

# PRESIDENT'S REPORT

AWSA FEDERAL COUNCIL PRESIDENT **JULIE WIESNER**

I am honoured to have been chosen by the AWSA Federal Council as president. I would like to thank Steve Milne for his ongoing dedication to the Association. A big thankyou to Pete Nalder for his time on the Federal Council and we wish him all the best for the future. It was wonderful to have three members nominate for Federal Council, and congratulations to Peter Button for his election to the council. Peter has been involved with a number of sheep breeds and will bring with him a wealth of knowledge and ideas.

The conference held in the Barossa Valley was fantastic, with a huge thankyou to the organising committee. The camaraderie and sharing of knowledge exhibited at our National Conference is one of the great strengths of this Association. It is wonderful to see new and existing members sharing ideas to promote White Suffolks into the future.



Our White Suffolk conference for 2012 will be in Tasmania, and I encourage as many members as possible to attend. The last conference in Tasmania was terrific and many members combined the event with a well-earned holiday.

2010 and 2011 have seen some excellent prices paid for both lambs and ewes. I urge all members to take advantage of these opportunities to promote the White Suffolk breed and continue to keep our breed going from strength to strength.

**Membership renewals** are fast approaching and I encourage as many members as possible to use Web Manager and renew online. If you have any problems, Nikki Ward, our wonderful secretary, can be contacted for help if you encounter any difficulties.

Please remember to **transfer and register any sires or semen sales** you have made over the past year, as other members cannot list sires they have used until you have made the transfer.

Roll on 2011, but maybe a little less rain in the east and a little more in the west.

**Julie Wiesner. AWSA President.**

# SECRETARIAT'S REPORT

AWSA SECRETARIAT **NIKKI WARD**

AWSA NATIONAL CONFERENCE

The 2011 National Conference held in the Barossa, SA, was once again a success with approximately 90 members and guests in attendance. Interesting and informative presentations resulted in some worthy discussion amongst attendees over the three days, with some venturing well into the early hours of the morning!

An enormous amount of effort and voluntary time goes into the planning and preparation of the conference and on behalf of the AWSA I extend a huge 'thank you' to the organising committee consisting of Mark and Jane Grossman, Clive and Deb Shillabeer, Penny and Bill Holmes, Peter and Julie Button and Peter Angus and Jane McBride. The AWSA is most appreciative of all your hard work.



**more from the secretariat on page 6**

# SECRETARIAT'S REPORT CONTINUED

AWSA SECRETARIAT NIKKI WARD

## ANNUAL RETURNS & REGISTRATIONS/TRANSFERS

The Annual Return is once again upon us. Please find included in this newsletter your Annual Return paperwork and membership subscription invoice for the 2011 year.

A few reminders:

- The due date for returns is 30th April to avoid a late fee.
- Any outstanding monies owed to the Association must be paid before membership is accepted.

Please promptly complete any outstanding registrations and transfers to ensure the Annual Return process is efficient for all members. If you require any assistance, please do not hesitate to contact the Secretariat on (08) 8210 5231 or email [info@whitesuffolk.com.au](mailto:info@whitesuffolk.com.au)

## CHANGES TO CONSTITUTION

I briefly draw your attention to the following changes to the AWSA Constitution which were adopted at the recent AGM.

- Any member whose subscription is outstanding for more than two months after the due date for payment will cease to be Members of the Association. This has been changed from three months.
- Annual Membership category has now been removed.
- No voting rights has been added to the Associate Membership category.

For more detail, please refer to the AGM Minutes included with this newsletter.

## RECORDING OF SUFFOLK PERCENTAGE & US GENETICS

I advise that Suffolk percentage and US Genetics information will no longer be recorded by the Association. Reference to this information will soon be removed from the WebManager database, Association Flock Book and registration forms.

## WEBSITE NEWS

### NEW MEMBER LOGIN AREA

We now have a new area on our website for members only. This will be used for resources and information that is relevant to members only.

You will use the same username and password that you use to login to WebManager - but it is a separate area of the website - it will not take you to WebManager.

See the new orange button in the website menu.

### WEBMANAGER UPDATES

Some updates have been recently made to WebManager. The changes that you will notice are:

- bolder text for the Start Registration button so you can find it more easily
- we have modified the Adding Ewes information when doing your Annual Return online - we hope it will now be much more logical for you to follow
- Suffolk % and US genetics information will no longer be recorded in line with the changes voted on at our AGM

### AWSA LOGO TRADEMARKED

Members are advised that the AWSA logo has been trademarked so that only registered members may now use it. You may add text to the logo such as "White Suffolk" or "AWSA" as long as you don't compromise its integrity. Various examples of the logo can be downloaded from the new Members Only area of the AWSA website.

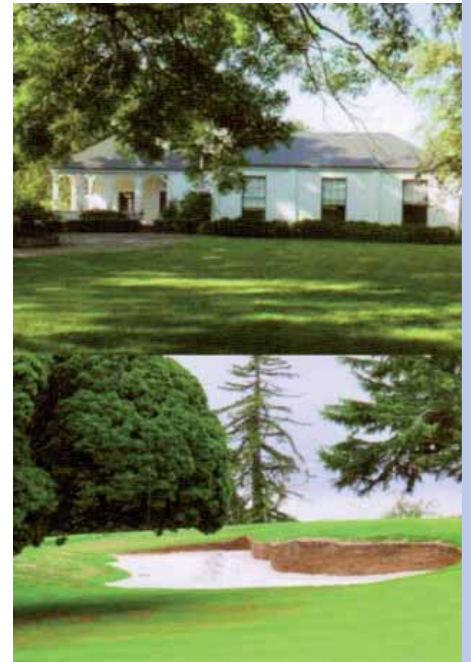
### FEDERAL COUNCIL MOVEMENTS

- Long standing Councillor, Peter Nalder, retired from Council mid-term in February.
- Peter Button, Ramsay Park stud, was elected at the recent AGM to fulfill Peter Nalder's remaining one year term of office.
- Julie Wiesner has been elected President of the Association.
- Andrew Frick has been appointed as Vice-President.
- Steve Milne continues to serve on Council as Immediate Past President.





If any of this appeals to you..



# Then you shouldn't miss the 2012 White Suffolk Conference

**TO BE HELD ON SUNDAY 12TH - WEDNESDAY 15TH FEBRUARY 2012**

*in Tasmania*

We would like to invite everyone to visit us and enjoy a family holiday before or after the conference if you have the extra time. Why not come early and join in Festivale (Launceston's 'taste of Tasmania'- food/wine/entertainment Fri/Sat/Sun 12th) or simply tour the state at your leisure and maybe visit some White Suffolk studs in your travels.

We will be sending out information on the conference and tourism brochures very soon but in the meantime why not get on the web and look up travel options (Spirit of Tasmania-car and campervan options as well as just passengers), you can always pick up cheaper airfares when booking well in advance.

So take the plunge....you know you want to!

# NEW CLASS FOR 2011 ROYAL ADELAIDE SHOW

THE COLES SUPERMARKETS PRIZE



The following class has been added to the Show Schedule for Adelaide:

THE COLES SUPERMARKETS PRIZE

Sires suitable for domestic lamb carcase

Class for suitable WHITE SUFFOLK sires in support of the breeds overall aim to produce rams capable of siring lambs to suit the domestic trade, targeting carcass shape, conformation and early maturity. Entries to be drawn from the Junior Ram classes (including ram lamb class) and at the time of judging must still have their milk teeth.

## Prize Money:

1st \$300 2nd \$250 3rd \$200  
4th \$150 5th \$100.

From Andrew Hay:

Coles Supermarkets are a major buyer of lambs to suit the domestic trade in Australia.

We are constantly listening to customers feedback and striving to fulfil requirements.

Over the past 15 years in Australia, the average lamb weight has increased to in excess of 21kg, making portion size cuts heavier, which in turn lifts retail price points.

