



April 2020



AUSTRALIAN
WHITE SUFFOLK
ASSOCIATION



THE ELITE WHITE SUFFOLK & SUFFOLK Show & Sale



Showcasing a Quality lineup
of WHITE SUFFOLKS and
SUFFOLKS.



2020 DATE CHANGE 28th - 30th August 2020

Venue: Livestock Exhibition Centre, Prince of Wales Showgrounds, Bendigo

Don't miss the opportunity to purchase top quality genetics and save valuable time
by selecting from the largest display of Elite Stud Sheep in Australia.

**The Elite Committee is closely monitoring the COVID-19 pandemic and will make a decision
on the running of the 2020 Elite Show & Sale as it draws closer.**



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COVER PHOTO CREDITS:

Bottom Left: Dugald McIndoe, Smithston Farms
Bottom Right: 2020 AWSA Conference

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.

DISCLAIMER

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

PUBLISHING DATES - CLOSING DATES

15
MAR

April Issue

30
JUN

August Issue

15
OCT

November Issue



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BEWSSS Rep:	John Jamieson
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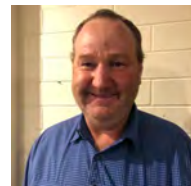
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As my term as President comes to a close, I look back and realise how exciting things have been for the industry but also reflect on how tough things have been for many of our members. If the ongoing drought wasn't enough, this summer's bushfires certainly has hit hard. Many of our members and clients across the country have been impacted and our thoughts are with them that rain is on the way. As I have said before, the White Suffolk family are only a phone call away if help is needed.

The last two years have seen the breed kicking goals in the show ring with many interbreed championships, ram sales seeing good clearance rates and record averages and in the commercial sector record prices for many of our clients. The positive for us as seedstock producers is the confidence we gain in moving forward purchasing the latest genetics, improving our management practices and promoting our studs and the breed in general. We have worked hard to be the number one terminal breed and now the challenge is to stay there.

We have also seen many changes in the running of our breed during this time.

No doubt the biggest one being the transition of our breed secretary from Rural Services to our own standalone secretary. A big thank you must go to Nikki Ward for her commitment to the breed and the work she has done setting her home up as our White Suffolk office. We are already seeing the benefits through the ease of management and Nikki's efficiency in completing tasks.

The final stage of our mandatory Brucellosis Accreditation policy has been implemented and has been received well by the industry and our members. This year we tied this in with the breed advertising to really promote it within the industry and the feedback from the commercial producers has given us confidence in the move.

A big thank you must go to the marketing team led by Peter Angus which has seen many changes in the way we are promoting the breed. Adding the Australian Community Media Liftout, in addition to regular print media over the past two years have proven to be a very worthy exercise in getting communication out to the commercial industry. The larger move into the digital world through our new website and a targeted focus on Facebook and the agricultural media digital campaign has seen some great results. All this, along with the television campaign, has given us fantastic exposure.

from the president

Branded Product has been, and will continue to be, a big focus of mine. While I do understand that there has been minimal feedback on this, members must be mindful that this programme is moving full steam ahead and over the next few months we hope to be able to release more detail. Our team is continually having phone hook-ups and meetings to put plans in place.

This year saw the first electronic council ballot go out which made this process easier and more time efficient for Nikki and also saw an increase in voting numbers which was fantastic to see. Thank you must go to the members who put their hands up to represent our Association. This year's result sees Peter Button, Brenton Addis, Andrew Krieg and Paul Routley return for another two years and Ian Gilmore replacing Mark Grossman who is retiring from council after 10 years' service. In his time on Federal Council Mark has played an integral part, being president for two years and a long service treasurer. Mark's experience and commitment to the breed will be sadly missed. Thank you, Mark.

As many of you would have seen at the end of 2019 Federal Council conducted a survey seeking feedback from members on numerous topics within our breed and management. It was very pleasing to see a lot of positive feedback on what we have been doing and also great to have new ideas put forward. Over the next few months Council will analyse the results and look at ways to improve or change the ways we run the Association.

Finally, I would like to thank Nikki and the rest of the Council for their work and support they have given me over the last two years. And to all our members for the support you have given the Council and the commitment you have shown to the White Suffolk breed to keeping us the number one terminal sire in the country. All the best for 2020.



Anthony Hurst
President



DISHING UP QUALITY *at Smithston*



smithston
white suffolks

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 Bill & Irene McIndoe (02) 6732 4138
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 Glencoe, NSW 2365
www.facebook.com/SmithstonFarms
www.smithstonfarms.com.au

secretary's report

The start of 2020 has not been one that anyone would have predicted.

The Australian Bushfire crisis at the end of last year was utterly devastating. Sadly, I am aware of members that experienced loss of property, stock and homes. I encourage you not to forget about those that are continuing to re-build their homes and properties, and no doubt struggling with the losses that they have endured.

And now Coronavirus: I'm writing this while the world is in a spin coming to grips with the virus, what it means and the affect it is currently having and will continue to have for some time.

In the past week the Sydney Royal Easter Show, the Dubbo Show (NSW Sheep Show) and the SA Sheep Expo have announced they will be cancelled for 2020. Lambex has also been postponed until 30 June – 2 July 2021, and there is uncertainty whether other shows and industry events will go ahead in the months to come.

Members thrive on the opportunity of attending these events to compare stud stock, networking with members and breeders, and of course the promotion and marketing it provides them and our breed.

There is absolutely no doubt that the situation will place strain on our members, and I encourage you all to continue talking to each other.

Our Association has long been known for its comradery – the friendliness, support and the strong friendships between our members. Please pick up the phone and call someone that you haven't spoken to for a while; or look up a new member in your area and get in touch.

Members may also like to consider making the most of social media – Facebook, Instagram, Twitter – to livestream and share videos and photos of your stud stock. If you need some tips on how to set up and increase your online marketing then check out the Stud Promotion & Marketing notes from our National Conference (see page 39).

From an office perspective everything continues to move forward as normal. Annual Returns were distributed to all members in early April, if you need assistance completing your Annual Return please do not hesitate to contact me.

I will be extending my work hours to cater for the Annual Return period – if I cannot answer the phone please leave a message or send a text and I will get back to you as soon as possible.

Stay safe and healthy,



Nikki Ward
Secretariat

new members

SINCE NOVEMBER 2019

Welcome to the following new members of the AWSA:

Flock	Name	Town	State	Stud Prefix
947	CV Heggaton	Kojunup	WA	"Sherwood"
948	LS & KM Noble	Eugowra	NSW	"Federal View"
949	Olivia Wade	Table Cape	TAS	"Cape Whites"
950	Chris Meyer	Kaniva	VIC	"Emu Park"
951	T & M Douglas	Woolomin	NSW	"Abelene Park"

Federal Council Matters

Courtesy of Federal Council

April 2020

Federal Council Movements

At the 2020 AGM in February we farewelled Mark Grossman from Federal Council. Mark's service and commitment to the Association and breed has been greatly valued and appreciated and we thank Mark for all he has done.

Congratulations to Brenton Addis, Peter Button, Andrew Krieg and Paul Routley who were all re-elected for a two-year term, and we also welcome Ian Gilmore who was elected in the ballot.

Thank you to Aaron Clothier and Nick Lawrence for nominating, we continue to encourage members to stand for election and support the Association and breed.

Annual Returns

Annual Returns were distributed to all members via email in early April. Those without email will have received a paper form in the post. If you have not received your Annual Return it is important that you please contact the Secretary ASAP to arrange another copy to be sent to you.

Members will notice some small changes to the 2020 Annual Return. The changes will simplify how you enter your ewe numbers and Rams Sold information. Please make sure you read the information carefully when you complete your Annual Return to ensure you are entering the correct data in the right places.

Annual Returns / Memberships are due by 30th April.

Brucellosis Accreditation - Annual Returns

Members with expired accreditation will need to ensure they upload their updated / new Brucellosis Accreditation certificate to their stud details.

Last year we noticed that several members did not look over their stud details and this resulted in the Secretary chasing Brucellosis Accreditation information. We encourage all members to double check that their member and stud detail information is correct in the database before they submit their Annual Return.

Online Ballot Review - Federal Council Elections

The feedback received from the 2020 Federal Council Election conducted online was positive. A total of 144 members voted in the ballot (42%) with 138 online votes and 6 paper votes (members without email). Members required minimal assistance using the online system which was pleasing. Given the feedback we will continue to engage a corporate online election system for future elections.

Social Media Policy

The Federal Council recently adopted a Social Media Policy which has now been included on our website and Facebook page. Members are encouraged to familiarize themselves with the policy.

Member Survey Review

A summary of results from the Member Survey conducted in December last year has been included in this newsletter. A total of 78 responses were received – thank you to those that completed the survey. Overall, the survey was positive. Federal Council has begun discussing and considering any areas of concern and ideas put forward.

Sponsorship

We thank Zoetis and Bromar for their ongoing sponsorship of the Association. Both will continue their relationship with the AWSA in 2020.

OJD Requirements for Royal Adelaide Show

An email regarding changes to the OJD requirements/status to exhibit at the 2020 Royal Adelaide Show was circulated to members on 21 February. If you plan to exhibit at this show please ensure you attention the letter and make note of the OJD requirements. Questions on the matter should be directed to Chalien Bayliss at the RA&HS on (08) 8210 5230.

2020 Elite Show & Sale Date Change

The 2020 Elite White Suffolk & Suffolk Show & Sale will be held from **28th – 30th August** at the Livestock Exhibition Centre, Prince of Wales Showground, Bendigo.

The Australasian Dorset Championships will also be held on the same weekend.

2021 National Conference - NSW

NSW will host the 2021 National Conference. The venue and date are yet to be confirmed.

If any NSW members would like to assist with conference organisation please contact Paul Routley.

