



April 2021



AUSTRALIAN WHITE SUFFOLK ASSOCIATION



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12



25



14



40



18

- 12 Value of supplementary feeding highlighted
- 14 Prime approach to growth
- 18 Fancy a beef chip or sheep skin extract?
- 25 Passion rewarded: Breeders honour Button
- 40 Wagin Woolorama results

COVER PHOTO CREDITS:

Bottom Left: B Gilmore, Premier
 Bottom Right: G Cornish, Cremorne

PUBLISHING DATES - CLOSING DATES



April Issue



August Issue



November Issue

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.



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federal council 2021



from the president

This time I report to you after doing a third year in the chair, which I wasn't expecting, however I have enjoyed doing this for the breed. As you are all aware 2020 was certainly a challenging year thanks to our mate Covid.

The Federal Council and our members have had to rethink the way we market our stock to fellow stud breeders and also our commercial clients. With no shows and on-site elite sales we have seen a big lift in the electronic format of AuctionsPlus and social media advertising to promote our stock. I am very proud of the way we have put the White Suffolk breed out into the market place.

The three main multi-vendor sales all went ahead in various formats and were very successful as a result. A big thank you to the committees of these sales for getting them to go ahead. We have also seen continuing demand for our breed at on-property flock ram sales with many sales again achieving records. This is proof that the White Suffolk is performing well.

From a Federal Council point of view, we were forced to change our breed promotion, with social media being utilized to another level including the use of short videos and some added competitions. This year we have trialed radio advertising in areas that TV advertising had trouble reaching. With all the changes that have had to be made this year a big thank you has to go to the Promotions subcommittee and Nikki for the effort put in.

This year we have commenced work on a meat eating quality trial in conjunction with MLA and Sheep Genetics. The project is aimed at improving the accuracy of the breeds eating quality traits. We have AI'd 300 Merino ewes to 15 White Suffolk sires with the progeny having data collected from birth to slaughter. Richmond Hill Ag has been appointed to manage the program with the ewes being run at Lucindale, SA. Preg testing has been completed and ewes are in their management groups ready for lambing. It will be exciting to see the results.

Unfortunately, with Covid still causing problems we have had to postpone our annual National Conference in Albury NSW but we are hopeful things can go back to normal for our 2022 conference. As we are still required to hold an AGM, we did this successfully via Zoom in February and I thank all members that took the time to join us online.

This time of year, is election time, which unfortunately means we have to say thank you to two retiring Federal Council members. Debbie Milne, who was a big part of our Technical, Strategic Planning and Finance subcommittees, and Lachie McCrae for his work and efforts while on Federal Council. The election result has seen us welcome two new Councillors – congratulations and welcome to David Pipkorn and Ben Prentice, and I also congratulate the Councillors who were successfully re-elected – Peter Angus, Andrew Heinrich, John Jamieson and myself.

Congratulations also must go to Andrew Heinrich in becoming our new President and Ian Gilmore who has taken on the Vice President role for 2021.

I would like to thank all the Councilors and members that have helped me and the entire Federal Council over the last three years, and especially Nikki for her time, effort, and support in what has certainly been a crazy 12 months.



See you all soon!

Anthony Hurst
President

incoming president's message

I am excited to step into the role of President over the next 12 months and I am looking forward to working with Federal Council to lead and support the Association through the year ahead.

I would like to take this opportunity to sincerely thank Anthony Hurst for his work as President over the past three years. His leadership and guidance through some of the Association's most influential times, particularly with our change of Secretariat in 2019, was greatly appreciated and I congratulate and thank him for this.

Personally, I am also grateful for his support in undertaking the President role for an extra term while I focused on the KI bushfire recovery last year, and I now pass on my best wishes to him with his recovery from the Avenue Range bushfire in January.

I wish all members the best success for 2021. Hopefully we will have the opportunity to travel and catch up face-to-face at shows and sales again, as I know it has been missed by many.



Andrew Heinrich
President

new members

SINCE NOVEMBER 2020

Welcome to the following new members of the AWSA:

| Flock | Name | Town | State | Stud Prefix |
|-------|--------------------|-------------|-------|-------------------------------|
| 855 | W & S Press | Uralla | NSW | Wymeanda <i>(reactivated)</i> |
| 961 | PM & SN Honner | Juneë | NSW | Maryvale |
| 962 | JW & J de Bomford | Narromine | NSW | Glenalvie |
| 963 | P & S McNamara | Cardigan | VIC | Blackhill |
| 964 | MN & DF Blechynden | Brookton | WA | Southdale |
| 965 | DT Brookes | Hope Valley | SA | Bendleby |
| 967 | J & S Cleland | Mosman | NSW | Lennox Farm |
| 968 | I & S Durkin | Coolatai | NSW | Mountain Valley |





Photo courtesy of
Nanette Smith, Marleigh

from the secretary

I feel like this April newsletter may be one of our smallest in a long time without a conference to report on and limited show results.

The Federal Council meeting held in February was very positive and encouraging as we move into 2021. The AGM on Zoom seemed to work well, however member attendance was disappointing. I thank all those that took the time out of their day to attend the meeting.

Congratulations to Wagin Woolorama and the WA Branch who staged the first showing of White Suffolks in quite some time, and to all members that exhibited. Let's hope more shows can open their gates again this year and members have more opportunities to get out and about.

It is also great to see that the SA Sheep Expo is on again albeit only for SA residents. We wish our AWSA Scholarship recipients – Lachlan Grossman, Charlotte Poker and Ella Richter – all the best as they attend, learn, network and compete in their age levels. The remaining scholarship recipients will be offered the opportunity to attend in 2022.

By now we are well and truly in the thick of Annual Returns and membership renewals. All members should have received an Annual Return renewal email, or for those without email a postal copy. If you have not already done so, please process your stud ram, ewe and semen transfers as soon as possible to avoid delay for other members. This ensures the Annual Return process runs smoothly for everyone.

This year we have introduced a Stud Sale Date field that you will find under the Stud Details section. We will be using the dates recorded here to populate the Member Sale Date calendar on our website. If you forget to add

your sale date in, or if you are not yet sure of it, then you can log back into WebManager at any time and update it under your Stud Details information.

I know it can be difficult and frustrating to remember your login, or how to work your way through the Annual Return process when you only need to do it once a year. Please do not hesitate to reach out if you need, I'm always more than happy to help talk you through it at any time.

I have also recently increased my office days to four days per week – Monday, Tuesday, Wednesday and Friday. This will hopefully help members with Annual Return time. As always, if I do not answer the phone when you call please leave a message and I will get back to you as soon as I can.

I am looking forward to all that 2021 will bring for the AWSA. There are a number of new initiatives in the pipeline, and I am sure that the year ahead will be successful for all.



Nikki Ward
Secretariat

AWSA Office Hours:

Mon-Wed & Fri 9:00am – 4:00pm

Federal Council Matters

Courtesy of Federal Council

March 2021

Federal Council Movements

The 2021 AGM saw some changes to our Federal Council.

Firstly, thank you to **Debbie Milne** who retired from Council at the 2021 AGM. We also thank **Lachie McCrae** who will not be continuing on Council.

Congratulations to **David Pipkorn** and **Ben Prentice** on their election to the 2021 Federal Council, alongside Peter Angus, Andrew Heinrich, Anthony Hurst and John Jamieson and who were re-elected for a further term.

We also acknowledge and thank **Richard Davies** and **Joel Donnan** who put up their hand and stood for election in the ballot.

A total 140 members voted in the ballot (42% of members) which is on par with last year. Thank you to all members that took the time to submit their vote.

New President & Vice President

After three years Anthony Hurst has concluded his Presidency term. We thank Anthony for his expertise and leadership over the past three years, particularly at a time of change for the Association.

Congratulations to Andrew (Aphid) Heinrich who was elected as President, and Ian Gilmore who has taken on the role of Vice President.

A full list of Federal Councillors and elected subcommittees can be found at the beginning of this newsletter.

Annual Returns

Annual Returns were distributed to all members in early April. If you have not seen an email or received paperwork (for those without email) please contact the Secretary as soon as possible. Annual Returns are due by 30th April.

Members that have expired Brucellosis Accreditation details will also be required to upload or send in a copy of their new accreditation certificate.

We have included a new Stud Sale Date field under the Stud Details section. If you are holding an on-property sale we encourage you to include your sale date. We will use this information to include a list of stud sale dates on the AWSA website.

AWSA Satellite Flock Project

A separate report is included in this newsletter regarding the AWSA's involvement in a White Suffolk Satellite Flock. As members would be aware, the AWSA applied to establish a White Suffolk Satellite Flock which was accepted by Meat & Livestock Australia. The project is being partly funded by the AWSA and MLA with Shearwell Australia providing sponsorship by way of EID and VID eartags for the ewes and lambs. 15 sires were selected late last year and mated to 300 ewes in early January. Information and updates on the progress of the project will be sent to members regularly on email and through our newsletter.



2021 SA Sheep Expo: 14 - 16 April

The 2021 SA Sheep Expo will be held from 14 – 16 April at the Adelaide Showground. This year's event will only be attended by South Australian residents or those that attend school in South Australia.

Due to the cancellation of the 2020 SA Sheep Expo and the inability for our AWSA Expo Scholarship recipients to attend, we are honouring the scholarship to our South Australian recipients that were available to attend this year.

We wish Lachlan Grossman, Charlotte Poker and Ella Richter all the best as they attend and compete in the 2021 SA Sheep Expo as an AWSA Scholarship Recipient and look forward to meeting them at the event and hearing from their experiences afterwards.

The remaining scholarship recipients will be given the opportunity to attend in 2022.

Hypotrichosis - Testing recommendations

Federal Council recently discussed the lack of Hypotrichosis testing being completed by members, particularly with the increased promotion of the use of White Suffolk sires in self-replacing maternal flocks.