To ensure we serve our customers better, we feel the need to be involved at "seedstock" level, providing feedback to an industry particularly important to our supply.

That is why Coles Supermarkets are proud to sponsor the White Suffolk Association, one of the major breeds of prime lambs in Australia.

The Coles class is designed to reward rams that display the following qualities.

### Early Maturity

Important to both producer and processor / retailer, to have sires that are designed to produce "trade lambs" (16 – 22kg hscw) of a young age.

Similarly, produce trade lambs that require shearing and finishing (planned programs).

### Carcass Shape and Confirmation

An emphasis on stock that displays well muscled, balanced carcasses of an even fat cover. (high yielding carcass / lean meat yield)

### Consistency

Aim is to produce rams that consistently produce required animals.

**Andrew Hay. Coles National Livestock Manager - Lamb.**

## WIN A RAM COMPETITION

CONGRATULATIONS TO THE WINNERS OF  
THE AWSA WIN A \$500 RAM VOUCHER COMPETITION

### South Australia

Paul Royal  
RSD 50 Palmer SA 5237  
E royal@activ8.net.au P 8569 4060

### Victoria

Norm Shepherd  
PO Box 656 Moruya NSW 2537  
E bigshep1966@hotmail.com P 0428 635 633

### Western Australia

Peter & Heather Dowdell  
PO Box 1058 Narrogin WA 6312  
E dowdells@westnet.com.au P 08 9883 6415

### New South Wales

Bruce Schwartz  
'Yolandra' Biniguy NSW 2399  
E yolandra@bigpond.com P 02 6754 9200

+ Extra Voucher Funded By NSW Members  
John Gilfillan  
8 Darlow Street Wagga Wagga NSW 2650  
P 0439 273 701

### Tasmania

James Bresnehan  
PO Box 136 Campania TAS 7026  
E jbresnehan@live.com P 0407 689 662

# LETTERS TO THE EDITOR



## LETTER OF APPRECIATION

I would like to thank the Australian White Suffolk Association sincerely for the honour bestowed on me at the Adelaide Royal Show last September.

To have received the service award was a complete, but wonderful surprise.

However to have been grouped with great stalwarts of the industry in Graham Day, Malcolm Piggott and Hedley Krieg, men who I have both admired and shared learning and fun times with, was an even greater honour.

All I've ever tried to do in my involvement with White Suffolks is breed good sheep that help improve our flock and the profitability of the commercial flocks of our clients. Whether I achieved that or not is for others to judge.

The camaraderie and knowledge within the White Suffolk breed is second to none and goes a long way towards explaining the breed's great progress.

I would also like to congratulate Rob Martin and Kevin Moore on their very well deserved Life Membership awards.

**Peter Heinrich**

## PROUD NEW DAD, PAUL ROUTLEY, WRITES...

Here is our little darling Ruby Frances Routley. Born on 31st Jan 2011. Weighing 3.57 kg and 51 cm long.

# CONGRATULATIONS, IT'S A GIRL!



## PHOTOS

1. Distinguished Service Award recipients Peter Heinrich, Graham Day, Malcolm Piggott and Hedley Krieg.
2. Life Membership award presented by Steve Milne (left) and Ian Turner (right) to Kevin Moore.

## LETTER OF APPRECIATION

**To the President & Council AWSA Inc.**

I write to express my deep appreciation of the honour of Life Membership, bestowed on me at the Adelaide Royal.

As evidenced by my reaction, at the presentation, this came as a complete surprise to me, which made it even more special.

My association with the White Suffolk breed has been a highlight of my life, and your most generous award has capped it off.

With my most sincere thanks,

**Kevin Moore**



# INTERNATIONAL & DOMESTIC MARKETING INITIATIVES FOR AUSTRALIAN LAMB

MEAT & LIVESTOCK AUSTRALIA GARRY MCALISTER

As seedstock producers in Australian agriculture you have had plenty of opportunities to build character— but there are also opportunities?

## THE ROLE OF MLA

MLA is primarily funded by transaction levies paid on livestock sales by producers.

MLA has over 43,000 producer 'members'.

Our goals are to work with industry to;

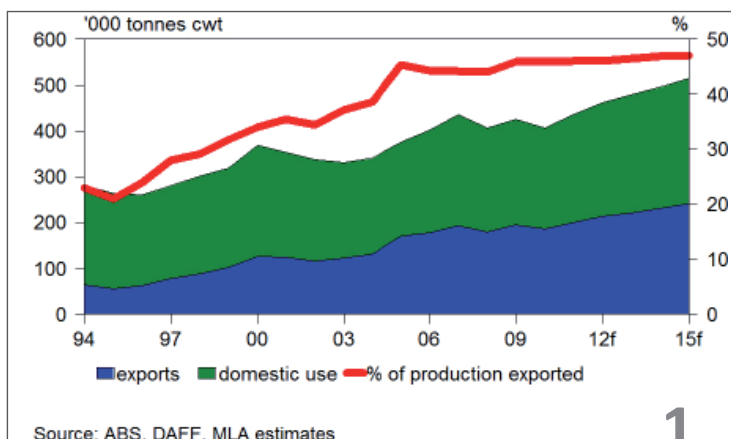
- Maintain / increase market access
- Build demand
- Build capacity

## SETTING THE SCENE

- Domestic and export demand is strong and expected to intensify
- MLA builds demand for Australian lamb in a number of key markets
- Activities depend on market size, structure, maturity and potential

## WHERE DOES OUR LAMB GO?

(see figure 1 below)



1

## MARKET SUMMARY

### Domestic market

- Retail
- Food service

### Export markets

- USA
- Middle East
- Japan
- China
- Europe

## MARKET FORECAST

(see figure 2 below)

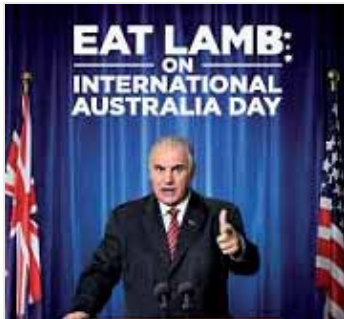
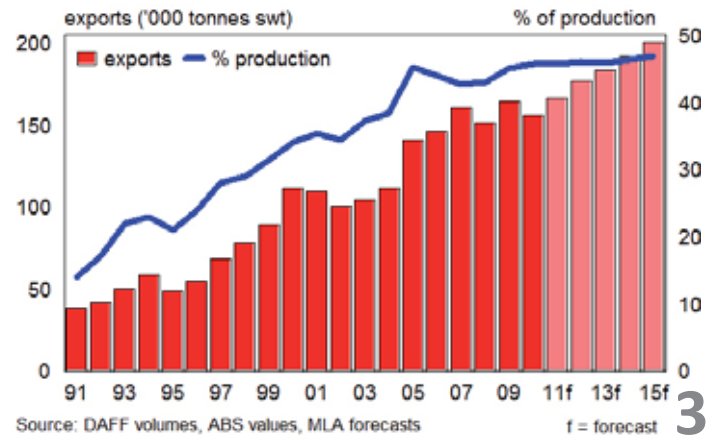
Domestic lamb consumption is expected to grow 7% to 236,000 tonnes.