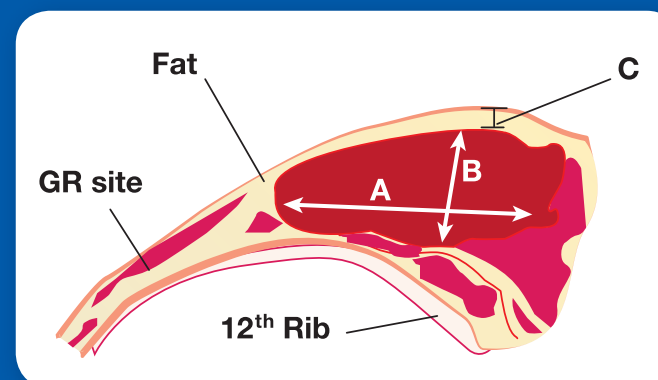
Thank you to the Tasmania members for their organisation of the 2020 National Conference in Grindelwald, and to all members and sponsors that support the event.

Coronavirus: Cancellation of Major Shows & Events

The impact of the Coronavirus is continually evolving and as this report is written both Sydney Royal Easter Show and the NSW Sheep Show (Dubbo) have advised their events will be cancelled for 2020. Lambex has also been postponed until 30 June – 2 July 2021.

It is very likely at this stage that additional shows / events will be cancelled or postponed. Please ensure you keep an eye out for announcements if you had planned on attending or exhibiting. We will endeavor to share as much information as possible via our Facebook page and email.

Could you be missing out?



Information or scanning bookings contact:

Julie Davey

Ph: 03 5452 2438

Fax: 03 5452 1785

Mob: 0427 522 438

Email: stockscan@live.com

www.stockscanservices.com.au

StockScan is the only performance recording system delivering **processed data** on eye–muscle width, depth and area measurements, providing definitive results to achieve:

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An on-farm tool used by Stud & Commercial Breeders. Run by dedicated breeders who understand the Prime Lamb Industry.



2019 Member Survey Summary

Thank you to all members that completed the 2019 Member Survey. A total of 78 responses were received, with some good feedback, ideas and topics for Federal Council to consider in their planning for 2020 and beyond.

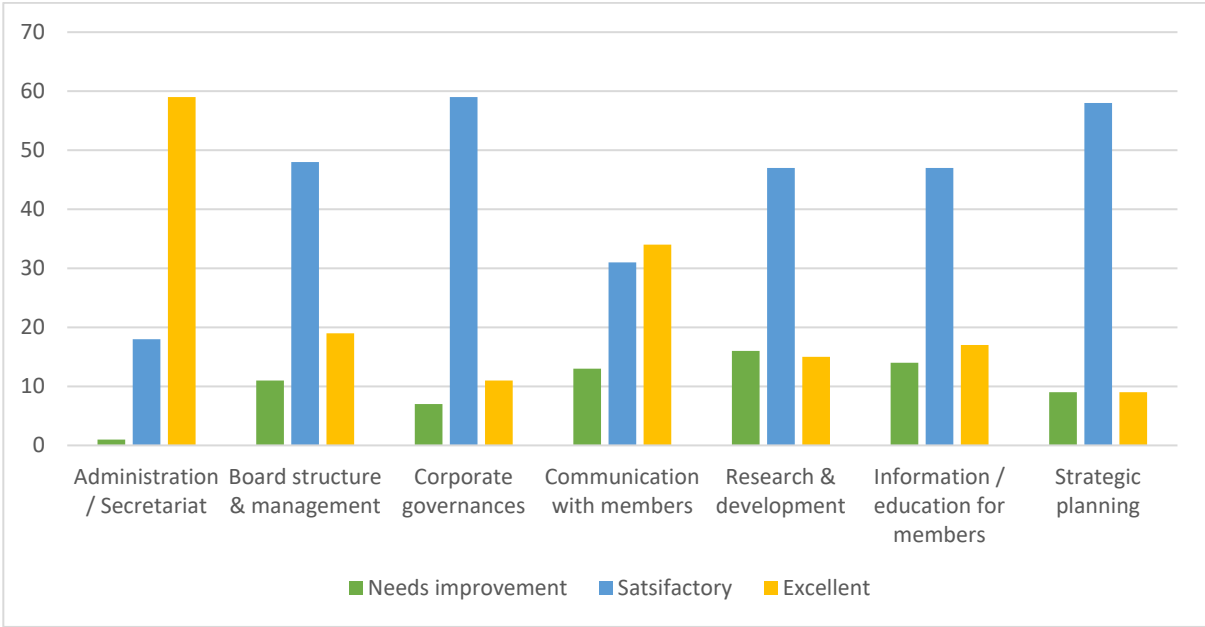
Whilst the survey had a relatively positive response, Council is looking into any areas of concern, particularly those raised on more than one occasion and considering strategies for improvement.

A summary of data is included below for member interest:

- The majority of members agreed that the Annual Membership Fee is good value for money.
- The majority of members felt that the White Suffolk breed has good exposure in the industry.
- Members are reading and utilizing our communication channels regularly (website, newsletter, eNews, secretary emails/information, Facebook page).

- The majority of members agreed that the AWSA should increase its digital advertising presence.
- Members were happy with the AWSA promotional items currently on offer to members however investigation into additional or better options will be undertaken based on the ideas put forward.
- Members were interested in purchasing AWSA branded RB Sellars clothing. *Refer Promotions & Marketing report for more information on RB Sellars clothing for members.*
- The majority of members would like to continue to receive the AWSA flock book in hard-copy. *Investigation will be made on distributing an electronic copy to members in addition to the hard-copy.*
- Members favoured continuing to hold an annual National Conference.

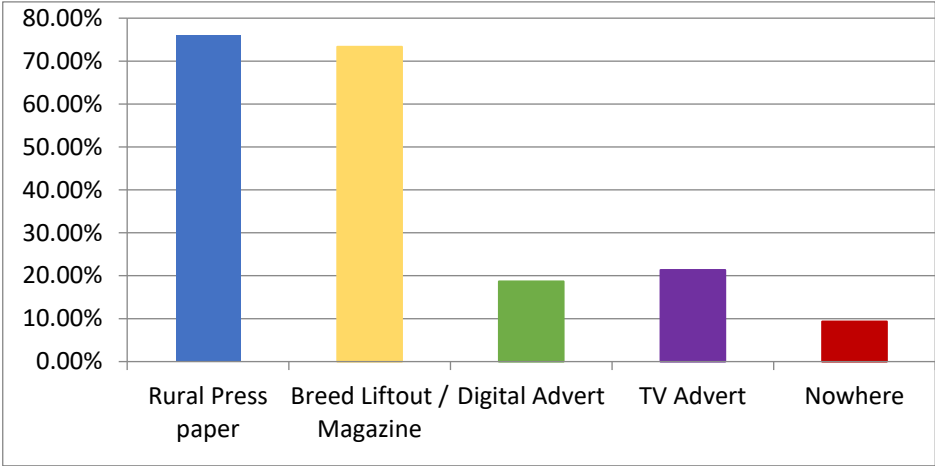
How members felt about the services currently offered by the Association:



Weighted average of results (best performing to least performing):

Administration / Secretariat	2.74
Communication with members	2.27
Board structure & management	2.10
Information / education for members	2.01
Corporate governance	2.05
Strategic planning	2.00
Research & development	1.99

Where members saw the breed promoted in 2019:



Strategic Plan ideas (repeated themes) earmarked for consideration in the next 12 months:

- Breed promotion with a commercial focus
- Supporting youth
- Consider R&D opportunities
- Information / resource sharing (drought, bushfire relief) – this will feature in our eNews.

We have also provided some information below in response to member questions from the survey:

1. **AWSA Representation on National / Industry Bodies:**
Below are a few examples of members and people within our network on National / Industry Committees. If you know of others please let us know so we can compile a list as a resource for members.

Sheep Producers Australia – Jamie Heinrich (Director); Mark Dennis (Product Integrity Committee); Murray Long (Research, Development & Adoption Committee); Allan Piggott (Marketing, Market Access & Trade Committee), Anthony Hurst (Animal Health & Welfare Committee)

Sheep Genetics Advisory Committee – Troy Fischer

SA Sheep Expo Committee – Peter Angus, Peter Button, Mark Grossman

2. **AWSA Strategic Plan**
The current AWSA Strategic Plan was adopted in July 2018 and is regularly updated by the Federal Council. The plan includes four focus areas each with its own goals/objectives that are reviewed annually.

The four focus areas are:

1. Provide excellent member services
2. Market and promote the White Suffolk breed
3. Educate members
4. Breed improvement and technology

A report on completed and new objectives is provided to members at the Annual General Meeting.

Promotions & Marketing

Courtesy of Peter Angus

April 2020

Australian Community Media

The 2019 campaign saw us move to a more generic strip advert with a White Suffolk photo to reinforce the branding of our new website. We also introduced a new advertising campaign and ad style with the “No Bruce’s” advert. The idea behind this was to do something outside the square to catch the eye of readers with the underlying message that all AWSA member studs are Brucellosis accredited. The design was supported by the slogan “Flock Health. We Care”. This new concept will be continued in 2020 alongside the standard advert design.

A number of editorial pieces were included in prime lamb feature publications, the Livestock Annual and show and sale preview editions of rural papers. Members are continually encouraged to forward any great stories or contacts to the AWSA.

Thanks to advertising liaisons in each state for coordinating adverts with Australian Community Media and BizBoost for their assistance with ad design.

Australian Community Media July Liftout

A second 28-page White Suffolk liftout was distributed Australia wide in late July 2019. The liftout stories were also added to our website and distributed on rural press websites giving some great exposure for the breed.

A huge thank you to all members who assisted with supplying contacts for on-farm producer stories, advertising, and providing suggestions on story topics and ideas to make our second liftout a success.

A number of surplus copies are available if members wish to use them at sales, shows, field days or to give to local schools as an educational resource.

The AWSA has decided not to produce a breed liftout in 2020.

Television Advertising

Our television advertising was coordinated by Anthony Hurst with the schedule of approximately 4,200 fifteen second ads played nationally between September and November 2019 across the same nine regions as the year before.

Digital Advertising

A digital advertising campaign was introduced in 2019 to strengthen our presence in the digital world. The options for digital advertising are overwhelming but it is a much more cost-effective promotional tool that provides feedback on its success.