At present, the recommendation set in 2013 whereby members were encouraged to test all stud sires still stands.

We are aware that several members may have not received information on Hypotrichosis and the suggested recommendations and testing guidelines for some time. Federal Council is currently reviewing and updating these and will distribute the updated information and recommendations to all members shortly.

DNA testing kits for Hypotrichosis can be obtained from the Secretary at a cost of \$30 plus GST per test. Samples are sent to SARDI at the Turretfield Research Centre and results are returned directly to members on email. The current turnaround time is approximately two weeks.

If you have any questions regarding Hypotrichosis and testing requirements please contact a member of the Technical subcommittee or the Secretary.

1st X White Suffolk / Merino Ewe Survey

The AWSA is conducting a survey with Nutrien Livestock with an aim to determine whether the recent demand for White Suffolk x Merino ewe lambs is:

- a temporary or longer term trend;
- if buyers would support a special sale;
- what health protocols are important;
- what minimum weight and age ewe lambs are being joined.

The survey was distributed to all members and commercial producers in late March. A link to the survey can also be found on the AWSA website under the Members > Commercial Producers tab. If you are a commercial producer that produces White Suffolk x Merino ewes we encourage you to complete the survey.

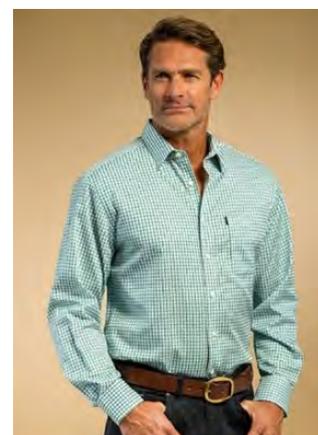
Ovine Johne's Disease Policy to attend the Royal Adelaide Show

The RA&HS of SA has provided the following updated information on their OJD policy to attend the Royal Adelaide Show.

In 2021 entries will be accepted from Exhibitors with MAP approved flocks and a status of MN2 or greater, or approved vaccinates with a recognised V tag.

Sheep flocks that have a current OJD status of infected or suspected, or have been infected with OJD within the past 5 years are NOT permitted entry to the Royal Adelaide Show.

If you have any questions regarding eligibility, please contact PIRSA Murray Bridge on 08 8539 2112.



New AWSA Shirts for purchase

The AWSA has acquired RB Sellars AWSA shirts in a green check with the AWSA logo for members to wear at events, shows and sales. See photo for example.

Members will have the opportunity to order and purchase shirts in the coming months. Please keep an eye on your emails for more information and an electronic order form.

Promotions & Marketing

Courtesy of Peter Angus

April 2021

Australian Community Media - Print Advertising in major Rural Papers

In 2020 the AWSA reduced its print advertising budget to \$15,000 to accommodate new promotions initiatives to complement the print advertising campaign. Total print advertising expense was slightly over budget at \$18,000 and allowed for advertisements across all major papers, mostly within prime lamb features and special publications that were distributed through more than one state.

The theme for 2021 focused on the use of White Suffolk sires as a 'perfect match' for Merino ewes to produce maternal first cross ewes. A new eye-catching campaign was created to convey the message and the branding was utilized across all advertising platforms (print, digital, radio and social media).

The two slogans featured were:

White Suffolk Rams + Merino Dams = More Profitable Lambs; and

The Perfect Match for your Prime Lamb Enterprise (featuring an image of a WS ram and Merino ewe).

The new adverts were rotated through major rural papers with the Win A Ram Competition Advert featuring the slogan "*Are you seeing double*" – promoting the two \$1500 prize vouchers on offer in 2020.

A number of editorial pieces were included with our advertising spend that received good mileage through rural press websites, sharing to our Facebook page and on our website. We thank all members that provided story leads and photographs that assisted in our targeted promotion of the use of White Suffolk rams over Merino ewes.

Thank you to all state advertising liaisons for their assistance with advert schedules, to BizBoost for their artwork and creative design, and breeders who contributed contact details and photographs during 2020.

Digital Advertising - Rural Press websites, AuctionsPlus and Sheep Central

Our digital exposure was increased in 2020 based on feedback from our member survey and the results that were achieved in 2019.

Four types of digital campaigns were coordinated:

1. A four-week digital campaign across The Land, Stock & Land and Stock Journal websites in September/October featuring a revolving advert on pages and within stories for visitors to these sites;
2. A Local Targeted Display (LTD) on rural press websites in Western Australia, Tasmania and Northern NSW which targeted sheep breeders within a radius of member postcodes and who searched key words that the Association had determined. The LTD's ran across dates suited to White Suffolk stud sales in each state/area.
3. A week-on week-off campaign on the AuctionsPlus website over a period of 5 weeks.
4. A two-week campaign on the SheepCentral website and a two-week campaign within SheepCentral email alerts.

The digital advert complemented our print advertising and featured the 'Perfect Match' and 'More profitable lambs' slogans over a series of three revolving slides. Thanks again to BizBoost for making the idea and concept come to life.

The overall reach through digital media was pleasing, with advert impressions and click through rates increasing tenfold to last year. The Committee will review the results in more detail to define areas where targeted promotion may be more beneficial and cost effective, and other advertising platforms that could be considered moving forward.

TV Advertising

A revamped TV advert was aired between September and November across 9 regions/areas. A new voice over and new photos were included in the advert, as well as the slogan 'The perfect match for your prime lamb enterprise' – to tie in with all other White Suffolk promotion. Rural Bank was also added as a sponsor alongside Zoetis for 2020 with their new sponsorship agreement with the AWSA.

Radio Advertising

Radio advertising was successfully added to our promotions campaign in 2020, thank you to Ian Gilmore for his efforts in researching and coordinating this. The advert played across the 2WEB network from September to November. The 15-second script was as follows:

"Are you a prime lamb producer looking for high fertility and lambing ease? Wanting to achieve consistent, early maturing lambs with great eating quality? White Suffolks are the perfect choice to boost your prime lamb production. For a breeder near you visit www.whitesuffolk.com.au."

Social Media

COVID-19 had an impact on our social media exposure in 2020 with the lack of show results and events to report on. This saw the Association brainstorm other interesting ways to engage with our audience and followers, including an Easter colouring competition, live-streaming of the Win A Ram competition announcement, historic show photos and regular update videos featuring news and information on happenings within the Association. We also encouraged members to share photos and updates with us and these were shared to our stories to give our followers the opportunity to get to know our member studs. Thank you to all members that embraced this.

Find Us....



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

Win A Ram Competition

The Win A Ram Competition was mostly promoted through Social Media and our TV advert in 2020. This year we increased the prize pool from one to two \$1500 vouchers.

172 eligible entries were received and entrants indicated they heard about our competition by the following ways:

66 Facebook

50 Rural Press papers/online platform

25 Website

16 TV Advert

15 Word of Mouth (members)

Congratulations to Tim Holmes and Andrew Quayle who each won a \$1500 voucher to use towards the purchase of a White Suffolk ram from a registered stud.

Thank you to all members that promoted the competition through their networks.

eNews

The AWSA eNews continues to be distributed bi-annually to 394 stud readers and 595 commercial readers. On average, our eNews editions perform well above the industry average for open rate and click rate.

Thank you to Debbie and Steve Milne for their work in sourcing informative and relevant stories for each eNews edition.

Sponsorship

The AWSA was pleased to continue its sponsorship relationship with Zoetis, and also welcomed Rural Bank as a new sponsor. The Association is appreciative of the support that it receives from Zoetis and Rural Bank and looks forward to continuing the relationship with both in 2021.

Shearwell has also taken on an in-kind sponsorship and donated eartags for use in the AWSA Satellite Flock Project in 2021.

Value of supplementary feeding highlighted

By Mal Gill, story courtesy of The Land



While a valuable feed source, wheat stubble or chaff alone does not provide sufficient metabolised energy (ME) to maintain sheep in a mixed farming enterprise, a research project has found.

CSIRO agriculture and food scientist Dean Thomas explained results of joint research with The University of Western Australia to last week's Grains Research & Development Corporation Grains Research Update in Perth.

The research pulled together findings from several studies, including of adult Merino ewes grazed for four to eight weeks on wheat stubble paddocks on mixed farms at Tammin, Merredin, Warradage and Dandaragan in 2008 and between 2014 and 2016.

It also included results from a chaff feeding experiment at the CSIRO's Floreat animal house involving five-year-old ewes and 14-month-old ewes offered different wheat chaffs with or without a supplementary 200 grams per head per day of lupins.

Mr Thomas presented data that showed ewes grazing on standing wheat stubble continued to gain weight, albeit at a gradually reducing rate, until about day 35 on the stubble.

The ewes then began to lose weight at a more rapid rate than they had gained it, the data showed.

"Stubbles provide about 25 per cent of the annual feed base of sheep in mixed farming enterprises," Mr Thomas said.

"But sheep are very selective on stubbles, selecting only about 10 per cent of the biomass available to them - they are browsing as much as grazing.

Fine stem and leaf provided higher ME per kilogram of dry matter - ranging from 5.5 Megajoules/kg for wheat to 6.5MJ/kg for lupins - irrespective of the type of stubble crop, when compared to main stems, the research showed.

Main stems provided just under 4MJ/kg dry matter for wheat to just over 5MJ/kg for barley, while the recognised daily maintenance requirement for sheep is at least 7.5MJ/kg dry matter.

The study had calculated the likely ME in kilojoules available from each hectare of wheat stubble and extrapolated that to the annual maintenance ME requirement of the flocks grazing on them.

"Without supplementary feed, wheat stubble on its own will only provide about 8pc of the ME requirement for ewes on a typical Wheatbelt mixed farm," Mr Thomas said.