Contributing to the resilient market has also been the successful lamb promotions, with lamb clearly cementing itself as an Australian favourite – Lamb leads all meats in consumer perceptions such as 'Is loved by Australians' (75%) and 'Is normally juicy and tender' (55%). Lamb was also voted 'Australia's national dish' in a poll of 24,000 consumers last year.



f = forecast

2



## MARKETING LAMB TO AUSTRALIANS:

### Goal:

- remind Australian consumers that they love lamb using emotive campaigns that extend our messages through PR and retail partnerships

### Focus:

- Broad based consumer campaigns based on emotive positioning
- Focus on PR activities to extend message
- Work collaboratively with retailers
- We love our Lamb strategy

Week leading up to Australia Day is the highest retail sales week of the year for lamb

Lamb is Australia's national dish – we must continue to position lamb as the patriotic choice

## EXPORTS EXPECTED TO GROW

(see figure 3 above)

### Key Export Markets with potential for growth:

- USA
- The Middle East
- Asia
- China
- European Union

## CONCLUSIONS

- Demand for lamb strong
- MLA is working to build demand for Australian lamb in a range of key markets
- Activities depend on market size, structure, maturity and potential
- We are living in interesting times – times that provide opportunities for lamb and seedstock producers

Check out the website [www.whitesuffolk.com.au/conference](http://www.whitesuffolk.com.au/conference)  
For more details presented at this session

For more details about how MLA are marketing our Australian lamb in these countries see the link on our website to the conference presentations

# GROWING MARKET SHARE IN A COMPETITIVE ENVIRONMENT

**GEOFF PHILIPS**, MARKETING CONSULTANT, FORMERLY MARKETING MANAGER FOR ANGUS AUSTRALIA AND NOW MARKETING MANAGER FOR HEREFORD AUSTRALIA



## OVERVIEW

- The Angus experience (16 years) after 20 years with Murray Greys
- Branded product
- Marketing strategies
- USA visit last month looking at the beef industry also USA lamb situation
- Setting up a marketing strategy for a new client
- How do breeds afford Breed Development/ Technical/Marketing staff?

## THE ANGUS EXPERIENCE

1994 to 2010

- 20 years ago 9000 Angus were being registered annually
- In 2010, there will be 55,000 registered, one in four of all beef calves registered
- Today Angus comprise 50% of the British and European breed bulls sold at auction
- During the past 16 years, the premium for a 400 kg Angus steer was 15 to 20 cents a kilo or \$60 to \$80/head

## THE REASONS

- Performance recording
- Japanese demand for long fed (300 days) marbled beef
- Forward thinking Boards
- Employment of non-traditional CEO in 1994
- New direction in marketing in 1994

## What is MARKETING?

The influencing of attitudes to a product or service

- Product development
- Understanding the product and market
- Recognising public demands and trends

## WHO IS YOUR MARKET?

- Opinion leaders
- Agents
- Consultants
- Media
- Bull and ram buyers
- Members
- Finishers
- Lot feeders
- Processors
- Wholesalers
- Retailers
- Consumers

## COMMUNICATE WITH YOUR MARKET

- Is a glossy magazine that goes to members and a few others getting your message to your complete audience?
- The cheapest and most effective way of communicating with your members is by the internet.

- Once you get to the stage of having say 80% of members on the internet, is the other 20% worth worrying about?
- A good website is critical.
- An electronic newsletter is cheap and immediate.
- Social networking (Facebook, Twitter, YouTube etc) should be kept in mind but don't jump in until other areas are working.

## IN THE MEDIA

- Advertising
- On-farm stories (testimonials)
- Breed features
- Radio – ABC rural & commercial
- Television - regional

## OTHER MARKETING STRATEGIES:

### ANGUS BRANDS

- Certified Australian Angus Beef
- Angus Pure
- Coorong Angus Beef
- Coles Finest Angus
- Pure South Natural Angus Beef
- Glenview Angus Beef (WA)
- Rangers Valley Black Angus Beef
- Teys Certified Angus
- Grange Grainfed Angus Beef
- Black Angus Beef
- Angus Beef
- ..... and more

### CAAB - GRAIN FED, MSA 4 & 5

- Restaurants
- Retail Butchers
- Supermarkets
- Hungry Jacks/ Burger King
- Coles Sausages
- Coles Finest Sausages
- Boscastle Pies
- Four N Twenty Pies
- Roast Beef
- Corned Beef

## MCDONALD'S

Grand and Mighty Angus, and Angus the Third

Our Angus beef burgers are made from high quality Angus beef. Known around the world for its quality and taste, we source our Angus beef from Aussie farmers.

## EXPORT STRATEGIES

### THE USA SITUATION

- Americans consume 300 to 500 grams of lamb per year
- 70% have never tasted lamb
- Brazilian barbecue restaurants have one lamb dish in a range of 13 meat dishes
- Americans consume 90 million burgers a day
- Americans consume 130,000 tonnes of lamb a year
- Almost 50% comes from Australia (30%) and New Zealand (16%)
- Middle East was Australia's top lamb buyer in 2010

### USA BEEF SITUATION

- Smallest beef herd in 50 years
- Smallest calf drop for 60 years
- JBS Swift feedlot exec suggested a shortage of beef and even mentioned 'rationing'

## HEREFORD STRATEGY BUILDERS

- USA Herefords will register almost 70,000 calves this year, UP for two consecutive years
- The major semen companies report dramatic rises in Hereford stud and commercial semen sales
- They say sales have 'doubled over the past few years' and 'Hereford semen is our fastest growing product'
- Temperament, fertility, efficiency and hybrid vigor are some of the reasons given.

## MAJOR REASON

Major reason is there has been a genuine improvement of the Hereford in the USA driven by performance recording



# GROWING MARKET SHARE IN A COMPETITIVE ENVIRONMENT CONTINUED



## INFORMATION IS NEEDED TO MARKET A PRODUCT

- It must be factual, understandable and believable
- It's morale boosting for Australian Hereford breeders
- The white face is no longer an impediment – it's a badge of quality and efficiency

## HOW CAN WE LEARN FROM THIS:

### BREED ORGANISATIONS

- Don't expect your breed organization to sell your rams – breed organizations set the environment
- Be your own marketer
- Angus is fortunate to have some independent aggressive marketers as members

### THE FUTURE FOR BREED ORGANISATIONS

- Pfizer and Merial are into genetic description through DNA generated genomics
- 50K HD marker is now in – next will be the 770K and 800K markers
- It takes analysis of up to 4000 animals to create a panel for a breed
- Angus in USA is now producing Genomic Enhanced EPDs for growth traits to add to milk and docility
- These give higher accuracies at younger ages.
- US Hereford about to launch Genomic Enhanced EPDs

## HOW DO WE FUND BREED DEVELOPMENT/MARKETING/EXTENSION?

- Cow inventory system
- Cutting back on communication expenses
- Rely more on low cost web based communications
- Generate income through other means (eg AngusPlus, website advertising)

## OTHER IDEAS TO THINK ABOUT....

- Only one beef breed has a full time Breed Development manager
- Only one beef breed has a full time Marketing manager
- MLA's red meat graduate program
- Southern Beef Technology System
- Tropical Beef Technology System

# PRINCIPLES FOR RUNNING A SUCCESSFUL FAMILY WINE BUSINESS HOW IMPORTANT IS MARKETING?

PRESENTED BY **TROY KALLESKE**, KALLESKE WINES, BAROSSA VALLEY

Marketing is very important but you need to back it up with substance!

## KALLESKE FAMILY BUSINESS

Property located at Greenock, North-Western Barossa Valley. Established 1853.

500 acres total, 120 acres vineyard.

Today: Vineyard, winery, meat sheep (Wiltshire), chaff mill, fertiliser.

Until 2002, 100% of grapes contract sold to local wineries.

In 2002, Troy & Tony Kalleske started Kalleske Wines (500 cases – 2 wines).

In 2010, 100% of family vineyard used for Kalleske label (14,000 cases – 12 wines).

Vineyard certified organic (ACO) since 1998, certified biodynamic 2008.

Winery certified organic since inception (2002).

Sold first bottle of wine in 2004.

Kym (brother) and John & Lorraine (parents) Kalleske operate farm and vineyard.

Troy & Tony (brother) Kalleske operate winery.

## FAMILY BUSINESS STRUCTURE

- Important to have clear structure and roles

Within Kalleske Wines:

Troy: PRODUCTION - looks after from harvest (grapes) up until in warehouse (i.e. Oversees winemaking, barrel purchases, winery equipment, packaging supplies, bottling).

Tony: SALES - looks after from warehouse to customer (distributor, bottle shop, etc)

Within role, need to allow the other person to make the decision and trust in their decision.