A 4-week campaign was coordinated in Southern NSW, VIC, SA and WA beginning on 26 July to coincide with the distribution of the breed liftout and reinforce our message in the online world.

A separate campaign was coordinated in Tasmania in October and Northern NSW in January to suit selling times in these areas.

The benefit of digital advertising is that it is instantly and easily measurable and can be targeted to a specific audience.

The focus of the 2019 campaign was advertising the Win A Ram competition as it included a call to action and prompted producers to click through to our website to enter.

We also trialled two Facebook advertising campaigns to seek the effectiveness of this form of promotion with positive results. We will be looking to increase this in 2020 as it is a cost-effective way to achieve targeted exposure and also utilise the information collected from other digital marketing platforms to better target and schedule this year’s digital campaign.

Radio Advertising

The Council recently agreed to investigate radio advertising as a new form of promotion for the Association in 2020. The Promotions subcommittee is currently investigating options and will look to implement a radio advertising campaign this year.

Promotional Clothing - RB Sellars

The Council has been looking at RB Sellars shirt options for members and agreed on a style at its recent meeting. Once the finer details have been organised information will be distributed to members to place an order.

Outcross Media

Due to the amount of editorial produced through the liftout, Kim was utilised to write two stories about “Setting the pace and price with White Suffolks” and “White Suffolks a conduit to agricultural careers”. Kim also prepared and distributed a pre-conference media release in February 2020 and will be engaged on a story by story basis as required during the year.

Please continue to keep an ear out for story ideas or leads and forward them on to the Secretary.

Win A Ram Competition

The Win a Ram Competition was promoted on our website, in rural papers and Facebook. There were 186 entries and the winner of the \$1500 voucher in 2019 was Nathaniel Cocks from QLD.

The Stock Journal, Facebook, TV Advert and Breed Liftout were the best performing avenues of how entrants heard about the competition.

In 2020 the AWSA will increase the Competition prize to 2 x \$1500 vouchers. These will continue to be drawn at random. The competition will run from July to October.

Facebook

BizBoost began the year managing the AWSA Facebook posts and then handed this over the Nikki in April. The AWSA Facebook has reached 1494 likes and 1564 people who follow our page. We have also been looking at increasing our use of Instagram and Twitter. Nikki now has access to update the website and the majority of news and stories posted to our Facebook are linked through to our website which has the aim of increasing traffic to our website.

Members are encouraged to like, comment and share posts to increase engagement.

LambEx Sponsorship

The AWSA will again sponsor the LambEx Young Guns competition. As LambEx has been postponed this will carry over to 2021. We look forward to supporting the competition and Young Guns next year.



Find Us....



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



Champion Ram & Champion of Champions,
Codji Springs
photo courtesy of Farm Weekly



Champion Ewe & Grand Champion White Suffolk,
Kiara College
photo courtesy of Farm Weekly



Interbreed Group 2 Rams and 2 Ewes
Yonga Downs
photo courtesy of Farm Weekly



Interbreed Group 3 Ewes
Yonga Downs

Wagin Woolorama Results 2020

6-7 March 2020, WAGIN, WA

Judge: Peter Button, 'Ramsay Park', SA

CHAMPION RAM
CODJI SPRINGS, R & C MARWICK

RESERVE CHAMPION RAM
YONGA DOWNS, B ADDIS

CHAMPION EWE
KIARA, KIARA COLLEGE

RESERVE CHAMPION EWE
YONGA DOWNS, B ADDIS

INTERBREED GROUP OF THREE EWES
YONGA DOWNS, B ADDIS

INTERBREED GROUP OF 2 RAMS & 2 EWES
YONGA DOWNS, B ADDIS

INTERBREED GROUP OF 1 RAM & 2 EWES
YONGA DOWNS, B ADDIS

GRAND CHAMPION WHITE SUFFOLK
KIARA, KIARA COLLEGE

Ram under 1 year, born before 31 May

1. Shirlee Downs, CJ Squiers
2. Kiara, Kiara College
3. Golden Hill, RW & JM Ditchburn

Ram under 1 year, born after 1st June

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

Pair of rams

1. Yonga Downs, B Addis
2. Codji Springs, R & C Marwick
3. Golden Hill, RW & JM Ditchburn

Ram under 1 year, judged objectively & subjectively

1. Kiara, Kiara College
2. Yonga Downs, B Addis
3. Brimfield, M Whyte

Ewe under 1 year, born before 31 May

1. Kiara, Kiara College
2. Yonga Downs, B Addis
3. Shirlee Downs, CJ Squiers

Ewe under 1 year, born after 1 June

1. Yonga Downs, B Addis
2. Codji Springs, R & C Marwick
3. Brimfield, M Whyte

Ewe over 1 year

1. Kiara, Kiara College
2. Codji Springs, R & C Marwick
3. Brimfield, M Whyte

Pair of ewes

1. Kiara, Kiara College
2. Codji Springs, R & C Marwick
3. Shirlee Downs, CJ Squiers

Group - 1 ram & 2 ewes

1. Yonga Downs, B Addis
2. Codji Springs, R & C Marwick
3. Shirlee Downs, CJ Squiers

Group - 3 ewes

1. Yonga Downs, B Addis
2. Kiara, Kiara College
3. Shirlee Downs, CJ Squiers

Group - 2 rams & 2 ewes

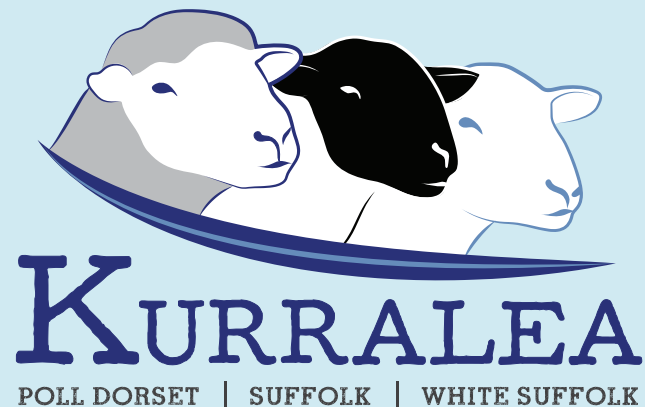
1. Yonga Downs, B Addis
2. Codji Springs, R & C Marwick
3. Shirlee Downs, CJ Squiers



Reserve Champion Ram
Yonga Downs
photo courtesy of Farm Weekly



White Suffolk Group 2 Rams and 2 Ewes
Yonga Downs
photo courtesy of Farm Weekly



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

A special thankyou to everyone who inspected our sheep in 2019 and invested in Kurralea genetics at our annual sale

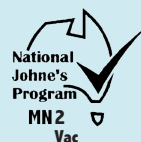


**SAVE
THE DATE**

Kurralea Annual Sale
Tuesday 29th September 2020
approx. 300 rams to be offered



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



Stay tuned for information on our next exciting group of rams coming through

Contact: Ben & Lucy Prentice, 'Kurralea', Arianah Park, NSW
Ben: 0429 814 549 Lucy: 0409 544 080 Kim: 0427 262 100
Email: lucyprentice@gmail.com

Check our website: www.kurralea.com

f Follow us on Facebook for Regular Updates

Letter to the Editor

9th January 2020

Re: Possible thoughts for the White Suffolk Newsletter

Reading the Australian White Suffolk Secretary's suggestion in the November issue of the Newsletter, plus Anthony Ferguson's comments, gave me the encouragement to write as well.

I agree with the comments made by Ian Turner (page 44, November 2019 Newsletter) that the White Suffolk breed has made amazing progress over the last 30 years or so. Credit goes to those enthusiastic breeders and administrators across Australia, plus the adaptability of sheep.

Early on, some called the breed 'cross-breds' or a 'flash in the pan', but it proved otherwise.

Initially the aim was to breed a Suffolk sheep white but keep its other characteristics. Black fibre was becoming a problem in the wool industry. While various combinations were trialled, we found that using 75% Suffolk genetics could be successful. The difficulty was to produce

numbers – many speckled numbers arrived too.

Now that our breed is very well established, what is the future aim?

The biggest addition over the years has been the introduction of 'Lambplan' and 'Stockscan' data – inputting genetics into figures. While this does assist in many areas, I wonder whether the reliance on figures is changing the profile of the breed? Does the animal look balanced – structure, length, wool, etc. Perhaps some experts should suggest the desirable range of figures.

May I suggest that the best place to make comparisons to keep the breed true to type, is among the various Sheep Shows across Australia.

I believe it's worth remembering the late Stud auctioneer, Leigh Allan's quote, "It's the length that weighs and the weight that pays!"

Regards,
Hedley Krieg
Aylesbury Farm



Hedley Krieg with some of his White Suffolk flock in the earlier days with an estimated 70% Suffolk blood (photo provided by Hedley Krieg).

Landfall Angus & Landfall Farm Fresh

Frank Archer



Landfall Angus and Landfall Farm Fresh are sustainable and profitable family owned and run businesses in the Tamar Valley, Tasmania. The property runs an Angus cattle stud, self-replacing sheep for prime lambs and has farm forestry on 2,550 ha, including 295 h/a of irrigation.

Profit drivers are:

- Improved pasture management
- Optimum stocking rate
- Costs of production
- Infrastructure
- Timing and efficiency of operations
- Focus on business management
- Having a long-term plan

Making informed decisions based on science are important.