"Farmers running sheep on wheat stubbles need to ensure there are supplementary feeds available to meet the nutritional needs of the sheep - it might be spilled grain, green pick or another form of feed offered to them."

Research has also shown the estimated unharvested grain content in wheat chaff was only about 6kg/ha - assuming a two tonnes per hectare grain yield - compared to 52.4kg/ha for barley chaff, according to data presented by Mr Thomas.

The quality of header chaff was also consistently low at about 6MJ/kg dry matter, but varied with site, crop type and plant component - as in predominantly main stem or fine stem and leaf, the research showed.

The Floreat study had showed that on a body weight basis, young ewes had a 36pc higher chaff intake than mature ewes.

In general, wheat chaff on its own provided about half of the maintenance requirements of young ewes and about one third for mature ewes, Mr Thomas said.

Offering a lupin supplement of about 200gm/day lifted the ewes' energy intake, but did not affect the amount of chaff they ate, he said.



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This years sale will
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www.kurralea.com



Prime approach to growth

By Mel Williams - Story courtesy of The Land

From the ground up, Castle Doyle growers Ben and Felicity Foster are making improvements to boost sheep numbers for prime lamb production and grow their livestock business.

Their flock expansion plans are dependent on being able to lift pasture productivity to enable higher stocking rates.

This is being tackled with a strategic approach to re-sowing rundown native pastures with annual ryegrass, followed by planting perennial species across about 110 hectares each year.

The Fosters have a combination of owned and leased land covering 1740ha in the Armidale area, where the family has a long-established background in growing top quality superfine Merino wool.

While the cattle and wool remain key enterprises, Mr Foster said long-term business growth plans were firmly focused on increased prime lamb production.

He said this would provide diversity of income and flexibility in marketing to optimise returns and reduce business risks.

Today they produce about 60 bales of 17.5-micron wool from their 2600-head purebred Merino flock and sell this directly to Italian processors through New England Wool's Reda Future Project Group.

The Fosters also run 400 head of cattle for breeding and steer trading, and grow fodder crops to provide finishing feed through the winter months.

The Fosters currently have 500 Merino-Border Leicester first-cross ewes that are mated to White Suffolk rams, and the plan is to triple the size of this flock in coming years.

"We want to get to 1500 crossbred ewes, while retaining the same Merino wool flock and cattle numbers," Mr Foster said.

"Like for many of us along the east coast, current high sheep prices are slowing our restocking progress.

"We have been buying sheep from across the state when we see an opportunity, but it is going to be a slow process."

The Fosters mate their first-cross Merino-Border Leicester ewes to White Suffolk sires that they have been sourcing for many years from Rick Gates' Gates Performance Genetics. They also use his Angus bulls.

Pictured: Felicity and Ben Foster, of Castle Doyle, are working to expand sheep numbers for prime lamb production and boost stocking rates to grow their overall livestock business.



Mr Foster said last year, they mated some purebred Merino ewes to the White Suffolks to get more prime lambs on the ground while wool prices were subdued, and meat prices were high.

"Using the White Suffolk cross gives us flexibility," he said.

"The lambs are a lower birthweight, but grow quickly to get to 55-60 kilograms liveweight by time of sale in a typical year."

The Fosters predominantly aim for this weight range to meet specifications for both the export and domestic markets.

This year, while Australia's lamb exports are experiencing a slight slump due to implications of COVID-19 on overseas restaurant and retail sales, they will sell lambs at slightly lighter weights of 45-50kg/head for domestic customers.

As red meat prices are so strong, their marketing will start in February, when they plan to sell weaner lambs straight from their mothers at weights of 45-50kg/head.

"We sell through an agent to the bigger processors, or through the saleyards as store lambs if prices are 'hot'," Mr Foster said.

He said their prime lamb system was set up for joining in April to lamb when pastures were in the maximum growth phase in spring.

Lamb growth rates of 200-300 grams per head per day could be achieved on pastures at that time of the year, depending on rainfall at the time.

If finishing lambs to higher weights, growth rates of 300-400g/head/day were made by grazing on improved annual ryegrass and fodder crops and supplementary feeding with cereal grain.

The Fosters are working to improve the total farm feed base for their sheep flock by incrementally sowing perennial varieties - covering about 110ha of their properties each year.

"When we have increased the value of our feed base, we can grow our sheep numbers and push stocking rates a bit harder to lift the overall performance of our farm business," Mr Foster said.

He said genetic performance was the other main profit-driving factor in a livestock enterprise.

He knew he was making good gains in key traits by using the Gates Performance Genetics' rams because he always selected in the stud's top 10 per cent of its annual sale draft.

"The Gates are located in our environment and we know their White Suffolks will have easy lambing for higher ewe and lamb survival and fast growth to post-weaning - leading to faster lamb turnoff and higher returns," he said.

"They aim for balanced fat cover, high muscle for higher yielding carcasses and put selection pressure on the main eating quality traits for consumer satisfaction."

Gates Performance Genetics measures every commercially-relevant trait, starting with weighing and tagging every lamb at birth and then recording weaning, early post-weaning and post-weaning weights, fat and muscle scan results.



Pictured: Ben and Felicity Foster are using perennial pastures after re-sowing rundown native pastures with annual ryegrass to increase their livestock feed base.

This data is entered into Lambplan for analysis and performance information.

Mr Foster said at the top of their family's requirements from the stud were White Suffolk Australian Sheep Breeding Values (ASBVs) for low birthweight, fast early growth and eye muscle depth - which he said was a good indicator of growth and yield.

"We like the Gates' use of measurements and indexes and we always chose rams from the top of the values so we know we are getting similar performance in our commercial flock," he said.

"We let the stud do the work in genetic selection and we reap the rewards."

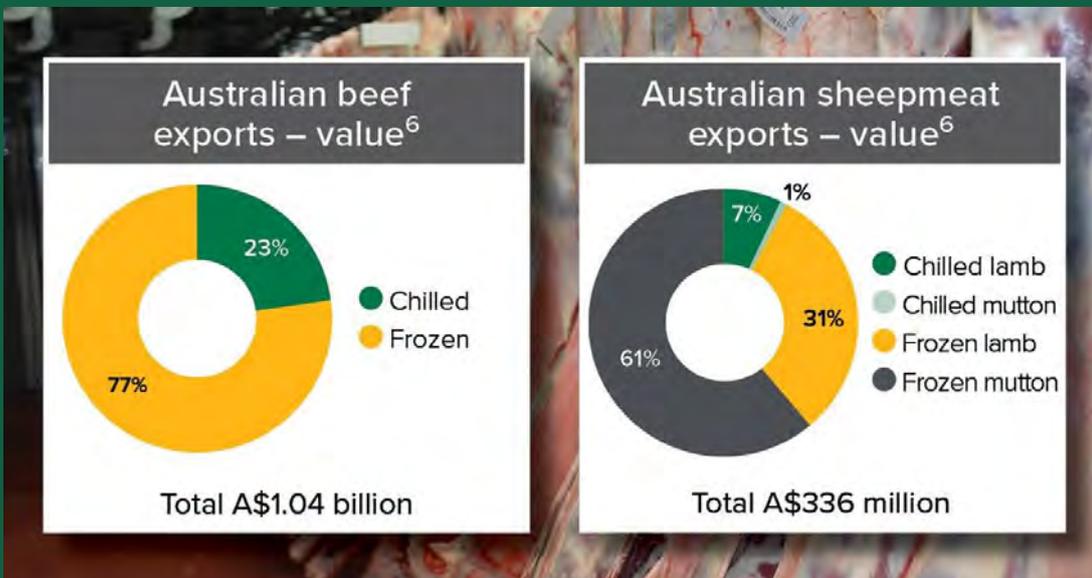
In recent years, the Fosters have recorded a significant increase in the fertility of their prime lamb flock - through higher twinning and lamb survival rates - and were trending up on lamb growth rates.

In the immediate future, their plans are to continue building-up the sheep and cattle enterprises post-drought and to carry on with pasture improvements.

"We had the worst ever rainfall on record in 2017-19 and then 2020 was a remarkable turnaround, so we are quietly confident going into 2021," Mr Foster said.



Pictured Above: The Fosters join Merino-Border Leicester first-cross ewes to White Suffolk rams for ease of lambing and high growth rates in their flock.



Appetite for Red Meat: Malaysia and Singapore are key markets for Australian sheepmeat, ranking the third and fifth largest among global mutton exports. Indonesia and the Philippines are high volume markets for Australian beef followed by Vietnam.

Appetite increasing for red meat exports into South-East Asia

Courtesy of Kirsten Frost

Australian red meat exporters are chasing opportunities in South-East Asia as improving household incomes and altering consumer tastes drive a rapid rise in consumption.

According to MLA's regional manager Southern Asia Ellen Young, creating diversity and lessening reliance on China is a major contributor to the increased interest to export to our close neighbours.

"The fast growing, diverse region has a lot of improving household income and changing consumer tastes which is really exciting for the Australian market," Ms Young said.

"But we are also seeing rapid growth in urban cities such as Bangkok, Singapore and Jakarta."

A key factor to the success of red meat exports increasing is Australia's proximity to South-East Asia.

Covid has seen issues with flights and shipments of products around the world, but being in close vicinity will lessen such hurdles.

Ms Young said favourable market access conditions such as the Indonesia-Australia Comprehensive Economic Partnership Agreement (IA-CEPA) which came into force in July 2020, has allowed business relationships to flourish.

"Along with the IA-CEPA agreement, the Thailand-Australia Free Trade Agreement (TAFTA) with the tariffs and safeguards coming off, and Singapore Digital

Economy Agreement is making business a lot easier in the region," she said.

