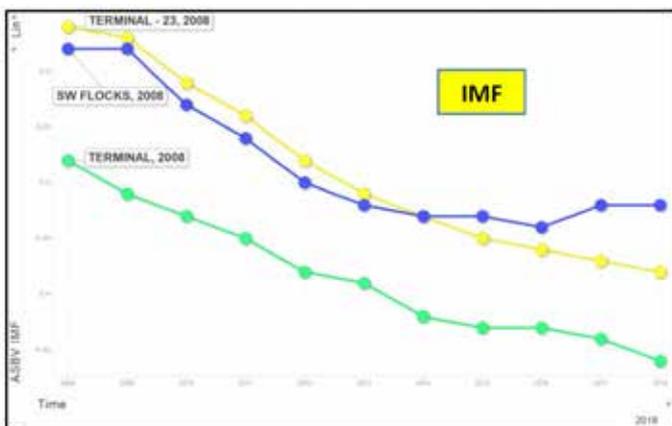
By Steve & Deb Milne, RHAg

April 2019

With selection over the past few decades focusing on leaner, high growth, lambs with improved muscling, the general trend in terminal breeds has seen a decrease in eating quality.

Although the Superwhites group doesn't believe we have reached the point where Lamb is tough and tasteless, over the last few years the group has concentrated its selection on sires that exhibit better eating quality, whilst maintaining high traditional production traits. By using the LEQ index as a primary selection criteria, the Superwhites group has shown that it is possible to reverse the historic downward trend in eating quality traits, and still produce sires for the commercial industry that are high growth with exceptional carcass characteristics.

The figures below show that the group has reversed the trends for IMF and Shear Force, whilst still increasing Lean Meat Yield.



The Superwhites team for the 2019 joining was :-

Superwhites SERIES 23 Young Sire Team 2019

Ella Matta 170300 (2300012017170300)

Woolumbool 173980 (2300262017173980)

Felix 170842 (2300482017170842)

Ashmore 160627 (2300992016160627)

Farrer 170015 (2301392017170015)

Waratah 170614 (2303182017170614)

Kohat 170114 (2307012017170114)

Link Sire Felix 151229 (2300482015151229)

The team average ASBVs are :-

Superwhites Series 23 SIRE TEAM AVERAGES (INCLUDING LINK SIRE)

Bwt	Wwt	Pwt	Pfat	Pemd	Pwec
0.36	10.9	17.6	0.22	3.0	-39
	D%	LMY	IMF	SF5	
	3.0	3.02	-0.14	-1.75	
	C+	LEQ			
	220	158.4			

Ten of the Superwhite members attended the recent Sheep CRC/Leading Breeder conference in Dubbo, collaborating with breeders, researchers, processors and service providers. Working together to produce a better outcome for the Australian Lamb Industry.

For more information regarding Superwhites go to

www.whitesuffolk.com.au/superwhites/



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