As seedstock producers some key factors are:

- Quality and consistency of product
- Genetic merit of the herd and volume of bulls produced
- Multiply high performing animals based on phenotype and performance
- Cull at whatever cost and identify low performing animals
- Fertility, structural soundness, quiet temperament, good constitution and moderate frames are breeding objectives
- Marketing and client relations
- Being leaders and educators

The Role of the Seedstock Producer

- Genetic Improvement
- Commercially orientated system
- Identify the outliers
- Cull at whatever cost
- Aim for profit through the value chain
- Build trust
- Leader and educator



Family Business and Succession Planning:

- Involve parents and both farm and non-farm siblings in meetings
- Communicate and evaluate farm business performance
- Establish early inheritance strategies
- Plans continually evolve and set and meet milestones



Challenges

- Initiation
- Keeping up the momentum
- Timing - More options
- Family Culture
- The identity crisis
- Triangulation- avoiding conflict
- Prolific Breeders



Landfall Farm Fresh

- Meat process and retail business established in 2009 to market farm produce
- Vertical integration of business is rewarding to receive direct feedback about produce
- Need to have consistency of supply and value adding of products to meet demand of consumers

Our Experience

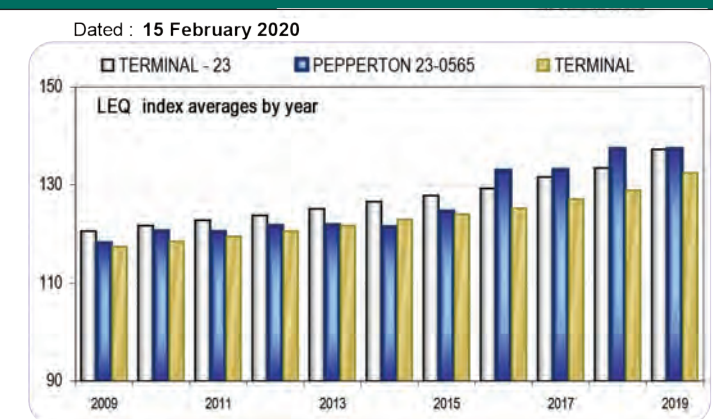
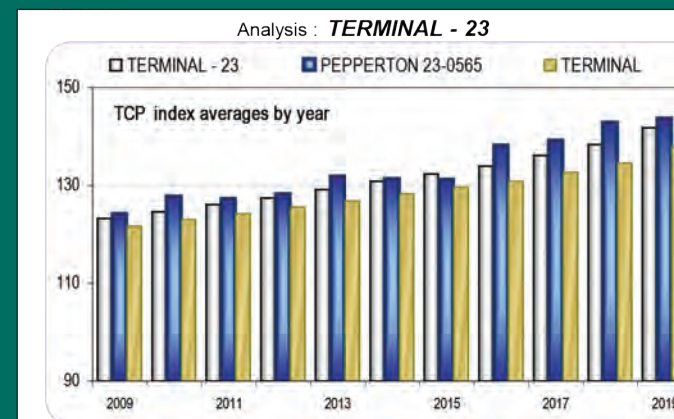
- Every business is different
- Every family is different
- One size does not fit all
- We are not alone
- The alternative is not very pretty



“Pepperton” White Suffolks

Performance genetics to spice up your breeding program!
Top phenotype with elite performance
Flock average TCP of 143.7 for 226 head

But don't just take our word for it! Check out the independent Sheep Genetics rankings



PEPPERON
WHITE SUFFOLKS



Next Annual Sale Wednesday 21st October 1pm
Approx 100 rams at Elmore Events Centre



Enquiries always welcome: Roger & Dianne Trewick,
Pepperton Farm, Elmore, Vic **Ph:** 03 5432 6190
Mob: 0428 326 190 **Email:** pepperton@bigpond.net.au
Website: pepperton.com.au

Ovine Brucellosis

Dr Bruce Jackson, Senior Veterinary Officer, DPIPWE Tasmania

Ovine Brucellosis is caused by a bacterium called *Brucella ovis* which only affect sheep and is hard to cure with antibiotics.

It takes 7 weeks for a ram to produce sperm and in rams the disease causes inflammation of the epididymis which is the vessel which transports semen from the testes.

Impacts of Ovine Brucellosis are:

- 2/3 of rams get lumps on the testes and have positive results from a blood test
- Rams with lumps on both sides of the testes are infertile
- Rams with a lump on one side of the teste are sub fertile
- Low sperm count and mobility
- More deformed sperm and white blood cells in the semen
- A higher percentage of rams are needed for matings
- Abortions in ewes and weak lambs
- Drawn out extended lambing which impacts on marking and weaning

Effects on production are:

- Less progeny
- Loss of genetics
- Late and out of season lambs
- Increase in the number of rams required for mating
- Decrease in sales

There is also the impact of stress and negligence of an OB outbreak occurring.

The spread of the disease is caused by:

- Homosexuality in rams
- Ewes being mated by infected rams
- Contact with aborted fetuses
- Infected semen from artificial insemination
- Ram flock and new rams introduced

Once the presence of the disease has been confirmed the following steps need to be undertaken:

1. Isolate the ram flock
2. Cull the rams with obvious lumps
3. Blood test individual rams every 30 days
4. Isolate and cull positive reactor rams to blood tests
5. Continue process until achieve two clean blood tests/ bleeds

Managing on-farm biosecurity is the first step in reducing the risk of exposure by:

- Having good fences
- Purchasing rams from accredited studs only
- Non pregnant ewes kept isolated for 4 months after last joining

It is now mandatory for all AWSA members to have Brucellosis Accreditation.

Ovine Brucellosis Accreditation Schemes vary between states around Australia. For more information and advice for your state, including testing requirements, contact your state Department of Agriculture.



No Bruce's Here

All registered studs are Ovine Brucellosis accredited free

Flock Health. We Care.



Agriculture in Tasmania

Nick Steel, Policy & Rural Affairs Manager

Tasmanian Farmers and Graziers Association is the peak farming body in Tasmania representing producers across commodities in agri-politics and providing representation as a member of national agricultural peak bodies.

The value of agriculture in Tasmania is \$1.6 billion.

Key opportunities are:

- Water and irrigation
- Biosecurity
- Freight
- Brand



Member issues relate to animal welfare and the freight to and from the mainland.

Future areas of focus are climate, exports, social license, horticulture and the use of the Tasmania brand for produce

Tassie Market Update

Rafe Bell, Rural Co

The gross value of livestock in Tasmania is \$870 million which equates to 60% of agricultural revenue.

With approximately 3935 farms the livestock breakdown is:

- 1090 beef farms
- 550 sheep farms
- 430 dairy farms

The majority of livestock are transported to the mainland for processing and there is a decline in the volume of animals being sold through the saleyards which are aging and need modernising.

Lambs are often slaughtered 48 hours after leaving the Tasmanian farms and during transit lose weight so it is advantageous for lambs to have higher fat cover to counter this.

Development of the Tasmanian Livestock Exchange (TLX) will be a facility run independently and all agents will have access to use it.

Consolidation of smaller saleyards will bring buyers and sellers to a central location with increased competition through larger numbers of livestock offered resulting in better returns for producers.

New saleyards will be built with animal welfare and environmental considerations and also adhering to Occupational Health and Safety guidelines.

Tasvax 8 Vaccine

Andrew Streeter & Felicity Wills, Coopers Animal Health



Clostridium perfringens – What killed my lamb?

Tasvax 8 in 1 vaccine can be used as a management tool to prevent common sudden deaths in lambs due to pulp kidney and haemorrhagic enterotoxaemia.

Changes in a sheep/lamb's diet and feed intake can affect the rumen with toxins released and when animals are overeating.

Young animals can be more susceptible resulting in decreased mobility and toxins leaked in the blood stream.

Clinical signs and diagnosis include:

- Convulsions
- Frothing at the mouth
- Sudden deaths and rapid decomposition
- Staggers and arching of the head and neck
- Pasty diarrhoea

Slowly introducing a change in diet, minimising overeating and providing roughage can be useful management tools. Intermittent grazing, avoiding high risk pastures and salt supplementation along with vaccination can prevent deaths.

Prevention through vaccination using Tasvax 8 Vaccine:

- Vaccinate pregnant ewes to pass on passive immunity via colostrum to lambs
- Lambs can be vaccinated from 2 weeks of age
- Primary course of vaccination consists of two injections, given at intervals of 4-6 weeks



Tasvax 8 Vaccine can be used when:

- Introducing lambs to feedlots
- Grazing lush pastures and cereal stubbles
- Stock are going from being confinement or lot feeding to green feed

For best results the vaccine should be used 14 days prior to the change in diet.



RAMSAYPARK

WHITE SUFFOLK | SUFFOLK | BLACK COMPOSITE

1st STAGE - on property

Complete White Suffolk Ewe Dispersal & Suffolk Reduction Sale

2015 -2019 Drop Ewes

PRELIMINARY NOTICE

SAVE THE DATE

Thursday Nov 5th 2020

More details available closer to the date



Peter & Julie Button

Mob: 0419 842 246

MINLATON SA 5575

email: ramsaypark@internode.on.net

www.ramsaypark.com.au



Tom Penna
0428 854 708



Nutrien
Livestock™

Gordon Wood
0408 813 215



PREMIER 'MEAT MACHINE'

Supreme Exhibit Adelaide Royal
\$43,000 Purchased by Ramsay Park & Redwood Studs 2018.

BARINGA

Ian, Donna, Brayden & Lachlan would like to thank the White Suffolk breed for the great memories & friendships we have developed in the 21 years of breeding.



PREMIER 'OPTIMUM'

Purchased by Seriston White Suffolks for \$16,000, Bendigo Elite 2014.



'EXTENDER'

Champion Sydney, NSW
Sheep Show & Aust. Sheep
& Wool Show.
Supreme Exhibit Aust. Sheep
& Wool Show 2007.



'TURBO'

Supreme Exhibit NSW
Sheep Show.
Top price Adelaide Elite
2011. \$15,000 - Sold
to Glenarbian Stud.



'MAGNUM'

Half share purchased by
Delpa Grove for \$20,000 in
2017.



12W213

Grand Champion,
Adelaide Royal 2013.
Purchased for \$10,000
by Hedingham Stud.



BARINGA 17W148

Reserve Junior
Champion, Adelaide
Royal 2018.
Purchased for \$15,000
by Seriston & Gypsum
Hill Studs.



TOPS 15W027

Top price Adelaide Elite
2016.
Purchased by
Glenarbian Stud for
\$12,500.