But she said the biggest mistake export companies can make is treating South-East Asia as one country, and the standard 'meat and three veg' isn't going to fit the variance in the market and consumption habits requires a highly targeted approach.

"There are so many different countries within South-East Asia. You've got 10 currencies, 10 different languages, 10 different legal systems and different religious beliefs and customs," Ms Young said.

"It's really important to research before you enter a country. Even cuisines are going to be different in every market."

A market with heightened activity is Thailand, albeit with continuing issues surrounding Covid.

Ms Young said enquiries have increased since the FTA in January 2020.

"Thailand is a small market, but it's high value. The issue now is the Thailand tourism market. Because of Covid they obviously aren't seeing the 38 million international visitors, but there is a lot of opportunity in the next three years," she said.

Thailand has the highest number of international hotels in the region and according to Ms Young once the borders open up these groups will be a massive opportunity for Australian red meat.



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The Mated Ewe Sale offers one of the most diverse genetic on-property sales in the white Suffolk industry & represents an opportunity for other studs to enhance their breeding programs along with giving new studs a sound starting point.

With the very diverse cross section of bloodlines being offered, people can raise a top son, unrelated to the majority of their ewes and breed on for years without concerns of in-breeding.

All sale ewes were mated to Detpa Grove's 14-strong sire battery, with top home-bred ram NOBLE featuring 10 ewes in the sale. The April Sale offering represents an increase of 10 on the 2019 sale with a tremendous lift in quality.

The current drop are an exceptionally well structured, high performance group with a terrific balance of figures, great feet, bone, structure and type. Indications are the 2021 drop will be even better.

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- RAM LAMBS;
- DG.200201, DG.200205, DG.200247,
- DG.200452, DG.200477 and DG.200583

We welcome all enquiries on any of the ewes on offer. Full Catalogue out now at www.deptagrove.com Sire Videos & Photos available on our Facebook Page - deptagrove.





Fancy a beef chip, or a sheep skin extract - research into new foods

Courtesy of Chris McLennan



There's a new push to find ways to make money from sheep and cattle carcasses.

It is a long-standing dilemma for livestock industries where just 20 per cent of the animal delivers 80 per cent of its value.

Meat & Livestock Australia has agreed to fund further research into such ideas as beef chips, or skincare products from sheep skins and health supplements like protein powders.

The MLA agreed to continue the research after releasing findings this week into a project which investigated the opportunity to utilise low value meat as an ingredient in the wider food industry.

One proposal the MLA has agreed to pursue is extracting Australian sheep collagen for nutraceutical markets - dietary supplements and the like.

The MLA will "scope and fund a project to develop a process to produce Australian functional collagen peptides from Australian beef and sheep hides for the food and nutraceutical markets".

It is considered a difficult process to develop an enzyme process able to extract collagen from sheep skins.

The MLA says it would like to work with a commercial company to develop and commercialise a meat and/or bone broth.

It wants to work with commercial companies to "develop and commercialise" a red meat or collagen chip.

The project update released this week identified six "high value opportunity" spaces for harvesting red meat components as quality ingredient components.

The list.

1. Australian functional collagen peptides range.
2. Bone broth.
3. Enzyme processing of rendering feedstock into high value ingredients.
4. Protein powders and drinks for sports and lifestyle.
5. Beef and collagen chips.
6. Extraction of ovine collagen for the nutraceutical markets.

Australian farmers produce eight million cattle hides, a million calf skins and 32 million sheep skins each year.

The MLA's research found Australia is one of only a few countries which has open trade in hides and skins.

"However farmers still regard these skins and hides as by-products and 'waste' so often sell them for whatever the counterparty is willing to buy them for and is then often transformed into leather."



Pictured Above: Collagen Chips. Courtesy of MLA.

Collagen is the most abundant component in red meat.

Researchers said consumer interest in collagen-based products is growing in various applications, including food and beverage, nutraceutical supplements, cosmetics and medical products.

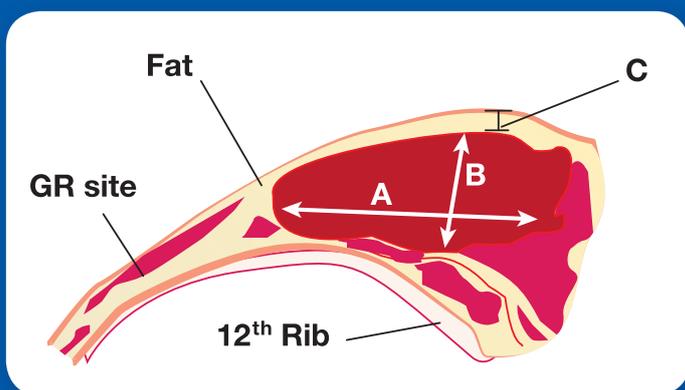
Consumers are particularly focusing on health and performance nutrition, with the nutraceutical collagen market forecasted to account for 40.06 per cent of collagen product sales in 2025.

Collagen's characteristics as a bioavailable bonding material has resulted in growth in both cosmetic and medical applications.

Its most prevalent use among cosmetic consumers is in skincare products, with this popularity due to its 'revitalising' and 'renewing' properties.

Challenges for Australian companies using Australian red meat collagen looking to supply the market are largely competing with marine collagen which researchers say is often perceived as "cleaner".

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Invest in your production

Courtesy of Rural Bank



At Rural Bank, we're passionate about supporting Australian agribusinesses to grow and farming communities to thrive. At the heart of this are close local relationships with our partners, Elders and Bendigo Bank, who with more than 300 years collective experience, help us to deliver specialist banking services to rural and regional Australia.

Rural Bank's partnerships are longstanding and deeply embedded within the industry, including its partnership with Elders. For over 20 years the combination of Elders' extensive agricultural knowledge and Rural Bank's financial expertise has helped thousands of farmers to expand and innovate.

Similarly, as Bendigo and Adelaide Bank's specialist agribusiness division, Rural Bank works closely with the Bendigo Bank branch network to holistically understand customer needs and help Australians achieve their financial goals. Rural Bank and Bendigo Bank also work together in supporting local communities across Australia.

Our agricultural specialisation means that we understand the challenges and opportunities farmers are facing, from changing seasonal and environmental conditions to new technologies and ways of working. We're looking to tomorrow to plan for the long term to continue supporting the success of Australian agriculture.

Rural Bank's products and services are available at more than 400 locations nationally via the networks of our partners and our own agribusiness lending specialists based in rural and regional centres across the country.

Gear up to grow

Now is a great time to start thinking about how you can invest in your production, especially with the end of financial year approaching. To grow your farm business, you need the best possible equipment. While it can make all the difference to your profitability, it's worthwhile considering your options for financing that investment.

We understand that when you need to buy, upgrade or replace farm equipment, there are a range of factors to consider.

For example, outlaying a large sum of money up front creates a significant impact on cash flow. Similarly, the decision may be influenced by timing and urgency and the need for flexibility and peace of mind at the time of purchase. We also recommend speaking to your accountant about the potential tax mitigation benefits that may be available to you.

Rural Bank's Regional Manager Agribusiness for Southern WA, John Reilly said that Rural Bank's Equipment Finance product supports farmers who are looking for flexible finance options.

"If you need your finance to work as hard as your farm equipment, our Equipment Finance provides a reliable and cost-effective option for funding the purchase of farm machinery," John said.

"While people say 'cash is king', using cash to purchase farm equipment ties up money in assets that are continually depreciating.

By using Equipment Finance you can preserve your working capital, as well as realise potential taxation benefits.”

“We offer two finance options: finance lease or equipment loan, which each offer different ways to manage your cash.”

“Also, with the opportunity for pre-approval of an Equipment Finance facility, customers can also act with confidence and peace of mind when negotiating a sale with the machinery vendor.”

Rural Bank customers also enjoy the flexibility to manage their cash flow with fixed rental/instalment payments and have the option of starting a new contract with the latest equipment when their current contract ends.

To invest in farm equipment without draining working capital, John explains that Equipment Finance is a smart way to keep on top of production demands and save money at the same time.

“Buying farm equipment is no different to any other farm investment decision – the approach needs to fulfil the production requirement while having a positive impact on cash flow,” John said.

“Whether looking to upgrade your farm equipment through a lease arrangement or equipment loan, we recommend you seek the advice of your accountant in conjunction with your Rural Bank Agribusiness Relationship Manager to ensure you get the most effective financial solution for your farm business.”

To find out more about Rural Bank and their range of Equipment Finance options, or to find your local Agribusiness Relationship Manager, call 1300 660 115 or visit www.ruralbank.com.au

state branch updates

WA Branch Update

The WA Branch recently held its AGM with the following 2021 Committee elected:

President – Keith Ladyman

Vice President – Joshua Addis

Secretary – Harriet Addis

Committee Members – Nathan Ditchburn, Rivers Hyde, Glenn Cole, Jason Place.

Thank you to Laurie Fairclough for judging the White Suffolk breed at Wagin, and congratulations to all exhibitors and prize winners.

White Suffolk judging at the 2021 Perth Royal Show will be held on Thursday 30th September with the sale scheduled for Friday 1st October.

NSW Breeders Group Update

The NSW Breeders Group Annual General Meeting will be on Sunday 16th May 2021 at the Dubbo Showground commencing at 9:00am AEST. Agenda and more details will be emailed to members closer to the date.

The 2022 AWSA National Conference will be held in Albury, NSW in February. Any NSW members that would like to assist with conference organisation please contact Paul Routley on 0427 209 016.

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Passion Rewarded: Breeders honour Button

By Vanessa Binks, story courtesy Stock Journal

Well-respected breeder and long-standing contributor to the White Suffolk breed Peter Button, Minlaton, has been awarded life membership of the Australian White Suffolk Association.