E.g. Tony trusts Troy to buying barrels, Troy trusts Tony when doing a sales discount/promo deal.

Both do bigger “business” decisions together, as well as branding, marketing, etc.

## MARKETING

- In 2002, made 500 x dozen wines (2 x wines).
- In 2010, made 14,000 x dozen wines (12 x wines).
- Sold first bottle of wine in 2004.
- Sell 30% export, 70% domestic.
- Domestic majority is sold via distributors, also direct to trade (bottle shops, wine clubs) and some direct retail (mail order, internet sales)



# PRINCIPLES FOR RUNNING A SUCCESSFUL FAMILY WINE BUSINESS HOW IMPORTANT IS MARKETING? CONTINUED

## MARKETING

Australian (& world) wine industry currently in major over-supply (~30%)... Therefore marketing is critically important.

Marketing does not just mean expensive advertising/promotions.

- Marketing can be done simply & cheaply.
- Marketing must be done honestly.
- Marketing - Brand

Marketing is essentially conveying your brand and getting people to choose your brand over someone else's.

Without a brand you just have a commodity.

Your brand is the basis for all marketing.

## BRANDING

A brand is the identity of a specific product, service, or business. The word brand began simply as a way to tell one person's cattle from another by means of a hot iron stamp. The word brand has continued to evolve to encompass identity - it affects the personality of a product, company or service. (wikipedia.org)

i.e. Brand is much more than just a logo!

## BRAND KALLESKE

When someone (consumer or trade) drinks or sees a bottle of Kalleske wine, we want them to straight away think of:

- A quality product (tastes good, consistent from year to year, organic, old vines, Barossa, traditional, family, genuine, estate grown & made)
- At the right price (not necessarily the cheapest)
- Backed by quality service

## MARKETING BRAND KALLESKE

Tell people about it!

- In person
- Website
- Business Cards
- Newsletters
- Third parties (wine critics, journalists, wine shows)
- Occasional advertising

Amazing how many businesses don't have consistent branding.

- Business Cards, website, email address, stationery, shirts, etc should all carry your brand.
- Website/email address is cheap, so is general printing such as business cards.
- No reason to have bigpond or hotmail email such as barossamerinos@hotmail.com
- Should have: sheep@barossamerinos.com
- Strong brand gives you something other than a commodity.



## BRAND NEEDS TO ENCOMPASS POINTS OF DIFFERENCE.

Need to promote points of difference... Why should someone buy your product? What makes it different?

eg Kalleske Brand – points of difference

- Barossa Valley – Australia’s most famous & premium wine region.
- Old vines, some > 100 years.
- Family owned and operated.
- 6 generations, property established 1853 (know what we’re doing).
- 100% estate grown & made (i.e. Only Kalleske vineyard grapes).
- Consistency & Quality.
- 100% certified organic & biodynamic.
- Natural winemaking.
- Trustworthy, genuine.
- Stable/Longevity – will be around for a long time.

## A GOOD ‘PRODUCT’ IS NOT ENOUGH

- Need excellent service to back it up.
- Respond to emails within 24 hours.
- Dispatch orders within 24 hours.
- Provide promotional/marketing material to our distributors/trade.
- Web site up to date – current, factual information about wines (fact sheets, vintage, reviews, etc).
- Relationships
- General – how are you going? Follow up.
- Are your customers happy with our wine? What else can we do for you or your customers?

Our customers,..... are not just buying a bottle of Barossa Shiraz, they are buying a bottle of Kalleske Barossa Shiraz from a unique piece of soil in the North-Western Barossa hand made by the Kalleske family ...etc

**There is more to the product than just the product itself.**



## KALLESKE - MARKETING

Kalleske marketing activities include:

- Regular updates of accolades/awards (web + email)
- Printed Newsletter + Email updates.
- Interstate/Overseas visits to trade (existing + new clients).
- Consumer tastings/dinners.
- Trade tastings/dinners.
- Host consumers & trade at vineyard/winery – get them to kick the dirt, touch the barrels – develop a relationship – memorable for them.
- Limited targeted advertising.
- Hand written note/postcard in wine box.

## KALLESKE ORGANIC WINE

see Troy’s complete presentation on our website to find out more about how they market their organic wine

Check out the website [www.whitesuffolk.com.au/conference](http://www.whitesuffolk.com.au/conference) For more details presented at this session

## SALES

**Sales should not necessarily be an objective but rather a natural outcome.**

Objective should be to strongly brand and market your product. Sales should then naturally follow.

If your objective is for a ‘sale’, you may achieve that, but without a strong brand that sale will be a one-off & you will have to work hard again to get the next sale.

Put the hard work in initially and then each sale after that should come easier as your ‘brand’ is doing the work. If a customer is happy with your branded product or service then no reason why they won’t buy again.

## MARKETING SUMMARY

- Establish a strong & consistent brand
- What is your product all about?, Why should people buy it? What are your points of difference?
- Develop professional presence
- Business Cards, web site, email, printed shirts.
- Relationships with customers
- Regular contact/updates with both existing & new customers (but not too often).
- Consistent quality product & service
- Customers need to be able to rely on you that next time they order they’ll get the same quality & same level of service.

# MAXIMISING RESULTS FROM AI AND ET PROGRAMS

**SIMON WALKER** RETIRED PRINCIPAL SCIENTIST, TURRETFIELD RESEARCH CENTRE, SARDI  
 AFFILIATE ASSOC. PROFESSOR, UNIVERSITY SA

## ANYTHING NEW IN AI/ET?

Things have not changed much for many years in regards to

- Diluents for semen freezing
- Transcervical ai/embryo transfer
- Use of sexed semen

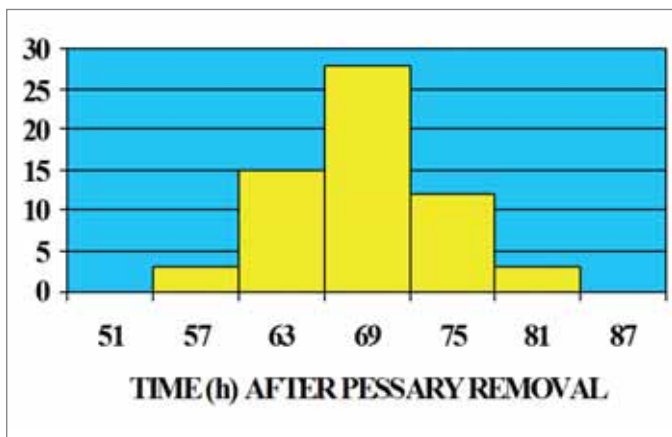
The degree of synchrony is a key to the success or failure of an ai/et program

## FACTORS KNOWN TO INFLUENCE SYNCHRONY

- Age of ewe - maidens ovulate earlier than adults
- Type of pessary - cidrs earlier than sponges

## FACTORS THOUGHT TO INFLUENCE SYNCHRONY

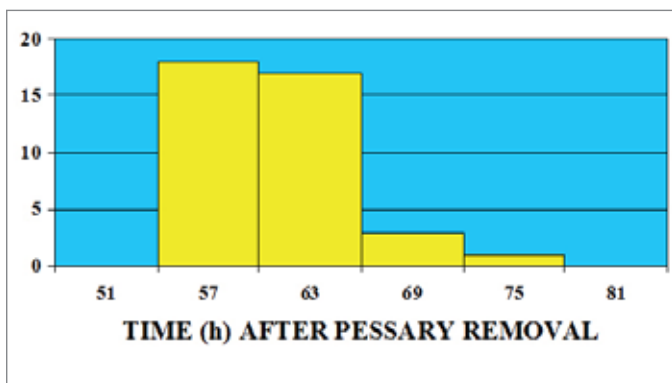
- Time of year/season - especially with early breeding
- Time since last weaning
- Nutrition - recent and lifetime
- Weather
- Other stresses - dogs, rough handling etc