'TARGET' 11W222 ET

Junior Champion,
Adelaide Royal 2012.
Half share purchased
by Bundara Downs
\$12,000.



'BIG THING' 11W323

2nd top price, Adelaide
Elite 2012. Purchased
by Jandebrey Stud for
\$11,000.



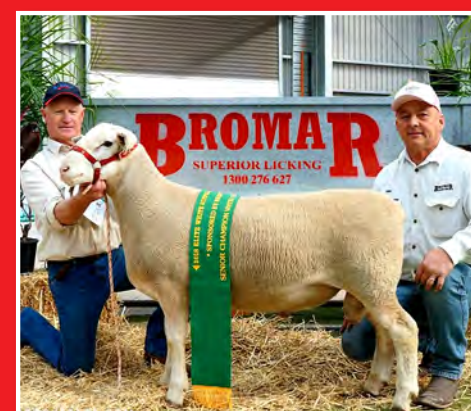
BARINGA 10W069

Grand Champion Ram,
Adelaide Royal 2011.



BARINGA 17W178

Supreme Exhibit,
Bendigo Elite 2018.



'PACKAGE' 17W005

Champion, Sydney
Royal, Dubbo &
Bendigo 2018.
Supreme Group of 3
Rams, Adelaide Royal.



INTERBREED GROUP OF 3 RAMS

Adelaide Royal 2018.

Celebrating 21 Fantastic Years of Breeding White Suffolks



OBAS CW99/20

Farm Values & Sheep Meat Insights

Hannah Janson, Rural Bank

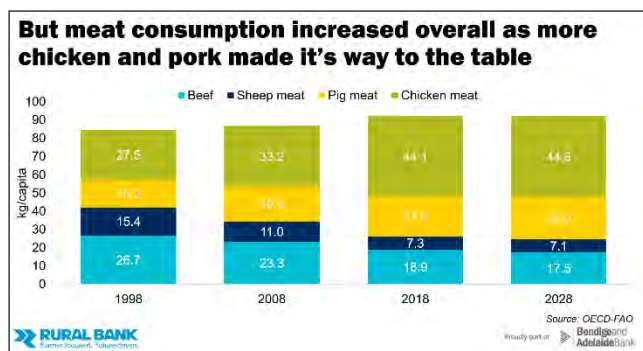
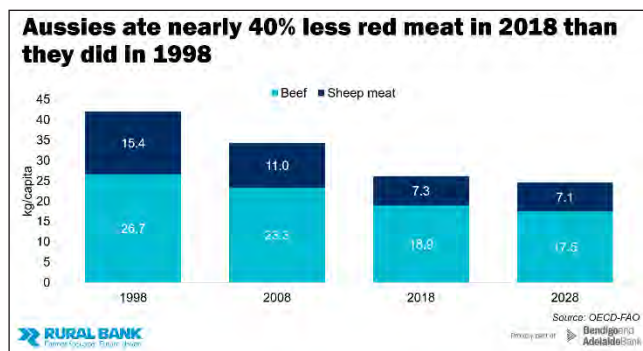
Should the Sheep Industry be concerned about trends moving away from red meat consumption?

What might African swine flu, coronavirus and trade wars mean for the medium-term outlook for industry?

Over the past 20 years (1998 to 2018) Australians reduced their annual red meat consumption by 37.7%. For sheep meat the reduction was even more significant, falling 52.7% in that time.

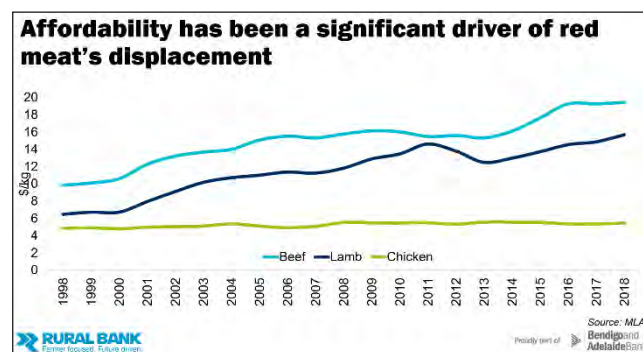
Australians have been reducing their red meat consumption for some time. In the past 20 years the largest decline in consumption per person has been recorded:

- Beef: -7.7kg/person (-29%)
- Sheep meat: -8.1kg/person (-52.7%)
- Red meat: -15.9kg/person (-37.7%)



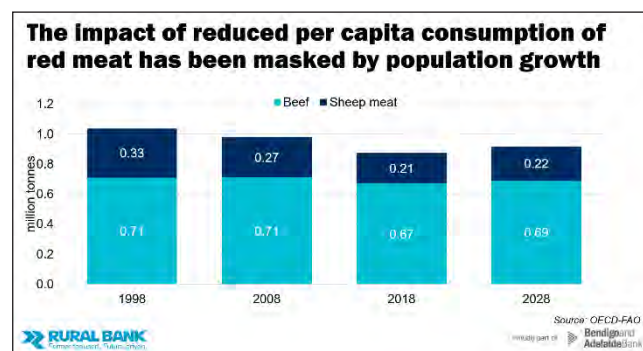
Meat consumption overall however has increased 8.7% in this time with chicken consumption increasing 60.4% and pork by 44.1%. Advertising campaigns have seen chicken and pork repeatedly portrayed as a healthier meat. Chicken now accounts for 47.8% of Australian meat consumption, up from 32.5% in 1998.

The affordability of white meat, and the increase in the number of vegans, vegetarians and flexitarians have also had an influence on the increase in white meat consumption.



The outlook indicates growth in meat consumption will slow significantly, but the positive news is that a smaller decline in consumption is forecast over the next decade (red meat to fall a further 6.1% and sheep meat by 2.7%).

Population growth in Australia has meant however that the total volume of red meat consumed hasn't declined as dramatically. With the decline in per capita consumption forecast to slow and population to continue growing, the volume of red meat consumed is forecast to increase.



Should we worry about the impact of rising veganism?

There is a growing perception that many Australian consumers are cutting out meat entirely and adopting vegan or vegetarian diets. The best available data suggests that only 1% of Australians are vegan and 12% are vegetarian (Roy Morgan).

1 in 3 Australians are limiting their red meat consumption due to the following factors:

- Health
- Environment

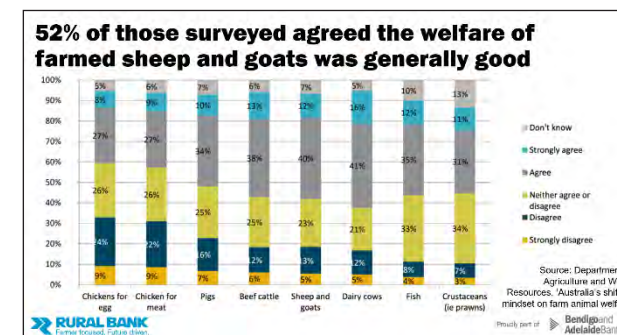
Flexitarians, a growing segment of part-time vegetarians



The three most common criticisms of livestock production are:

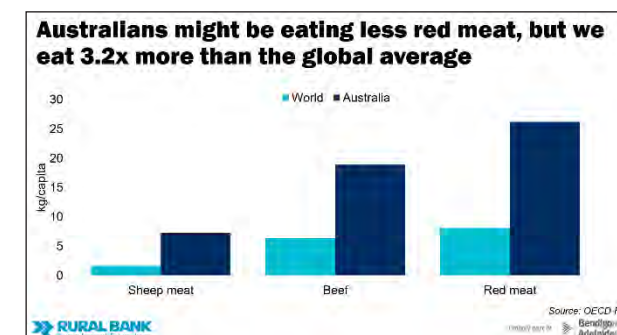
- Grazing livestock are an inefficient use of land.
- Livestock production is an inefficient use of water, a very scarce resource in Australia.
- Greenhouse gas emissions from livestock a major contributor to climate change.

There is a perception by 52% of those surveyed that the welfare of sheep is good.



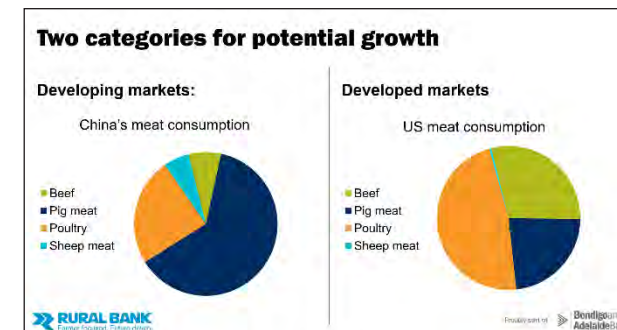
Vegan food is now more readily accessible for consumers and there are the choices of plant-based meat alternatives versus laboratory grown meat substitutes.

Whilst Australian consumption of red meat has been declining, it is still a very high level compared to the rest of the world.



Overseas demand for Australian lamb and mutton and the growth in lamb exports has largely been driven by the USA, China and the Middle East.

41% of the product exported to China is cheaper cuts of meat and there is potential to get into the Chinese premium market for more expensive cuts.



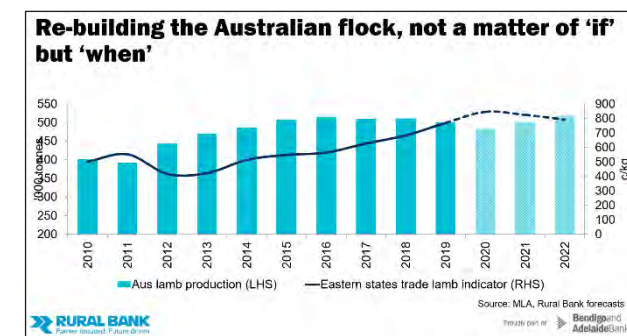
73% of the product exported to the US is lamb.

With the demand for agricultural produce the value of farm land is on the rise.

The impacts of drought-induced flock reduction over the last couple of years will impact production and price of lamb for a few years to come.

The latest flock estimate is at 66 million, an 8.5% decline from 2017. This is expected to drive a decline in production in 2020 regardless of seasonal conditions as there will be fewer ewes and therefore fewer lambs.