As a former President and Vice President of the Association, the Ramsay Park stud principal has devoted countless hours to the Association across the course of a decade.

Peter's impact on the sheep industry was formally recognised when he was presented with his life membership by Australian White Suffolk Association Federal Council President Anthony Hurst, at stage one of the Ramsay Park's dispersal sale in November 2020.

Anthony said it was the "right timing" to honour such an influential breeder.

"It was a good way of saying thanks for his time and service. Peter has made significant sacrifices to help lead the breed and he deserved to be awarded the life membership honour," he said.

"Being a part of the Association is a voluntary commitment and it was something that Peter has taken on as fiercely as his sheep breeding. Other members have been lucky to have his guidance."

Marketing the breed to the wider industry was Peter's specialty, Anthony said, and his success in this area would be long-lasting.

"Every breed has its strong points, but Peter was able to help lead the White Suffolk breed to the top for disease management," he said.



Four years ago, Peter spearheaded a campaign to make Ovine Brucellosis accreditation mandatory for registered White Suffolk stud breeders.

"We are the only sheep breed in Australia to make it mandatory and Peter had a lot to do with that - he saw it as a way to secure the breed's reputation and longevity," Anthony said.



Peter said the breed's popularity "took off" in SA and as the industry began to change its breeding goals, White Suffolks "fit the bill".

"We did not realise how strong the breed was to become, but from the early stages we felt camaraderie within the breed - that was a big part for us, being a young family at the time," he said.

Peter is a self-confessed "old school" sheep breeder and keeping up with the latest technology was daunting at first.

"It was clear that if I did not adopt the new technology that was becoming available, I would have been left behind," he said.

But this did not mean Peter was going to abandon his long-held value of striving for balance in sheep breeding, and the running of his stud.

"The younger generations hang off every word when it comes to technology, it is easy to get caught up in it," he said.

"If the technology does not suit what I am trying to achieve in the stud, I will not adopt it."



Peter believed the main challenge for breeders was achieving a balance in producing sheep suitable for the show ring and the paddock.

"I have never sourced genetics on show wins or just genetic history - it is a balance and I have never strayed from that," he said.

"The effect on ram fertility is devastating and causes an extreme drop in lambing percentages. Most studs in Australia check for the disease in male progeny every two years but a lot can happen in two years."

Despite Peter's road to retirement beginning at the beginning of last year, Anthony believed his legacy would continue.

"Peter was blessed with an ability to adopt new technology to breed the style of sheep required by the market but also remain true to his breeding aims at the same time," he said.

"His modern sheep are in demand from studs across the country. The work he put into breeding will be noticed in studs for many years."

Peter was "blown away" by the life membership honour.

"I had no idea and it was such a surprise. Having the whole family at the sale when I received it was really special," he said.

"The time I have been involved with the breed and Association has been instrumental in my life.

"I do feel a bit out of place being put alongside the names that began the breed but that is an honour in itself."

Peter and his wife Julie began Ramsay Park stud in 1997 - essentially because his children wanted some sheep. They were already breeding Hampshire Downs but when a wool boom hit in the 1980s, "black tip sheep" were no longer desirable, and a switch to Poll Dorsets was made.

"The children did not like the sheep we were breeding, so we went to a local stud and bought mated White Suffolk ewes - the rest is history," he said.

"It was a natural evolution too, but we never would have looked at the breed if it was not for the children."

The stud has received plenty recognition in the show ring, and in 2017, Ramsay Park claimed the supreme White Suffolk exhibit title at the Royal Adelaide Show.

As Peter reflected on his time in the sheep industry, he said changes in lamb production specifications were one of the biggest impacts on his stud.

"When the export lamb industry boom happened, producers had to begin producing large-framed sheep that produced a lamb with meat in the right places almost overnight," he said.

"It was a big deal but the breed achieved it."

Peter will hold a final dispersal sale in October 2021 to mark the end of his White Suffolk breeding days.

I would like to take this opportunity to sincerely thank the White Suffolk Association for bestowing the honour of Life Membership to me at our recent Dispersal Sale.

To say it was a huge surprise is an understatement, and I am honoured and overwhelmed to receive the award. It was made even more special having my parents and family present to see the presentation. My involvement in the White Suffolk breed has always involved my family and without their support I wouldn't have been able to commit the time I have to the breed.

We have met a lot of great people and made many great friendships through being involved in the White Suffolk breed and even though we are in the process of dispersing our flock, our interest and passion for this great breed will always remain.

The future of the White Suffolks has never looked brighter, so make the most of all the opportunities, as a breed and individuals.....the sky's the limit.

Once again on behalf of myself & the family, we say a HUGE THANKYOU.

Peter Button

Member News - Asha Marwick



Congratulations to Ryan, Courtney and Kaylee Marwick, Codji White Suffolk Stud, Wandering, WA on the birth of their beautiful baby girl and sister, Asha Courtney Marwick, born Friday 29th January.

"We are totally in love and Kaylee adores being a big sister!" – The Marwicks





NEOGEN's GGP 50k reveals White Suffolks most productive traits

Courtesy of Neogen Australasia

White Suffolk breeders looking to take the next step in improving their genetic selection strategies can receive early and accurate insights into a range of productive traits using the Neogen Sheep GGP 50K DNA test.

The DNA test results are combined with Sheep Genetics records to predict Australian Sheep Breeding Values (ASBVs) for critical traits including birth weight, weaning weight, eye muscle depth, fat depth, and carcass weight.

Through ASBVs the Neogen Sheep GGP 50K test also reports on the key drivers of sheepmeat eating quality with values for lean meat yield, intramuscular fat and shear force – traits that are otherwise impossible to measure without post-slaughter measurements.

Neogen Australasia's Territory Manager for South Australia and Western Australia, Dan Roe, said DNA testing was a fast and reliable way to read the genetic code that determines sheep performance.

"Knowing the genetic merit of animals at a young age can guide selection and breeding decisions and shorten generation interval in the flock," Mr Roe said.

"Genomic technologies like the GGP 50K test can rapidly accelerate the pace at which a flock develops high levels of performance."

Mr Roe said genomic technology may have once been daunting for breeders and complicated to adopt, but for those new to genomics the current range of sheep DNA tests were simple to use and the results easy to interpret.

The test is the industry standard used by the four major breeds – Merino, Poll Dorset, White Suffolk and Border Leicester – and can be used to undertake parentage assignment as well.

Neogen operates Australia's only local livestock genomic testing laboratory in Queensland and is commercially delivering the range of tests developed by the former Cooperative Research Centre for Sheep Industry Innovation (Sheep CRC), in which the Australian White Suffolk Association was an active participant.



"Having visually identified the pick of a drop, a DNA test can then be used to identify which animals to keep and which to cull from your breeding program, Mr Roe said. "Testing can happen very early in life to enable the use of ram lambs in a stud breeding program and further shorten the timeframe for new genetics to have an impact on the overall flock performance."

By combining test results with tools like the web-based app RamSelect, producers can see how their animals compare to industry averages for key productive traits, and then select replacement rams to bolster any genetic weaknesses.

Mr Roe recommended defining a clear breeding objective before embarking on a DNA testing program to ensure that test results were used to maximum effect in pursuing a genetic profile that aligned with the business's profit drivers.

Mr Roe said Neogen staff were available to support DNA testing in a sheep breeding business, but recommended breeders also work with their farm adviser or Sheep Genetics prior on questions such as which animals to test, how to interpret the results, and how to incorporate genomic information into your breeding program to achieve your breeding objectives sooner.

Adoption of genomic technologies is also being supported by Meat & Livestock Australia's Accelerated Adoption Initiative, which is providing free membership to Sheep Genetics to encourage more studs to take part in objective genetic selection technologies like ASBVs and genomics.

For more information visit www.sheepdna.com.au or contact Dan Roe at Neogen on 0447 639 552.



FARRER
WHITE SUFFOLKS
 Est. 1984 Flock No. 0139



Farrer White Suffolk ewes in the current AI Program

Backup sires for 2021

| ID | Sire | BWT | WWT | PWT | PEMD | PFAT | PWEC | LMY | IMF | SF5 | LEQ |
|---------------|---------------------|-------------|-------------|-------------|------------|-------------|------------|-------------|-------------|--------------|--------------|
| Farrer 200044 | Farrer 160068 | 0.32 | 11.5 | 18.8 | 3.1 | 0.22 | -51 | 3.53 | 0.19 | -0.71 | 166.5 |
| Farrer 200086 | Ella Matta 150097 | 0.13 | 10.4 | 17.0 | 2.4 | 0.54 | -64 | 1.61 | 0.68 | -4.92 | 167.5 |
| Farrer 200158 | Ashmore 170986 | 0.27 | 10.1 | 17.2 | 4.6 | 0.27 | -38 | 4.07 | -0.10 | -2.79 | 170.8 |
| Farrer 200172 | Waratah 180007 | 0.44 | 13.5 | 21.1 | 2.8 | -0.10 | -45 | 4.02 | -0.08 | 0.09 | 165.5 |
| | Team Average | 0.29 | 11.4 | 18.5 | 3.2 | 0.23 | -50 | 3.31 | 0.17 | -2.08 | 167.6 |