### << SCENARIO 1

Time of ovulation after pessary removal

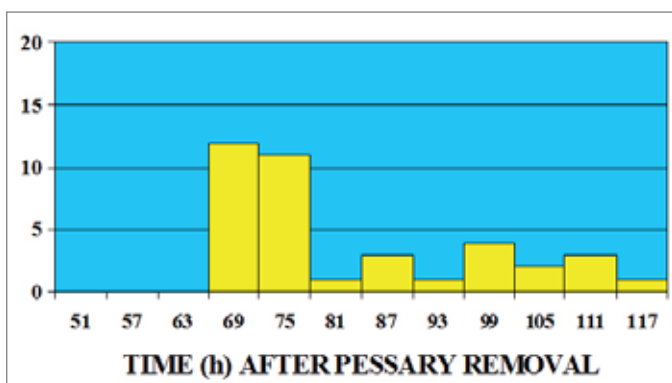
Normal pattern



### << SCENARIO 2

Time of ovulation after pessary removal

Great but rare pattern



### << SCENARIO 3

Time of ovulation after pessary removal

Delayed pattern

So you can see a number of different things can occur

## IMPORTANT POINTS (1)

- Synchrony isn't as good as we would like
- Flocks differ in their degree of synchrony both within and between years
- Some factors that influence synchrony are outside of our control

## WHAT OPTIONS ARE THERE IN COMING TO GRIPS WITH THE PATTERN OF SYNCHRONY?

- Monitoring synchrony in the flock
- Use teasers with harnesses
  - 24 To 30h – initial matings occur
  - 30 To 48h – most ewes in oestrus
  - 48 To 60h – action abating
  - After 60h – not much happening
- Use adequate number of teasers - assess action from fence line
- Dilemma – ai starts before pattern can be fully established

## IMPORTANT POINTS (2)

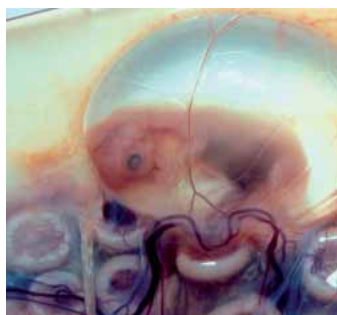
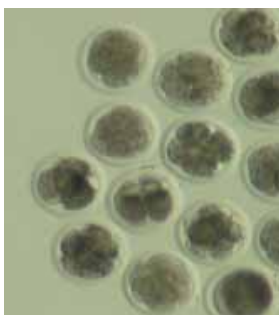
- Time of onset of oestrus is an indicator of “normality”
- 24-30h after pessary removal an important time
- 50-60% Marks (or more) desirable at the start of ai (45-48h after pessary removal)
- Become concerned if there are <40-45% marks at 40-45h

## “RAM EFFECT” ESSENTIAL

- “Ram effect” induces oestrus in non-cycling ewes
- There can be problems early in the breeding season

Ewes may:

- Cycle normally
- Cycle and then stop
- Ovulate without oestrus
- Ovulate without oestrus but then cycle normally 18-24 days later
- Show no response to the teasers
- End result – a very poor synchrony



## IMPORTANT POINTS (3)

- Time of year can adversely affect success of ai/et particularly in “seasonal” breeds
- Avoid trying to breed too early in the “breeding season”
- Imperative to monitor patterns of oestrus
- Good semen + good synchrony = good result
- Poor semen + good synchrony = average result
- Good semen + poor synchrony = disappointing result
- Poor semen + poor synchrony = disastrous result

## THE DILEMMA OF SEMEN QUALITY

- Most programs use lap ai - facilitates the use of low sperm numbers and poor quality semen
- Good quality thawed sperm starts to lose fertilising ability after 6h

Loss of fertilising ability as sperm wait for eggs (good quality, high sperm no.)

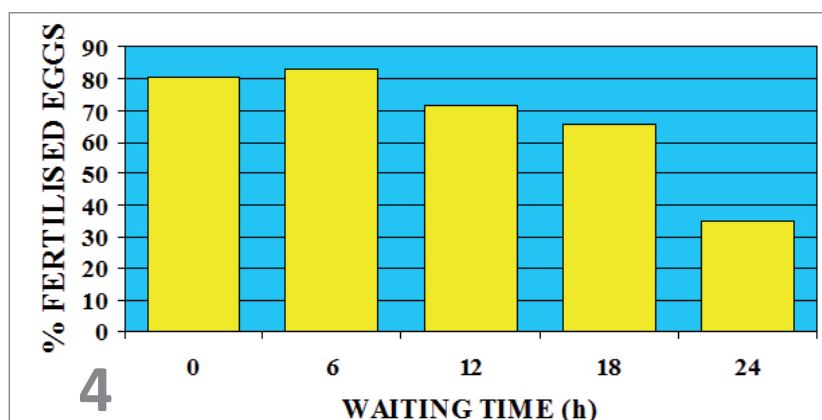
(See figure 4 below)

## STRATEGIES TO MINIMISE THE PROBLEM OF POOR SEMEN

- Use semen from proven rams
- Preferably a proven batch
- Maximise insemination dose
- Proof of semen quality
  1. Equipment to check quality
  2. Laboratory test (ivf)

## ewe NUTRITION AND THE SUCCESS OF AI/ET

- Nutrition – historical perspective
- Pre-mating – “flushing” - improve ovulation rate
- Pregnancy/lactation – high nutrition
  1. Enhance fetal/lamb growth
  2. Maintain ewe condition



# MAXIMISING RESULTS FROM AI AND ET PROGRAMS

## CONTINUED

### FOUR STAGES WHEN NUTRITION IS IMPORTANT

- 2 Months before ovulation - eggs start final maturation
- 0-6 Days before ovulation - egg maturation completed
- 0-6 Days after ovulation - embryo quality
- 6-20 Days after ovulation - embryo development/implantation

### NUTRITIONAL STRATEGIES TO IMPROVE THE SUCCESS OF AI/ET

- Increase diet (1.3M+) to improve ovulation rate (flushing)
- 2 Months before ai/et

Apply maintenance diet during:

- Pre-ovulatory period (6d before ai)
- Early embryo development (6d after ai)
- Implantation (about 20d after ai)
- Increase diet (1.3-1.5M) during: Mid pregnancy and lactation

### BREEDING PERFORMANCE REFLECTS LIFETIME NUTRITION

Effects of nutrition are cumulative:

- Within generations
- Between generations

### MATERNAL NUTRITION CAN AFFECT THREE GENERATIONS

- Different times of the breeding cycle require different levels of nutrition
- Nutritional strategy can be reasonably simple – maintenance or 1.3+M at different times of year
- Changes in nutrition to be gradual
- Beneficial effects are cumulative across generations



*photo courtesy Ian Turner Superior Selections*

# GENOMICS SNP CHIP PILOT PROJECT 1

SHEEP CRC | SHEEP GENETICS AUSTRALIA | MLA | AWI | **SAM GILL**

## AIMS & OBJECTIVES

- Road test the use of SNP chip in a commercial situation
- Look at critical control points of supply chain
- Can we use SNP chip information to improve breeding decisions?
- What is the most cost effective process?
- How long will it take to get information back?
- What quality control is needed?