Assuming average seasonal conditions over the next few years it is expected to see some growth in production in 2021 if producers can achieve some flock rebuilding and move back towards peak production levels achieved in 2016 by 2020.



>> continued over page...

Farm Values & Sheep Meat Insights cont.

Hannah Janson, Rural Bank

The Australian sheep flock is going through a rebuilding phase after a decline in numbers due to drought and when there is wide spread rain increases in lamb and sheep prices are expected.

Should the sheep industry be concerned about consumer trends away from red meat?

In short, **yes**. Red meat per person in Australia will continue to decline.

BUT at a slower rate than the last few decades, it will still hold an important place in the diets of most Australians.

AND producers will benefit from growing export opportunities.

Those who eat red meat may be willing to buy higher quality products for those fewer meals, driving increased value in the sector.

BUT ONLY IF we can retain consumer trust as a nutritious, natural and environmentally friendly food.

Agriculture as an industry needs to engage with consumers and ensure their concerns are heard, be careful not to let others tell its story, and make sure their actions align to consumer expectations.

Dinner Guest Speaker - David Foster

David Foster

We were lucky enough on the last night of the conference to be entertained by World Champion Axeman and Tasmanian legend David Foster.

David spoke about his life, experiences and achievements, which includes the honour of becoming the first person in sporting history to have won 1000 championships; and been the only axeman to have ever won six out of seven championships at the Sydney Royal Easter Show.

There were plenty of laughs and heartfelt moments as David relayed firsthand stories and shared about the work he does with charities, in particular championing Men's Health, and encouraging men to have regular health checks.

For more information about David please refer to his website: <http://www.davidfoster.com.au/>



Tasmanian White Suffolk members with David Foster at the Conference Dinner

Introduction to MateSel

MateSel is a joining and selection program for sheep that have Sheep Genetics ASBV's.

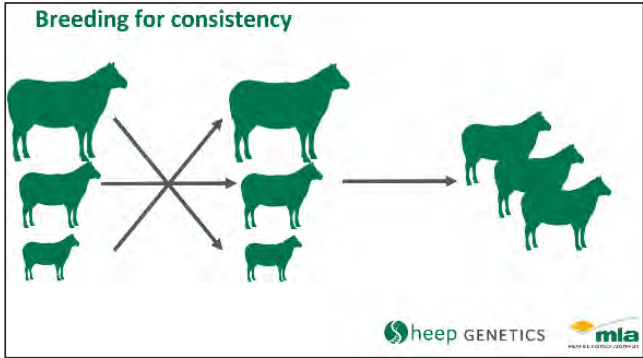
How do you decide who to mate together?

- Are you using all the available information when making mating decisions?
- Do you allocate based on index?
- Are there limitations on traits?
- How related are your candidates?

The Matesel program can be used when breeding for consistency, to concentrate on certain traits and where genetic gains can be made within the flock.

It can be used to keep any problem traits under control, limit certain traits, reduce variations and helps you to maximise genetic gain while limiting inbreeding and co-ancestry.

The MateSel program is free to breeders who complete MateSel training through Sheep Genetics.



How does the MateSel program work?

- Sheep need to be from the Sheep Genetics Australia (SGA) database
- Upload list of 16-digit ear tag numbers
- Include the breeding values
- Separate animals into groups like age levels

Setting mating rules:

- Determine minimum and maximum numbers of ewes an individual ram can mate
- Identify ewe groups rams can mate
- Ewes AI or natural matings
- Index thresholds

Setting the parameters:

- Strategy for balancing genetic gain and co-ancestry
- Inbreeding thresholds
- What index to run on?
- Additional traits can be added

How are breeders using MateSel?

- Tool to cull ewes and rams
- Select rams to buy
- Select semen sires
- Satisfy diverse client needs for ASBV's
- Steady increase in genetic gain
- Utilise young sires

For more information visit the Sheep Genetics website www.sheepgenetics.org.au and click on the MateSel link under 'Resources'.

Boags Brewery Tour

A highlight of the national conference was a tour of Boags Brewery in Launceston. The tour guides provided an informative insight into the Boags Brewery operation.

Unfortunately we were unable to take photos within the brewery, but we managed to get a few while we were getting ready for the tour and of the post-tour beer tasting.



Getting ready for the Brewery Tour



Dallas & Paul Routley



Safety first!

White Suffolk success: Smithston Farms win Champion Pen of Lambs

Congratulations to Smithston Farms, Dugald and Bec McIndoe, on winning 1st in the Export Pen of Lambs and the Grand Champion Pen of Lambs in the Guyra Show Lamb Competition.

Smithston Farms also won Champion Pen of Prime Lambs at the Glen Innes Show. A great achievement!



Warburn

23rd Annual on Property Sale

Wednesday Sept 30th, 2020

at 12.30pm

A & M Dissegna, Kidman Way Warburn Via Griffith NSW 2680
E-mail: amando@warburnstud.com.au Ph. 02 69634517
Amando Mobile: 0427 487 987 Mark Moblie: 0407 505 486

warburnstud.com.au

LAMBPLAN ASBV

2019 RAMS TO KEEP AN EYE ON (5 USED WITHIN STUD)

TAG	PWT	PFAT	PEMD	TCP	LEQ
2	18.8	0.4	3.0	151.4	144.7
18	20.0	0.1	2.6	153.7	148.2
94	17.2	0.4	3.2	155.5	152.2
121	19.5	-0.2	2.4	157.5	155.6
145	18.2	0.1	3.0	159.0	157.1
170	20.4	-0.5	1.8	149.4	140.9
245	18.4	0.5	2.7	148.6	142.6

National John's Program MN3

facebook LIKE US ON

Lambplan update

James Taylor & Gus Rose, Sheep Genetics

There are approximately 700 sheep breeders across different breeds who use LAMBPLAN in Australia.

Two traits for focus are Lean Meat Yield (LMY) and Eating Quality (EQ).

Consider the following:

- Getting data sent to LAMBPLAN by run cut off dates
- Reporting on the breeding values
- Maximising training and development opportunities through forums and workshops like Bred Well Fed Well
- Managing direction of breeding program
- Using the MateSel program

For commercial producer clients it is important to help them understand genetics through:

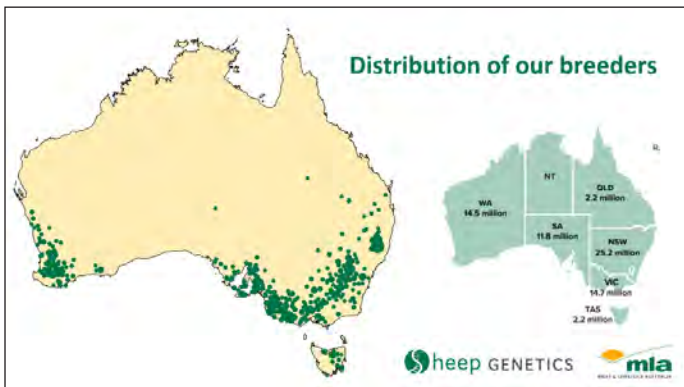
- Adoption of breeding values in their flocks
- Targeting those producers willing to learn more

Updates to the LAMBPLAN website in March 2020 are planned to:

- Make the search function easier and faster
- Simplify search options
- Catalogues

With recent reviews and changes to indexes by Sheep Genetics, the Meat Eating Quality index (MEQ), has been a mix to manage industry direction and what producers want.

Important to provide information to train ram producers and commercial clients about new indexes and changes.



Does increasing PFAT on a lamb improve its eating quality?

The coverage of fat doesn't necessarily correlate to an increase in eating quality and having intramuscular fat doesn't mean fatter sheep.

Shear force ASBV measures the tenderness of lamb so a lower ASBV for shear force is better and the eating quality traits are included in the new Terminal Carcase Production (TCP) index.

Better Lean Meat Yield (LMY) relates to a higher dollar value.



Meat Standards Australia (MSA) for lamb is a supply chain management and assurance program to improve the eating quality of lamb.



When eating lamb, consumer satisfaction is based on:

- Tenderness
- Juiciness
- Flavour
- Overall liking of lamb

There also needs to be a willingness from consumers to buy lamb.

Lamb is perceived by a lot of consumers to be a special product and one that is used for celebrations and special occasions. It also has the perception of "tasting delicious".

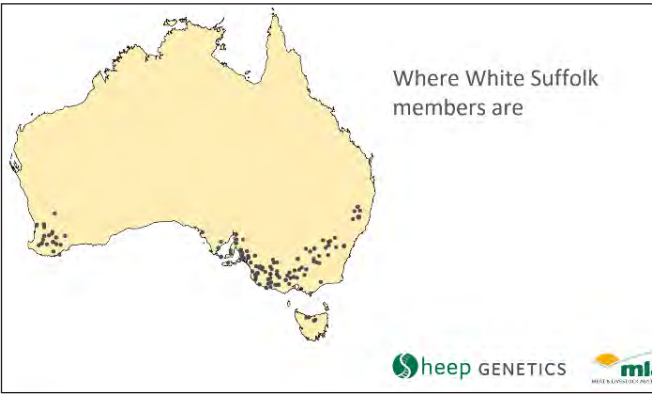
The main opportunity with lamb sits with increasing the frequency of purchase and consumption.

What do consumers think of lamb?

Qu: Beef, lamb, pork or chook	Beef	Lamb	Pork	Chook
% of people agreeing				
Is well liked by our house hold	57	44	36	70
Is something I am confident to cook & prepare	66	50	45	77
Is consistently high quality	47	41	33	48
Important part of a healthy, balanced lifestyle	59	43	41	66
Makes healthy meals	53	45	45	73
Is suitable for everyday meals	60	39	40	80
Is perfect for special occasions	38	47	35	33



White Suffolks going strong



Sheep genetics members

Analysis	Flocks 2018	Animals 2018
Terminal	412	104,000
White Suffolk	167	42,700
Merino	222	135,000
Maternal	80	38,000

White Suffolk large part of the industry
Average flock size = 255

Logos for Sheep Genetics and Meat Standards Australia (MSA) at the bottom.