LambPlan Run: 1/3/2021

Balanced figures for the future

On - Property Sale Wednesday 8th September 2021

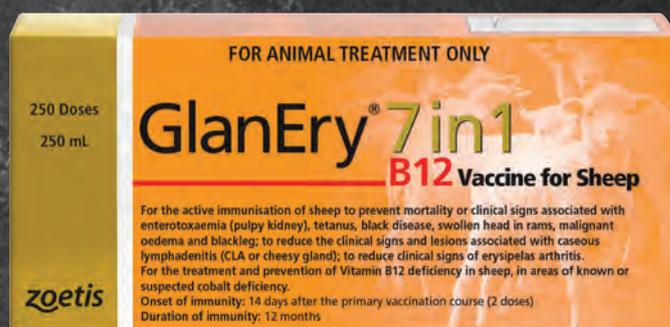
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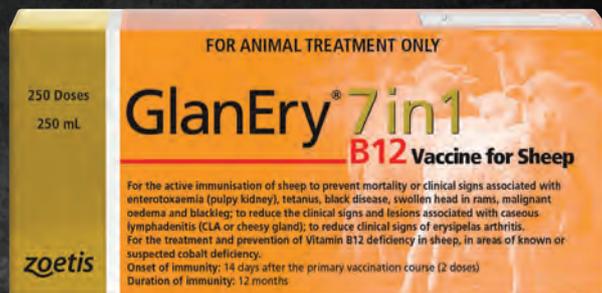
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|--|-------------------|--|
| Lambs | First | 4-6 weeks of age (e.g. marking) |
| | Second | 4-6 weeks of later (e.g. weaning) |
| Pregnant Ewes not previously vaccinated | First | At the time of joining |
| | Second | Up to 4 weeks prior to lambing |
| Pregnant Ewes previously vaccinated | Booster | 4-6 weeks prior to lambing |
| Unvaccinated Adult sheep (rams, wethers and non pregnant ewes) | First | Administer at anytime |
| | Second | 4-6 weeks later |
| Previously vaccinated Adult sheep (rams, wethers and non pregnant ewes) | Booster | Administer annually, 12 months after previous dose |

*caused by *Erysipelothrix rhusiopathiae*

The New Gold Standard Sheep Vaccine

Courtesy of Zoetis

GlanEry 7® in 1 B12 will protect your valuable asset and maximise on farm profits

Zoetis Australia is proud to announce that their new innovative sheep vaccine, GlanEry® 7 in 1 B12, will soon be available in stores near you. This product is a new formulation that combines the market leading proven protection of Glanvac® 6 B12 and Eryvac® into one convenient vaccine.

GlanEry 7 in 1 B12 will be the new gold standard of sheep vaccines as it will protect sheep and lambs against 7 endemic sheep diseases in Australia; Erysipelas arthritis, Cheesy Gland (CLA) and the 5 main clostridial diseases (pulpy kidney, tetanus, malignant oedema, black disease and black leg), all in a convenient 1mL dose. According to the MLA, these diseases collectively cost the Australia Sheep Industry approximately \$90M annually.

Dr Kelly Graham, Associate Director of the Zoetis Livestock Veterinary Team, is really excited about the addition of Erysipelas protection into the Zoetis Glanvac 6 in 1 range. She mentioned that, *'Erysipelas is the most common cause of lame lambs on farm and results in significant losses both on farm and at the abattoir. Loss on farm are due to culling, poor growth rates and reduced trading options if animals are unfit to load, and abattoir losses are associated with trim, reduced carcass weights and potential carcass condemnations.'*



When asked where this bacterium comes from, she said *'the bacteria erysipelas is found all over Australia and it can persist a long time in the environment, including in water. It is carried on to a farm 3 ways; from introduced sheep i.e. sheep that are chronically infected, by feral pigs, or from a variety of other native animals, in fact over 30 species of wild birds and at least 50 species of wild mammals are known to harbour erysipelas, from cattle to dogs, kangaroos and mice. These all provide an extensive reservoir for the bacteria for environmental contamination. So, given this bacteria can survive in the environment and is carried by a range of animals, contamination on any farm can change from year to year, therefore if a farm does not experience infection one year it does not mean it won't experience problems in subsequent years.'*

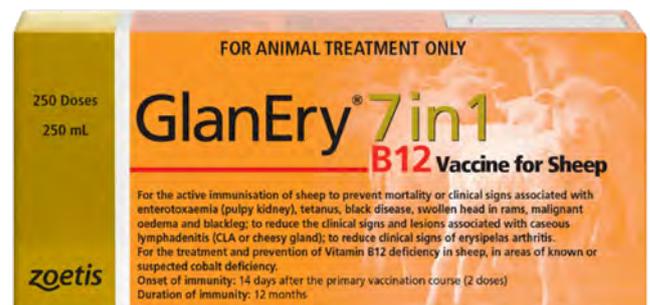


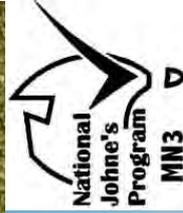
The most recently published annual report (2018 – 2019) from the National Sheep Health Monitoring Project which represented the abattoir findings of approximately 8.7 million sheep inspected across Australia, showed a high percentage of sheep lines had evidence of arthritis, therefore this disease is definitely a significant issue here in Australia.



GlanEry 7 in 1 B12 has been developed in Australia over the last 10 years and will be manufactured and packaged in Melbourne, Victoria. The product represents the convenience of 2 vaccines in 1 so will save time, labour

and cost with the added benefit of reduced clutter in the fridge and yards due to less packaging.





Warburn's 24th Annual On Property Ram Sale Wednesday September 29, 2021

A & M Dissegna, 9 Nelson Rd, Warburn Via Griffith NSW 2680
E-mail: amando@warburnstud.com.au Ph. 02 69634517
Amando Mobile: 0427 487 987 Mark Mobile: 0407 505 486



warburnstud.com.au



Sheep Genetics Presentation - 2020 Genetic Trend Overview & Satellite Flock Project

Presented by James Taylor, formerly Sheep Genetics



Sheep Genetics were invited to attend the February Council meeting to provide a report on genetics trends and the AWSA satellite flock.

White Suffolk Genetic Trends – as a breed where do we sit amongst Terminal breeds?

BWT:

Moderate BWT of 0.3 (Terminals) and 0.35 (White Suffolk). White Suffolk breeders are responding to signals from commercial breeders.

BWT



sheep GENETICS



PWT:

White Suffolks have an advantage for growth (PWWT) with the current rate of gain faster than the rate of gain in Terminals.

PWT



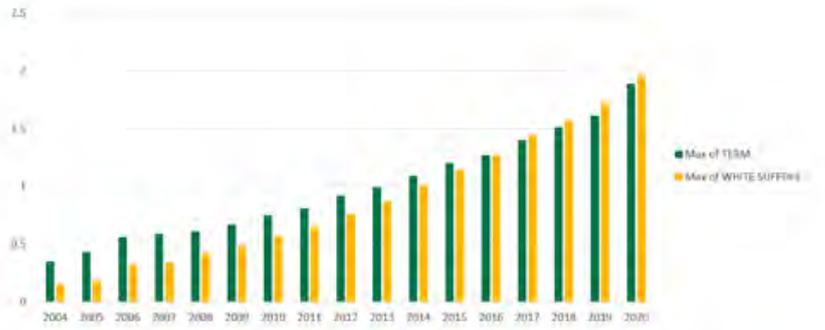
sheep GENETICS



PEMD:

The breed saw a turning point in 2016 when it overtook the terminal average. It has now surpassed 2mm extra muscle in average compared to the Terminal average.

PEMD



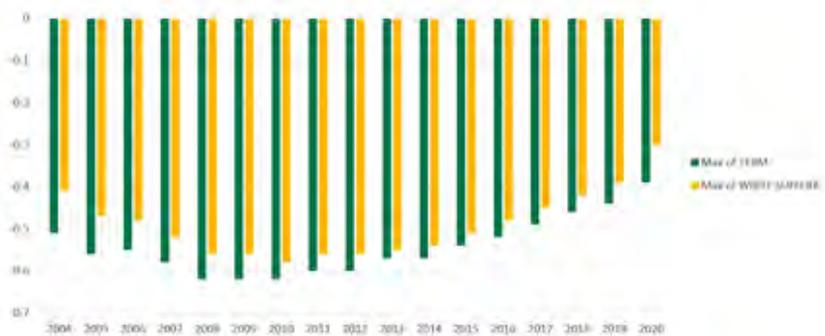
Sheep GENETICS



PFAT:

White Suffolks have more moderate fat than the broader industry.

PFAT



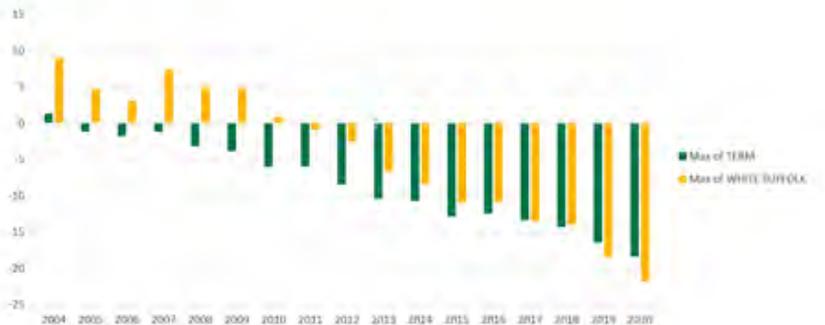
Sheep GENETICS



PWEC:

Not currently measured widely by all White Suffolk breeders however still sits above the Terminal average. The lower the WEC the better.

PWEC



Sheep GENETICS



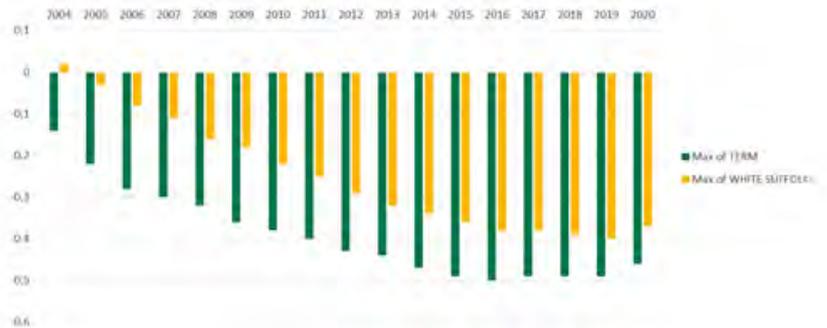
Photo courtesy of Trent Bettes

Eating Quality traits are inspiring the AWSA White Suffolk Satellite Flock Project.