**88 White Suffolk sheep were selected for this Pilot Project**

## WHAT HAS HAPPENED SO FAR

First reports have been sent

- Merinos
- Terminals (PD, WS, SUFF, TEX)

Information improving monthly

- More measurements = better accuracy
- More traits can be included

Evolving marketplace

- 50k SNP chip > \$150 - \$200 (wholesale)
- Does not include DNA extraction, labour, etc

## PROJECT TIMELINE OVER 8 MONTHS:

1. Sheep Genetics sends test kits to breeders
2. Breeders send samples received back to SGA
3. Samples sent to UNE lab to extract DNA
4. DNA extracts sent to Commonwealth lab to be genotyped
5. Genotype data sent to UNE for analysis
6. Genomic Breeding Values (GBV) sent to AGBU for analysis
7. Research Breeding Value (RBV) sent to SGA for reporting
8. SGA sends reports to breeders

## WHAT WE HAVE LEARNT FOR NEXT TIME

- Importance of inventory tracking
- Which is the most cost effective DNA collection method
- It will continue to get better...
  - Quicker turnaround
  - More traits at higher accuracy

## THE DNA SNP CHIP IS ADDING ONE MORE SOURCE OF INFORMATION TO THE CALCULATION OF BREEDING VALUES

- You can get Research Breeding Values (RBVs) at birth, weaning, post-weaning or after
- Depending on what stage – and hence what other records included – the accuracy of the RBV will change, but the Genetic Breeding Value (GBV) alone will not
- The accuracy of the GBV and the RBV depend on
  - a) the genomic accuracy
  - b) the trait heritability

## WHAT'S NEXT - PROOF OF CONCEPT

- A number of pilot program rams in the 1st phase have been selected as sires in Information Nucleus
- Will get progeny test on both standard and difficult to measure traits
- Will be able to do correlation against current RBVs

## ASBV'S TRAITS:

Existing: PWT, PEMD, PFAT

Future: SF5, IMF, LMY, CWT, CEMD, CFAT, POLL, CARWELL, MYOSTATIN, CALPISTATIN

## NEXT STEPS

- Proof of concept / pilot project II
- Use pilot project for last round of IN sire selection
- Testing rams in the information nucleus for 2011 lambs
- Strategic sampling of next round sires using pedigree
- Testing young sire programs rams and evaluating those
- Benefit:cost analysis of potential products
- Next round of RBV / genomic traits
- Horn / poll test
- Eating Quality
- Carcase traits
- Cost of production calculator

# CARCASE AND QUALITY TRAITS FOR 2020

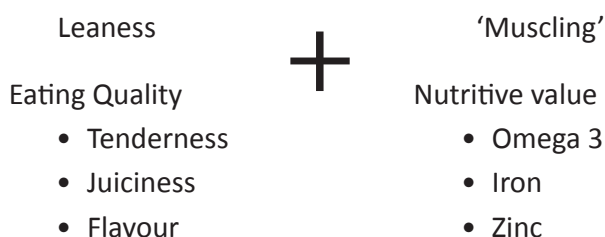
## – WHAT WILL RAMS NEED TO POSSESS ?

PRESENTED BY **SAM GILL** ON BEHALF OF **PROFESSOR DAVID PETHICK**, MURDOCH UNIVERSITY WA

### SUMMARY

- **Lean Meat Yield**
- **Eating quality**
- **Human health snapshot**

### CONSUMER DEMAND



Lean meat yield - Very important for profitability and consumer satisfaction - consumers prefer meat NOT bone and fat !

### BACK TO BASICS

#### 5 PILLARS OF CONSUMER DEMAND:

- Integrity & Traceability
- **Enjoyment & Convenience**
- Nutritional value
- Ethical systems
- **Value & efficiency**

### INTO THE FUTURE WITH INFORMATION NUCLEUS

100 sires/dams, range of production systems – 5 years

see below.....



### MEASURE NEW & TRADITIONAL MEAT PHENOTYPES

- Carcase
- Lean meat yield (bone, muscle, fat)
- Skin traits
- Glycogen, pH, fresh colour
- Retail colour
- Tenderness (shear force, connective tissue)
- Muscle fat phenotypes (omega 3, intramuscular fat)
- MSA consumer eating quality
- Iron, Zinc

DELIVERY → Info nucleus → Sheep Genetics Aust.

### KEY TERMINAL SIRE TRAITS FOR LEAN MEAT YIELD

- Growth (WWT, PWWT)
- Reduced fat depth (PFAT)
- Eye muscle depth (PEMD)

### CARCASE TRAITS SUMMARY:

#### Growth (PWWT)

- - For heavier carcase
- Growth is good - but watch birth weight/lambing ease

#### Reduced fat depth (PFAT)

- - For leaner carcase

#### Eye muscle depth (PEMD)

- - For more muscle where you need it!

These are all doing their job



## WHY NEW CARCASS BREEDING VALUES?

There is a clear –ve association between yield and eating quality

We must measure both and manage

Heritability

- Tenderness (shear force) 0.38
- Intramuscular fat (IMF) 0.39

INF data – mean intramuscular fat

Ideal value 4-6%

Current average is 4.2% (Xbred lamb)

So we are OK but 'bumping' toward the bottom end

Important correlations - genetic

- LMY vs IMF: -0.50
- GR fat vs IMF: +0.35
- LMY vs tenderness -0.30
- IMF vs tenderness +0.70

Can we select for both LMY and tenderness?

INF intramuscular fat data says:

- 3 → 6% IMF
- Shear force tenderness down by 1 kg
- This is a serious change!!
- PLUS we know IMF influences flavour – thought to be the key vehicle
- Flavour a key driver for lamb

## THE PLAN IS TO EVOLVE AN MSA MARK II

- Evolve a new predictive MSA lamb model
- Incorporating new genetic and non genetic effects
- Manage yield and eating quality
  
- Still not possible to 'grade' every lamb carcass (i.e. to get a marbling score)
- So the cheapest and simplest option is to use genetics to underpin the eating quality
- This could be used on a 'mob' basis

Suggest it will use eating quality genetics

- Loin shear force and consumer scores
- Loin intramuscular fat
- Topside tenderness and consumer scores
- Flavour genetics and consumer scores

**Eating Quality claims will in part relate to the sires used**

## PRELIMINARY EATING QUALITY DATA

–sire solutions for tenderness and overall liking

- MLA and CRC have finished consumer testing the loin (high quality) and topside (lowest quality) from 740 INF lambs:
- The sire solutions suggest about 10 points variation
- This variation may be enough to underpin
  - A4 vs 5 star loin grill
  - A fail vs 3 vs 4 star topside grill
  - Depending on sire used
- A further 940 lambs will be tested in 2011 New Directions – next steps

## NEW DIRECTIONS –NEXT STEPS

FIRST

- Calibrate our new meat science data against consumers
- Including understanding of how to get a tender topside

THEN

- Use 'bread and butter genetics' = LAMBPLAN™ to manage the eating quality with lean meat yield
- Plus deliver MSA mark II

## HUMAN HEALTH -HERITABILITIES

- Minerals –Iron, Zinc
  - Myoglobin (red meat Fe) 0.22
  - Zinc 0.21
- Omega 3 fatty acids
  - 3 key fatty acids 0.25-0.37

We can clearly manage these as well

## CONCLUSIONS - LEAN MEAT YIELD

- Still a very important trait
- Important consumer trait
  - Growth
  - Muscle
  - Fat
  - Dressing %

But now can balance this with

- Eating quality
- Human health

## OUTCOMES

- Improve product quality
- Increase efficiency of production
- Improve TOTAL consumer appeal

# MANAGING ANIMAL NUTRITION WITHIN THE SEEDSTOCK OPERATION

RUMINANT NUTRITIONIST **ANTHONY PEARCE** HILLS FARM SUPPLIES –  
MOUNT BARKER SA TELPARA SUFFOLKS & HAMPSHIRE DOWNS | TELPARA HILLS BRANGUS

## OVERVIEW

- My Role
- Seedstock Nutrition – the difference
- Nutrition Management & Feedstuffs
- Targets/Requirements/Timelines
- Creating a Sale Ram plan
- The individual farm

## MY ROLE

- To interpret research .
- To understand how best to implement research at a farm level.
- To aim for incremental improvement of the farm business
- To find the best management fit to suit individual needs

## SEEDSTOCK NUTRITION – THE DIFFERENCE

- More than performance alone.
- The phenotype needs to back up the genotype
- Why? We are not completely rational beings
- Expectations – it needs to look like what we think it should, this can be very individual.
- The animal not only needs to look good , it needs to perform and last – just like every good product.
- Often we are on show throughout the year, a first impression may be a lasting impression.