Breeds represented in resource flock 2019

Terminal breeds	Number of sires	Animals submitted 2018
White Suffolk	22 (26%)	42,000 (41%)
Poll Dorset	22 (26%)	38,000 (37%)
Dorpers	20 (23%)	3,500 (3%)
Australian White	2 (2%)	690 (1%)
South Down or Hampshire	4 (5%)	2,000 (2%)
Texel	3 (4%)	1,000 (1%)
Suffolk	11 (13%)	3,700 (4%)

Nominations open in the latter half of the year

Logos for Sheep Genetics and Meat Standards Australia (MSA) at the bottom.

5 tips to Breed Better Sheep

1. Data Quality

- Use linkages to compare sheep in other environments
- Management groups to fairly rank sheep
- Fixed effects like date of birth (DOB), birth type (BT) and rear type (RT)
- Ramping up genetic gain

1. Data quality



>> continued over page...

Lambplan update cont.

James Taylor & Gus Rose, Sheep Genetics

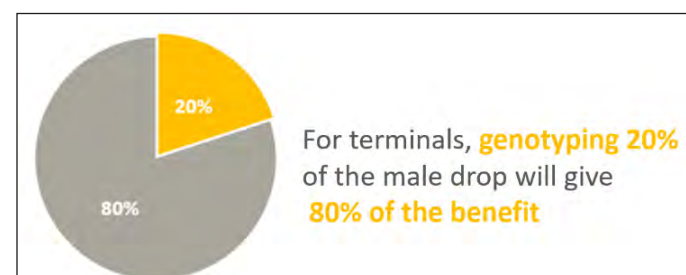
2. Record the traits of interest

- All traits are connected by correlations
- More accuracy helps to spread apart traits

3. Genotype with a plan

Cost effective way to use genomics:

- Remove visual culls
- Rank drop on index
- Genotype the top 20% of males in drop
- Use genomics to identify juvenile animals and for hard to measure traits like IMF and shear force, reproduction and mature animal traits later in life



4. Breed from the best

- Select sheep on merit
- Join ram lambs

5. Use MateSel

- Improve the whole flock
- Keep genetic diversity
- Design matings that suit your breeding plan



The AWSA sincerely thanks Meat & Livestock Australia for their support of our 2020 National Conference.

Delamere Vineyard - Shane Holloway

Delamere Vineyard is a true Tasmanian Grower Producer, being 100% family owned and run.

Delamere wines are 100% estate grown and produced at Delamere, which is adding to and contributing back to the local community while protecting the Tasmanian brand and region.

Shane treated Conference attendees with an enjoyable wine tasting session and provided an insight into their vineyard operation and wine production.



Pictured right: Shane Holloway (right) with Will Milroy, Rangeview stud, sampling wine.



Heazlewood Seeds



Brenton Heazlewood, wife Anne and son Duncan run Heazlewood Seeds, the largest privately owned pasture seed cleaning business in Tasmania at Whitemore.

In 1980 they were cleaning 100 tonnes and in 2020 the business is cleaning 5000 tonnes of ryegrass, 600 tonnes of clover, 100 tonnes of chicory and 100 tonnes of carrot seed.

Production is reliable using 100% irrigation and seeds are delivered to the mainland and New Zealand.

Ryegrass cleaning has expanded with the cleaning of perennial, annual and mainly Italian varieties that mainly go to Victoria, SA and southern NSW. Carrots and clover go overseas.

Once the seeds are cleaned for the owner, ownership changes to the seed company with Heazlewood seeds



acting as the middleman cleaning, drying and exporting the seed.

Buck Wheat is cleaned for a Japanese flour mill which is used in Sydney, Melbourne and Singaporean restaurants. Seed cleaning begins in early January and continues for four months with carrots and chicory cleaned in February.

When trucks deliver seeds, all loads are moisture tested and a sample is taken of each line of seed for germination testing before it is then transported. It is usual for 2-3 semi loads a day to go through the plant with trucks unloading in Launceston and then loading at Heazlewood seeds and being back in Melbourne the following day travelling via Devonport.

The Heazlewood farm was established in 1854 and in 1870 the original timber grain storage building was built. It was also used as a shearing shed.

Sheep have been run on the property with Brenton's great grandfather establishing their English Leicester stud in 1871 and the Border Leicester stud in 1928. Like the Border Leicester, the English Leicester is used over Merino ewes to produce a first cross ewe which is then mated to terminal sires for crossbred lamb production.



Pictured above: Brenton Heazlewood giving conference delegates a tour of Heazlewood Seeds

AWSA Annual Conference - Grindelwald - February 2020



White Suffolk Scholarships: SA Sheep Expo



The AWSA recently awarded 11 scholarships to attend the 2020 SA Sheep Expo.

Applicants were required to submit their answers to a short series of questions in an online application form. We received applications from all states with a range of stud breeders / members and those that had little involvement with the breed.

Scholarship winners receive free entry to the 2020 SA Sheep Expo (paid by the AWSA) and an AWSA prize pack including a RB Sellars shirt and AWSA cap.

We were overwhelmed with the quality of applications received, and selecting only 11 recipients was a very difficult task.

Thank you to all applicants and congratulations to the following scholarship recipients for 2020:

Junior age group: Lucinda Smith

Intermediate age group: Clarissa Peasley; Charlotte Poker; Joshua Poulton; Ella Richther

Senior age group: Lucy Cook; Molly Cornish; Luke Cox; Lachlan Grossman; Kate Heinrich; Ella Putland.

Due to the cancellation of the 2020 SA Sheep Expo, the AWSA will be extending the scholarship to 2021 and all scholarship recipients will be invited to attend the 2021 SA Sheep Expo.



Stud Promotion & Marketing

Struan & Monika Pearce, studstocksales.com

Social Media: Why? What? When? How?

- Social Media is now a fact of life with 3.725 billion people in the world active users of social media.
- The average person has 7.6 social media accounts and is active on social media for 142 minutes per day.
- Facebook is the market leader driving 23% of traffic across the entire internet.
- The highest traffic on Facebook is seen mid-week between 1:00pm and 3:00pm.

Having a strong **online presence** is a crucial component of your marketing strategy, no matter what size your business is or what industry it belongs to..

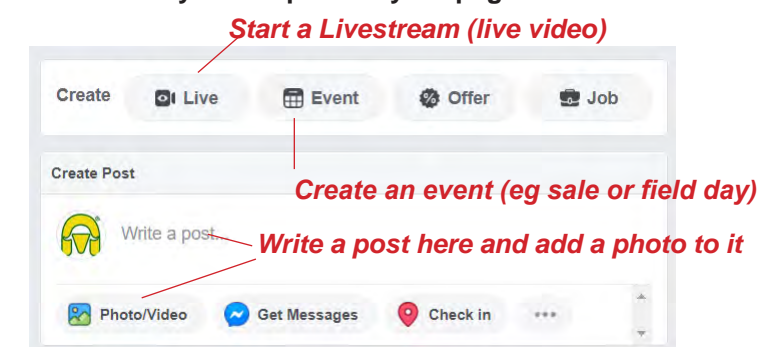
Stud Promotion - Building Your Online Presence



Facebook

- If you don't have one already, set up a business Facebook page and then consider a Twitter and Instagram account. Facebook is essential as it connects all your social media platforms.
- Regularly post about things you are doing and always include a photo. You can track your reach and engagement on each post to see how you are performing.
- Livestream is a great way for viewers to watch your sale online when they can't physically attend.
- Add your Sale as an Event and post your catalogue in the event.

Here's how you can post on your page:

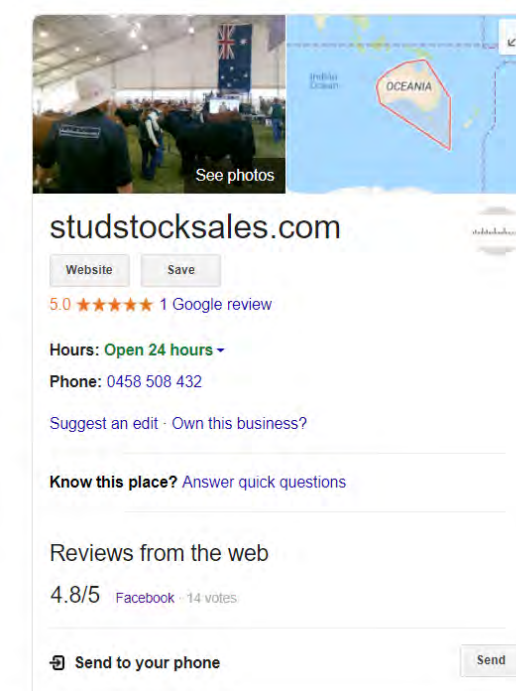


Google My Business

- Set up Google My Business – it's free and gives people access to your business profile (address, contact details, website link) when they google you.

You can add in event dates (like your sale date) and people have the opportunity to leave a review.

eg. When we google 'studstocksales' it returns their contact details, opening hours and a link to their website as well as reviews people have posted. It's a free advert for your business!



Need Help?

Struan and Monika have considerable experience in the livestock industry, social media, marketing and web design. You can find more about them and how they can help with your stud marketing at www.studstocksales.com.

Melton Vale - Poppy Paddock Inspection

Bramwell Heazlewood and Danny from Melton Vale Poll Dorsets spoke to conference attendees about their farming business at Whitemore, Tasmania.

Their enterprise comprises of livestock and cropping on 485 hectares, receiving 700ml of rainfall annually and up to 230ha can be irrigated using five pivots with 950ml of water available.

Their operation also includes 22 hectares of poppies. Tasmania is the world's largest product of Narcotic Raw Material (NRMs) derived from the opium poppy, supplying about 50% of the world's Pharmaceutical market.

Poppy is a highly restrictive crop and the industry is highly regulated, what is grown is sold into specific markets. Potency is unknown for opiates and can be from mild to very powerful.