IMF:

Is more moderated in White Suffolks than the Terminal average. The breed is still in the midst of a turnaround for IMF.

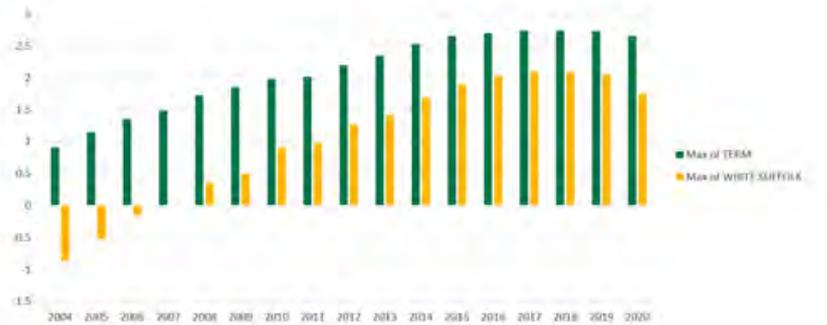
IMF



SF5:

Have seen more of a turnaround in the White Suffolk average compared to Terminal average. A decrease in SF5 is favourable for increasing tenderness in lamb.

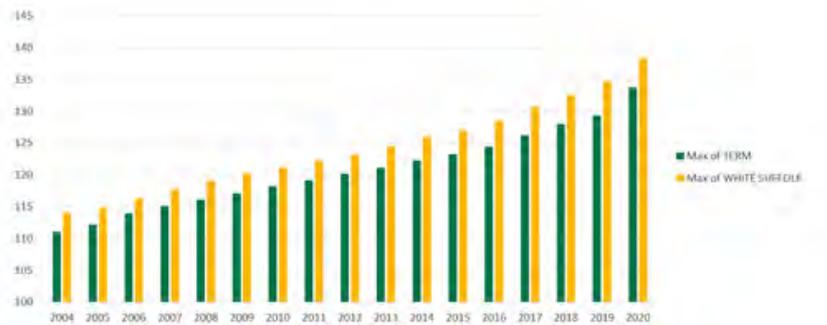
SF5

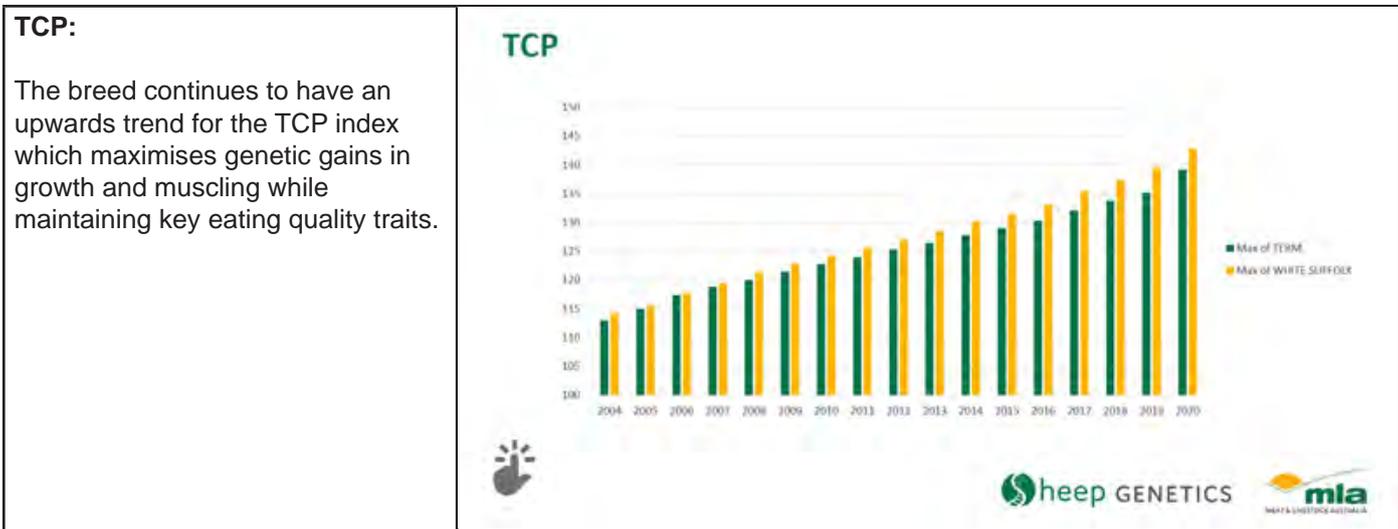


LEQ:

The balance of all eating quality traits. White Suffolk average is higher than the Terminal average, this is attributed to the rate of gain being greater in the White Suffolk breed.

LEQ





Sheep Genetics members can access their own genetic trends through their SG dashboard to review how their stud average sits against the White Suffolk average and Terminal average.

What Sheep Genetics does

Get the data in



Report breeding values



Training and support



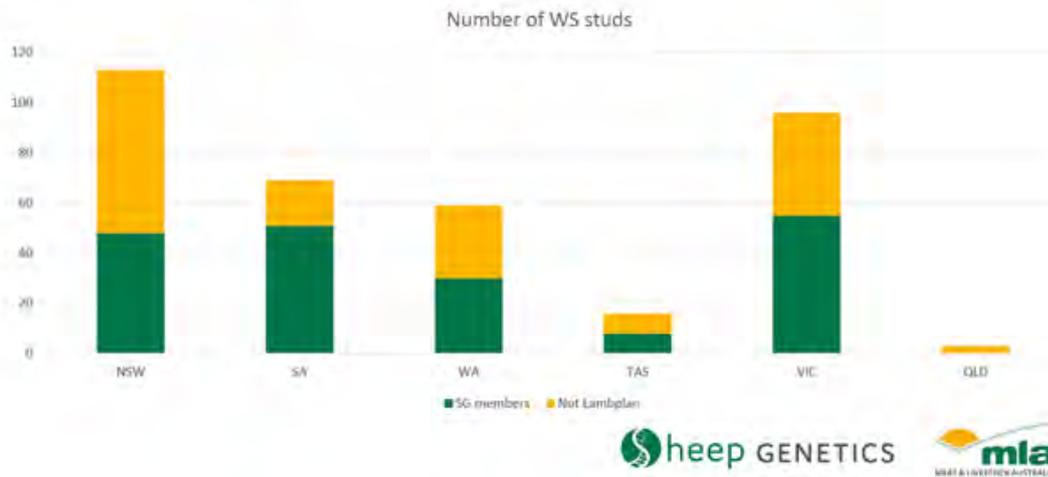
Manage direction



Sheep Genetics in Industry

- Currently 985 subscribed flocks and 322,000 animals in the SG database.
- The majority of White Suffolk studs are in Lambplan. A summary of White Suffolk studs per state that were currently SG members and not in Lambplan was provided.

White Suffolks in SG 2020



MLA Resource Flock & AWSA Satellite Flock

- Currently 150 sires represented in the Resource Flock run by UNE that target diversity and influence.
- Currently 600 lambs per annum are killed in satellite flocks for eating quality, and \$9M invested in the current Resource Flock.
- Terms of Reference for the Satellite Flock project was released by MLA with preference given to, but not limited to, breeds or sire lines that have not previously been represented in the Resource Flock.
- The AWSA and MLA worked together to identify a team of sires with low relationship to reference.

How will the AWSA Satellite Flock run?

- University of New England (UNE) will manage the project with Elise Bowen appointed as project coordinator by UNE.
- UNE Meat Science will run the kill.
- Sheep Genetics will assist with data enquiries and diagnostics.

What's AWSA's commitment to the Satellite Flock project?

- Design the progeny test;
- Breed and raise the lambs;
- Measure on farm traits;
- Take DNA samples (but not pay for them);
- Deliver lambs to abattoirs;
- Fund half the meat science cost.

How will it benefit industry?

- We will know more about the rams which will allow more accurate DNA sampling for White Suffolks, more animals related to the Reference Flock, and an increase ability to select for eating quality and improve growth and LMY.
- Breeder engagement.
- Opportunity to learn about meat science and how we measure it.



THE ELITE **WHITE SUFFOLK** **& SUFFOLK** *Show & Sale*



Showcasing a Quality lineup
of WHITE SUFFOLKS and
SUFFOLKS.



2021 DATE
27th - 29th August 2021

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 working towards staging the 2021 Elite Show & Sale in its usual capacity
while meeting the relevant COVID-19 requirements at the time of the event.**

More information will be distributed to all members soon. We look forward to your support.