## WHAT DOES THIS AMOUNT TO?

In the stud game it is not just performance, it is about **MARKETING** the product as well.

Remember we are in sales, just like every other small business, numbers alone may not be the defining point, nutrition alone may not be the defining point, presentation alone may not be the defining point, but add them all up and it starts to make a big difference.

## NUTRITIONAL MANAGEMENT – HOW CAN IT HELP OR HINDER SUCCESS?

From a commercial producers view there are number of excellent projects that focus on management of the ewe flock (Sheep CRC), grazing strategies (Prograze) and benchmarking that allow producers to successfully improve \$/ha generated.

All these practices are very relevant to the sheep seedstock industry, but there are also some differences in the focus due to the end product – that is the sale ram.

However the feedstuffs are the same it is just how we apply them that may be different...

## FEEDSTUFFS

We need to have some knowledge of the basic groups of feedstuffs we are likely to encounter on farm;

- Concentrates
- Forages
- Minerals
- Feed Additives



## FEEDSTUFFS - CONCENTRATES

- Cereal Grains, Pulses, Protein Meals
- What are the nutritional specifications?
- What grains are best fed to what class of animal both economically and nutritionally?
- What can go wrong, what are the nutritional risks, short term and long term?
- What facilities and equipment do I have on farm?
- Time, how much do I have?

## FEEDSTUFFS - FORAGES

- What is the expected quality of home grown feed?
- Can I influence this?
  - Grazing Management
  - Fertiliser Program
  - Pasture Varieties
  - Variable Rate Treatment
  - Short and Long Term Plans for the business
  - Conservation strategies
  - Nutritional knowledge, understanding forage quality on hand

## CONSIDER FORAGE OPTIONS, CAN I GROW MORE WHEN I REALLY NEED IT ?

- Not all grasses were created equal!!!
- Using varieties to match needs
- Role of minerals in flock performance
- Feed Additives – specialist situations
  - Yeasts – Levucell SC
  - Rumen Buffers – Acid Buf
  - Rumen Modifiers – Bovatec
  - Organic (Chelated) Trace Minerals
  - Mycotoxin Binders
  - Electrolytes
  - Protected Fats
  - Protected Amino Acids
  - Protected B group vitamins

We need to understand what are our feedstuff options (to meet **requirements**), how they can help or hinder (reaching our **targets**) and how long to we need to get there (**timeline**).

## TARGETS/REQUIREMENTS/TIMELINES

**Targets** – what is required or acceptable weight for age targets. What condition score when, what visual description

**Requirements** – Dry matter intake potential, protein, energy, mineral and vitamin requirements, what may be limiting growth potential, fertility etc.

**Timelines** – How long have I got, plan well ahead of time, execute plans as agreed.

## CREATING A SALE RAM PLAN

Key times when correct nutrition can make all the difference:

- Flushing/Conception/Early & Mid Pregnancy
- Pre-Lambing (last 6 weeks)
- Lambing/Early Lactation
- Weaning
- Growing Out
- Preparation for Sale and Breeding



Check out the website  
[www.whitesuffolk.com.au/conference](http://www.whitesuffolk.com.au/conference)  
For more details presented at this session

## SUMMARY

- Seedstock Nutrition – understand the difference and manage your enterprise accordingly.
- Nutrition Management & Feed Groups – Consider seeking nutritional advice to determine how best to allocate resources and avoid any unnecessary pitfalls. Remember you are marketing the animal.
- Targets/Requirements/Timelines - Gather knowledge about your market and plan when and how to get there.
- Creating a Sale Ram plan – It is a long process from start to finish and these animals are often the most visible part of the operation to outsiders to judge you on.
- The individual farm – Find the formula that best suits you and your farm to deliver the best product possible

## HILLS FARM SUPPLIES

CAN HELP YOU WITH:

- Animal Nutrition, Health & Feeds
- Pasture and Forage Crop Management
- Animal Management Supplies

Phone Anthony Pearce on 0439 676184

# LAMBPLAN UPDATE 2011

SHEEP GENETICS AUSTRALIA **HAMISH CHANDLER** LAMBPLAN PROJECT OFFICER

## LAMBPLAN TERMINAL ANALYSIS UPDATE JULY 2010

- Updated analysis parameters
- Reset base
- Sire x flock year model
- Reproduction model
- Service sire filter
- ET lambs
- Trends
- Impact on Indexes
- Timing of future changes

### UPDATED PARAMETERS

- Heritabilities and correlations of traits have been updated in the LAMBPLAN Terminal analysis
- The range of breeding values within a trait is expected to decrease
- Due to lower heritability (not performance)
- Correlations between old and new breeding values remains high

BWT	0.10										
WWT	+++	0.15									
MWWT			0.06								
PWT	++	+++		0.20							
AWT	++	+++		+++	0.35						
PFAT	-	-		-	-	0.25					
PEMD	-	-		-	++	0.30					
YGFW		+		+	+	-		0.29			
PWEC				+		-	-		0.20		
PSC		++		+++	++					0.30	
NLW	+	+		+	++					++	0.04
	BWT	WWT	MWWT	PWT	AWT	PFAT	PEMD	YGFW	PWEC	PSC	NLW

- / + = 0.1 to 0.24 = low, - - / + + = 0.25 to 0.49 = moderate, - - - / + + + > 0.50 = high

Terminal LAMBPLAN genetic parameters for key traits. Heritabilities are on the diagonal; indicative genetic correlations are shown below the diagonal.

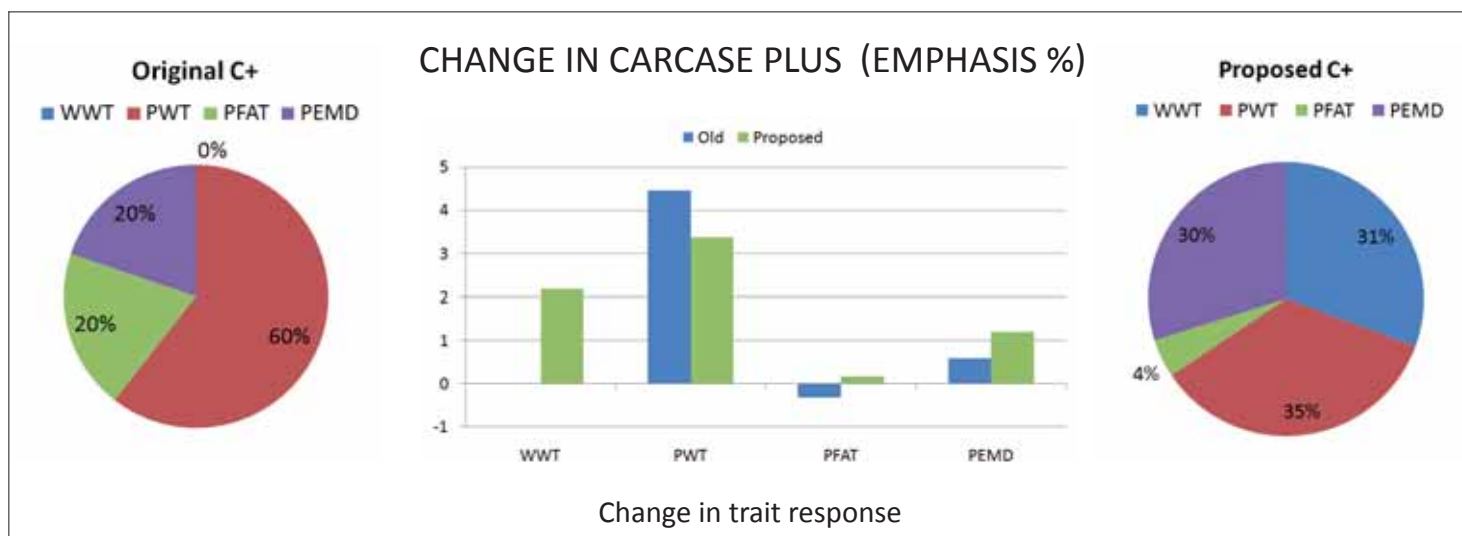
### CHANGES TO INDEXES

- Changes to the parameters resulted in less variation in ASBVs
- In turn this led to less variation in Indexes
- The changes to parameters had a flow on effect to the response expected from indexes, especially Carcase +
- Carcase + weightings will be updated this year!