FARRER
WHITE SUFFOLKS
Est. 1984 Flock No. 0139



Farrer White Suffolk ewes in the current AI Program

Backup sires for 2020

ID	Sire	BWT	WWT	PWT	PEMD	PFAT	PWEC	LMY	IMF	SF5	LEQ
Farrer 190134	Felix 170761	0.38	11.3	18.5	4.0	-0.3	-44	4.47	-0.08	-0.8	171.3
Farrer 190111	Felix 170761	0.40	12.3	20.5	3.0	-0.1	-61	3.45	-0.06	-2.6	169.7
Farrer 190074	Ashmore 150340	0.34	10.3	17.3	3.3	0.5	-60	2.45	0.07	-6.1	170.0
Farrer 190225	Farrer 180177	0.29	11.5	17.3	3.2	-0.6	-80	4.05	0.08	0.3	168.3
Farrer 190028	Ashmore 150340	0.41	12.1	19.4	1.9	-0.6	-66	3.34	-0.04	-3.7	166.3
Team Average		0.36	11.5	18.6	3.1	-0.2	-62	3.55	-0.01	-2.6	169.3

LambPlan Run: 1/3/2020

Balanced figures for the future

On - Property Sale Wednesday 9th September 2020

Farrer Memorial Agricultural High School, 585 Calala Lane Tamworth 2340
NSW

Darren Smith School (02) 67648660 darren.smith80@det.nsw.edu.au Mobile 0413911182

Letter to the Editor

27th January 2020

I am writing this letter to you as a concerned White Suffolk breeder.

The White Suffolk Society is missing out on marketing our great breed maternal traits.

The Dubbo Prime Hoof & Hook Competition in 2019 had over 600 entries for this competition. The Champion pen and Reserve Champion pen of lambs were sired by White Suffolk rams. The dams of these Champion lambs were White Suffolk x first-cross ewes. There were other pens of lambs using the same cross breeding and sired by White Suffolk rams.

The New England Region went through the worst drought on record from early 2019 right through until January 2020 when the first rains arrived. During this period many prime lamb producers in the New England have had poor conceptions combined with very poor lambing as well.

I have spoken to one producer who has been a long time Border Leicester x Merino ewe traditionalist. The ewe lambs were then joined back to their Poll Dorset or White Suffolk. This producer then kept a portion of White Suffolk x first-cross ewes. The producer has found that these ewes were the star performers coping with adverse conditions and outperforming traditional first-cross ewes.

This brings me to ask this question? Has the White Suffolk Society investigated doing a trial with WS Merino Cross ewes against Border Leicester x Merino cross ewes.

I have been breeding Border Leicesters for several years now and I know from my own trials that White Suffolk ewes are better mothers, better milkers, and are earlier maturing than Border Leicester ewes.

The article written in the recent Land newspaper states "Border Leicester Best Dam Ewes" is simply not true. I also am disturbed to read that composite breeding is being promoted at an increasing rate especially in southern NSW and Victoria. The White Suffolk breed is the best composite breed which has already been well established. They have terrific maternal traits which have been proven, and this badly requires much more promotion.

I would also ask the Society if they have investigated profit margins using White Suffolk-cross ewes against Border Leicester-cross ewes, and other composite cross-bred ewes. This should identify FERTILITY, WEIGHT GAIN, EARLIER MATURING, MILK, MULTIPLE BIRTHS, WETHER LAMBS.

Regards,
Dugald McIndoe
Smithston

Secretary's Notation

The Federal Council discussed the above letter at its recent meeting and agreed that promotion of maternal traits to commercial producers should be increased. The Promotions subcommittee is currently looking at ways this can be achieved through its 2020 marketing campaign.

If you're a member who produces White Suffolk-cross ewes to breed from, or to sell to commercial producers, we would love to hear from you to help with our campaign.

If you have any feedback or ideas you are encouraged to please forward them to the Secretary.



YONGA DOWNS

White Suffolk Stud



©Farmweekly

STRIVE FOR

EXCELLENCE

WITH YONGA DOWNS GENETICS

ON-PROPERTY RAM SALE SEPTEMBER



YD 190388
Sire Ella Matta 170300

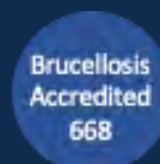
©Farmweekly



YD 190384
Sire Booloolo 170093

BWT WWT PWWT PFAT PEMD TCP
0.52 12.0 20.1 -0.3 2.5 162.3

BWT WWT PWWT PFAT PEMD TCP
0.24 10.6 18.5 -0.2 2.5 147.0



CONTACT US

Brenton 0400 064 458
yongadowns@outlook.com



Champion Ram
Baringa



Interbreed Champion Shortwool Ewe
Rene



Reserve Champion Ram
Roccidell

Royal Canberra Show Results 2020

27 February 2020, CANBERRA, ACT Judge: Finlay MacDonald, 'Fairburn Stud', VIC

CHAMPION RAM
BARINGA, I & D GILMORE

RESERVE CHAMPION RAM
ROCDOLL, B PICKER

CHAMPION EWE
RENE, D, I & S PICKER

RESERVE CHAMPION EWE
BARINGA, I & D GILMORE

SUPREME CHAMPION SHORTWOOL
EWE OF SHOW
RENE, D, I & S MITCHELL

Ram, milk teeth - shorn & untrimmed

1. Rene, D, I & S Mitchell
2. Baringa, I & D Gilmore
3. Kinella, VJ Patterson

Ram, milk teeth - unshorn

1. Baringa, I & D Gilmore
2. Kinellar, VJ Patterson
3. Baringa, I & D Gilmore

Pair of Rams

1. Roccidell, B Picker
2. Baringa, I & D Gilmore
3. Rene, D, I & S Mitchell

Ram, milk teeth, born after 1 June

1. Baringa, I & D Gilmore
2. Roccidell, B Picker
3. Roene, D, I & S Mitchell

Ewe, milk teeth - shorn & untrimmed

1. Rene, D, I & S Mitchell
2. Baringa, I & D Gilmore

Ewe, milk teeth - unshorn

1. Baringa, I & D Gilmore
2. Baringa, I & D Gilmore

Pair of Ewes

1. Rene, D, I & S Mitchell
2. Roccidell, B Picker
3. Yanco Agricultural High School

Ewe, milk teeth, born after 1 June

1. Baringa, I & D Gilmore
2. Rene, D, I & S Mitchell
3. Roccidell, B Picker

Ewe, milk teeth, born after 1 August

1. Rene, D, I & S Mitchell
2. Macarthur, Macarthur Anglican School
3. Baringa, I & D Gilmore

Ewe, more than 2 teeth

1. Roccidell, B Picker
2. Macarthur, Macarthur Anglican School
3. Macarthur, Macarthur Anglican School

Group of 1 Ram and 2 Ewes

1. Baringa, I & D Gilmore
2. Rene, D, I & S Mitchell
3. Roccidell, B Picker



Reserve Champion Ewe
Baringa



Winning Group 1 Ram & 2 Ewes
Baringa

White Suffolk Youth News

Courtesy of Lucy Cook



Thank you to all those that have signed up to the White Suffolk Youth group. Anyone else interested in joining can find out more information at: <https://www.whitesuffolk.com.au/white-suffolk-youth/>

If you'd like to follow what we're up to please like our Facebook page 'White Suffolk Youth'.

We will be launching our closed Facebook group soon and will let you know via our Facebook page once it is up and running.

Given the uncertainty around the running of shows for the remainder of the year the group is a great way to provide a networking opportunity for our youth. If you're between 12 and 25 years of age I encourage you to join and support the group and each other.

If you have any questions please contact Lucy Cook or the Secretary.



PRE-LAMB PROGRAM EVERY EWE, EVERY YEAR

ZOETIS SHEEP VACCINES CAN BE USED FOR UP TO 30 DAYS¹ AFTER OPENING. SIMPLY FOLLOW LABEL INSTRUCTIONS*

PREVIOUSLY UNVACCINATED EWES	ALL EWES
8 WEEKS BEFORE LAMBING	4 WEEKS BEFORE LAMBING
Glanvac® 6S B12 "Priming" dose	Glanvac® 6S B12 "Booster" dose
Eryvac® "Priming" dose	Eryvac® "Booster" dose
Glanvac-Eryvac Dual Vaccinator One needle > More lambs to sell One pass > and less labour	STARTECT OR SheepGuard LA + Startect if extended worm protection is required. Drench all ewes.

100-DAY PLAN FOR HEALTHIER AND HEAVIER LAMBS

MARKING	WEANING
Glanvac® 6S B12 1st "Priming" dose	Glanvac® 6S B12 2nd "Booster" dose
Eryvac® 1st "priming" dose	Eryvac® 2nd "Booster" dose
Gudair® Single dose (if OJD risk dictates)	STARTECT Drench all lambs
Scabigard® Single scratch (if scabby mouth risk exists)	28 DAYS EXPORT SLAUGHTER INTERVAL (ESI) 14 DAYS MEAT WITHHOLDING PERIOD (MWP)

Zoetis recommends using a 18G ¼ inch (6mm) needle in all sheep vaccinations. Lambs and shorn sheep at 45° angle and adult full wool sheep at 90° angle¹.

*This does not include Scabigard which should be discarded after the day of use. Reference 1. Zoetis data on file 2016.



BARINGA

Ph: 0409 363 524

CANBERRA ROYAL RESULTS



OBAS CW99/20



19W049

RES. CHAMPION EWE

Sire: 'MAGNUM'

19W046 ET

1st WOOLLY EWE & GROUP

Sire: 'PACKAGE'

19W049 &
19W046 ET



19W028

CHAMPION RAM

1st PAIR RAMS

Sire: 'MAGNUM'



1st WOOLLY RAM

1ST GROUP RAM & 2 EWES

Sire: KURRALEA 170325

19W043



19W031

1st PAIR RAMS

Sire: 'MAGNUM'



1ST JUNE/JULY RAM

Sire: 'PACKAGE'

ET Sisters 1st & 2nd Woolly Ewes

19W051 ET

www.baringasheepstuds.com.au