ENQUIRIES TO SHANE BAKER

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p) 0488 018 765

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w) whitesuffolk.com/bendigo



Champion White Suffolk Ram & Supreme Champion
British & Australasian Ram - **Sasimwa**
Photo courtesy of Farm Weekly



Champion White Suffolk Ewe
- **Shirlee Downs**
Photo courtesy of Farm Weekly

Wagin Woolorama Results 2021

5-6 March 2021, WAGIN, WA

Judge: Laurie Fairclough, Stockdale, WA

Champion Ram -
SASIMWA, G & K COLE
Reserve Champion Ram -
YONGA DOWNS, B ADDIS

Champion Ewe -
SHIRLEE DOWNS, C, A & S SQUIERS
Reserve Champion Ewe -
GOLDEN HILL, RW & JM DITCHBURN

Ram over 1 year

1. Kohat, G, S, R & C Hyde

Ram under 1 year, born before 31 May

1. Sasimwa, G & K Cole
2. Kiara College

Ram under 1 year, born after 1 June

1. Yonga Downs, B Addis
2. Brimfield, M Whyte

Pair of Rams under 1 year

1. Sasimwa, G & K Cole
2. Shirlee Downs, C, A & S Squiers

Ram under 1 year, to be judged objectively and subjectively

1. Sasimwa, G & K Cole
2. Golden Hill, RW & JM Ditchburn

Ewe under 1 year, born before 31 May

1. Shirlee Downs, C, A & S Squiers
2. Kalagan, J & L Addis

Ewe under 1 year, born after 1 June

1. Golden Hill, RW & JM Ditchburn
2. Yonga Downs, B Addis

Ewe over 1 year

1. Kiara College
2. Kohat, G, S, R & C Hyde

Pair of ewes under 1 year

1. Kalagan, J & L Addis
2. Sasimwa, G & K Cole

Group of 1 Ram and 2 Ewes

1. Sasimwa, G & K Cole
2. Kalagan, J & L Addis

Group of 3 Ewes

1. Kiara College
2. Kalagan, J & L Addis

Group of 2 Rams and 2 Ewes

1. Golden Hill, RW & JM Ditchburn
2. Sasimwa, G & K Cole

The Toolbox - eLearning Platform for online training, tools & resources

Courtesy of Meat & Livestock Australia

MLA's new eLearning platform, The toolbox, is a collection of digital resources for red meat producers that features training courses, tips, tools and calculators.

Available to producers to use anytime and anywhere, it provides practical opportunities for knowledge and skills-building across a range of topics such as:

- animal health and welfare for pain relief
- sheep genetics
- beef production and productivity
- healthy soils and pastures.

It's easy to access and offers a flexible way to expand your skills in your own time. It's also a great resource for staff training. The modules, which include slideshows, quizzes, images and videos, suit a range of learning styles and take between 5–20 minutes to complete.



All that is required to access the platform is a computer, tablet or smartphone with internet access. The toolbox is easy to navigate and training packages are self-guided so participants can work through them at their own pace.

Looking for support?

Take a tour and find FAQs on the platform, or get in touch with our helpful team at MLA via elearning@mla.com.au



Sheep & Lamb Insights - March 2021

Courtesy of Rural Bank



Farmer focused.
Future driven.

The March update provides an analysis of production and pricing trends for Australian sheep producers.

Overview

- Australian lamb prices are expected to remain well supported by strong restocker demand however an anticipated influx of heavy lambs could add downwards pressure to prices ahead of winter.
- Mutton prices are expected to remain supported well above average by firm demand and very tight supply.
- Tight supply will continue to constrain export volumes however consumer demand is expected to strengthen as major export markets continue to recover from the impacts of COVID-19.

Strong restocker demand has helped keep Australian lamb prices a very high level in February with the Eastern States Trade Lamb Indicator (ESTLI) operating within a range of 840-870c/kg during the month. The ESTLI is currently 10.5 per cent lower year-on-year, however that is compared to the record highs of March 2020. The Western Australian trade lamb indicator declined by 4.1 per cent in February under the weight of higher yardings and is currently at a 17 per cent discount to the ESTLI.

Eastern states lamb slaughter remained relatively tight in February with average weekly slaughter down 7.6 per cent on February 2020 and 11.7 per cent below the 10-year average for February. Average weekly yardings meanwhile lifted in February to be 7.2 per cent above February 2020 and 18.2 per cent above average. Good feed conditions in eastern Australia are allowing producers to feed lambs to heavier weights which is likely to result in an increase in supply in coming months as these lambs are turned off. The anticipated influx of heavy lambs would add downwards pressure to prices leading into winter.

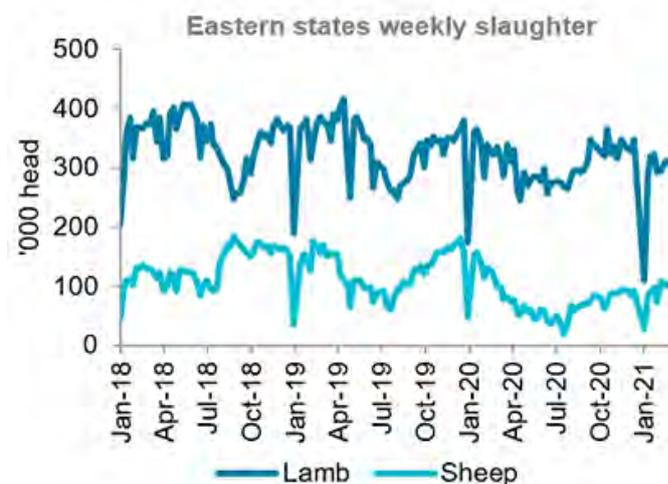
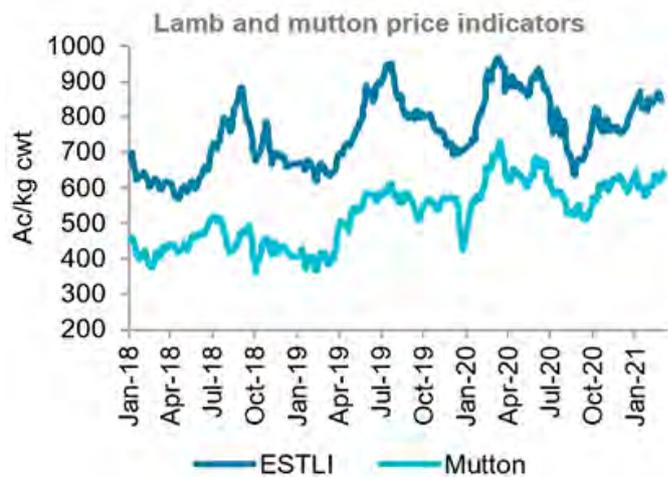
Tight supply and strong demand for breeding stock helped drive the national mutton indicator price 6.5 per cent higher since the start of February. Current mutton prices are 7.3 per cent lower year-on-year but a very healthy 33.8 per cent above the five-year average.

Average weekly sheep slaughter increased by 37.5 per cent in February but remained very tight at 23.9 per cent below the 10-year average. Sheep supply is expected to remain very tight due to low flock numbers and producer intentions to retain stock for breeding. Ongoing tight supply as the flock rebuilds is expected to keep mutton prices well supported.

Tight supply of lamb and mutton will continue to constrain export volumes.

The volume of lamb exports in January and February was 25.4 per cent lower than 2020 while mutton exports were even tighter with 35.2 per cent less mutton exported compared to 2020. Export pace to the Middle East remained very sluggish with lamb volumes down 46.6 per cent year-on-year and mutton less than half of 2020 volumes. Chinese demand was strong in February with the volume of mutton exports up 167.4 per cent year-on-year and lamb exports 48.1 per cent higher.

While supply is expected to remain tight there is growing confidence for demand to strengthen, particularly in foodservice channels, as major export markets recover from the impacts of COVID-19 and the rollout of vaccines offer greater confidence to consumers.



Graphs: Courtesy of Meat & Livestock Australia



“CANS OF KNOWLEDGE” SYNDICATE

Looking forward to the 2021 progeny from these syndicate sires:

| Eartag | Name | Sire | BWT | WWT | PWWT | PFAT | PEMD | TCP | LEQ |
|-----------|----------|-----------|-----|------|------|------|------|-------|-------|
| AF 199046 | 46 | ST 160067 | 0.3 | 11.6 | 18.2 | 0.8 | 2.8 | 153.5 | 148.7 |
| AF 200290 | 290 | AF 188262 | 0.5 | 12.9 | 20.2 | -0.9 | 1.2 | 147.9 | 137.4 |
| AF 200311 | 311 | ST 180279 | 0.5 | 12.7 | 20.1 | 0.0 | 2.8 | 154.5 | 145.4 |
| M 194828 | Lockdown | ST 170147 | 0.3 | 9.6 | 15.0 | 0.1 | 3.6 | 146.8 | 134.2 |
| M 205250 | Maverick | EM 180100 | 0.3 | 11.5 | 18.7 | 0.5 | 3.4 | 157.9 | 154.3 |
| ST 160067 | 67 | PE 140213 | 0.2 | 10.1 | 17.1 | 1.0 | 4.5 | 167.4 | 161.2 |
| ST 190158 | Next Gen | ST 170147 | 0.0 | 10.9 | 18.4 | 0.6 | 6.3 | 173.1 | 160.3 |
| W 200008 | FJ | FB 180567 | 0.5 | 10.7 | 16.5 | -0.5 | 3.5 | 152.7 | 142.9 |
| W 200725 | BJ | AF 188262 | 0.5 | 11.8 | 19.9 | -0.1 | 2.4 | 154.8 | 147.0 |
| Averages | | | 0.3 | 11.3 | 18.2 | 0.1 | 3.3 | 156.5 | 147.9 |

| | | | |
|-----------------------|-----------------|----------------|-----------------|
| Percentile Highlights | Top 5% - Purple | Top 10% - Blue | Top 20% - Green |
|-----------------------|-----------------|----------------|-----------------|

For more details contact:



Aylesbury Farm
Andrew & Deb Krieg
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Maroola
Peter Angus
Mb 0408 826 009



Somerset
Lachie McCrae
Mb 0418 540 790



Wakeleigh
Kylie Wake
Mb 0428 508 995

BARINGA



Ian: 0427 363 566
Brayden: 0409 363 524
Lachlan: 0419 363 523



RAMS USED IN STUD



20W049 ET 'LOCKDOWN'

sire: FARRER 160068



PREMIER 20P007

sire: 'MEAT MACHINE'



20W183

sire: NOREMAC 180003



20W096

sire: SOMERSET 180102

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