### MATCHING ASBVS TO MARKETS

Lamb carcase weight	Ewe type	Generic ASBV Specifications			
		BWT (kg)	PWT (kg)	PFAT (mm)	PEMD (mm)
18 - 22kg (Trade)	XB ewes	<0.5	>8	-1.0 to -0.5	1 to 3
	Merino Ewes	<0.4	>8	-0.5 to +0.5	1 to 3
24kg + (Export)	XB ewes	<0.5	>10	- 1.5 to -0.5	0.5 to 3.5
	Merino ewes	<0.4	>10	-1.0 to 0	0.5 to 3.5

Note that these are general suggestions and should be adjusted based on experience and in consultation with your ram breeder



## SOFTWARE AND SG WEB SITE

- Pedigree Wizard currently being upgraded
- New website features:

Semen Catalogue  
 Sale Catalogues  
 Pen Cards  
 Mating Predictor

## MANAGEMENT GROUPS

Management groups identify animals that have equal opportunity to express their potential

### Breeder defined management groups

- Birth weight – paddock effects
- Weaning weight – paddock effects
- Post weaning management group
- Sickness
- Orphan / fostered lambs
- Show & sale teams
- Time off feed

### Single Sire Management Groups

Progeny from a single sire that are run together do not allow Sheep Genetics to separate genetic and environmental effects on performance

Single Sire Management Groups should be avoided

## NEW DEVELOPMENTS

Weaning Scans will be introduced in March

- 80% correlation with later scan ASBVs
- Will have to use a minimum condition score as well as weight range as a guide

Matings Module to be implemented asap

- To allow recording of AI and Joining dates, Pregnancy Scan results, joining and lambing groups

Online reports/Flock health check

## DATA QUALITY

### Accurate pedigree

- Sire (% of flock)
- Dam
- Date of birth (Bulk date vs week of birth)  
(AI vs natural)

### Whole flock recording

- Selective recording (excessive culling) may lead to severe biasing of ASBVs
- Rams for maiden ewes
- OVIS adjusts for ewe age but it is recommended that rams used on maidens also be used over some mature ewes

### Submitting selected data

Significantly reduces the accuracy of the Breeding Values supplied.

## FUTURE DIRECTION FOR WHITE SUFFOLKS

- More attention needs to be paid to maintaining moderate BWT and LE
- Excellent gains have been made for growth  
Needs to be balanced with greater gains to muscling
- Continued attention to moderate fat depth

# THE “WHYS” AND “HOWS” OF WORM TESTING

IAN CARMICHAEL SARDI

## WHAT IS WORM TESTING ?

- **Collection of dung samples from part or whole of a flock**
- **Laboratory examination for worm eggs**
- **Lab report and decision on action or storage of data**
- **Also called - ‘monitoring’ or ‘wec’**

## WHAT DOES WORM TESTING DO ?

- Worm testing measures the number of worm eggs per gram of sheep faeces - epg
- The result indicates one thing only
- It gives an idea of the level of infection with adult worms and the egg laying capacity of the females
- Both of the above may be regulated by density dependent factors outside the direct control of the host
- Therefore wec may not be linearly related to either the immune response or actual parasite burden
- As such, wec may be considered to be simply an indicator of resistance

## FACTORS AFFECTING WEC

- Chance exposure
- Variation within an individual sample
- Accuracy of the test
- Diarrhoea or fasting
- Age of infection
- Immune status of host
- Parasite species

## WHAT IS WORM TESTING USED FOR ?

- To confirm decisions that worm levels justify drenching
- To establish whether a drench has worked
- To determine if worms are contributing to scouring or poor condition
- To indicate the amount of infection going on to a paddock
- To underpin genetic selection for worm resistance
- To assist in selection of replacement sires and to provide information to ram buying clients
- Diagnostic worm testing
- Worm testing to obtain breeding values

## CONDUCT OF DIAGNOSTIC EGG COUNTS

- To limit cost, bulk (composite) counts usually from 15-20 fresh samples
- Best to collect individual samples and let the lab do the job of combining equal amounts from each animal
- Fresh faeces is collected from the ground or directly from the animal
- Do not yard sheep overnight
- Put faeces in esky or on ice immediately. Do not freeze
- Ensure that samples are representative
- Sandwich bags work very well for this process



*Photo courtesy Julie Klante “Wesswood” stud*

## INTERPRETATION OF DIAGNOSTIC EGG COUNTS

- Disregard reference to tapeworms, trichuris and chab / oes (large intestinal worms)
- Disregard nematodirus counts, except in lambs up to marking
- Consider trich / ost counts, which include:

Trichostrongylus  
Ostertagia  
Haemonchus

Eggs cannot be differentiated. Culture of larvae and specialist identification needed

## LIMITATIONS OF DIAGNOSTIC EGG COUNTS

- Measure egg output in dung but do not detect immature worms
- More reliable in young animals
- Each mob may be quite different – cannot apply results across the farm

## CONDUCT OF EGG COUNTS FOR GENETIC RESISTANCE

- Animals
- Heritability
- Timing
- Preliminary testing
- Final testing

## ANIMALS

- Test valid for any class of animals but obviously most progress if done on rams
- Maternal common environmental effects account for a large proportion of the observed variation in unweaned lambs
- The very earliest that testing should be done is at weaning. Preferable age at least 12 weeks

## HERITABILITY

- Genetic variation exists only for acquired resistance
- Ranges in different studies from 0.2 - 0.4
- Most genetic variation is within flocks, meaning that no particular stud is more resistant than another, even those in wormy areas
- In WA some seasonal variation in h2 – greater when used for selection in winter
- Selection decisions made more accurate using multiple egg counts per animal

## TIMING

- Do first measurement at or shortly after weaning
- If necessary, postpone the weaning drench until counts are high enough
- The best ages are around 9 months and then around 15 months but in many cases this may not be practical because worm egg counts do not get high enough
- In WA some seasonal variation in h2 – greater when used for selection in winter
- Selection decisions made more accurate using multiple egg counts per animal

## PRELIMINARY TESTING

- Do WEC on 20 individual samples. This is a screen to see whether you should proceed further
- If counts are not high enough or properly distributed do not proceed further. Test again in 2-3 weeks and review.
- To proceed
  - There should be no more than 10% of zero counts
  - Average count should be around 300 epg
  - Average count should not be dominated by one or two high counts
- Sometimes this whole process will not work out due to seasonal factors and will have to be abandoned

## FINAL TESTING

- Individual samples from the rectum – 2-3 teaspoonfuls minimum
- Need at least two people
- Do not yard sheep until needed or hold overnight in paddock without feed
- If animals empty put them aside or identify and re-sample later
- Label carefully. Prepare labelled containers beforehand. Be careful with plastic bags
- Place in Esky straight away. Refrigerate samples if despatched
- Do you trust Australia Post ?
- Do early in week and have them pre-booked in to the lab
- Let the lab make decisions about adjustment for moisture content but inform them that this is required

# RECIPES FROM MAGGIES KITCHEN

JOHN WIESNER



1. Maggie Beer addressing the group at the AWSA Conference



2. John Wiesner with his Maggie Beer style, home cooked Dukkah Lamb Cutlets



## KIBBEH (A)

### Ingredients

500g lamb loin or leg completely denuded of all sinew. (Either buy the mince and ask the butcher to put it twice through at the smallest aperture, or take off the loin or leg, chop into small cubes and then process in a food processor.)

100 g finely cracked Wheat. (This takes the mixture further. In our family we don't add the finely cracked wheat but then I'm using Saskia's milk fed lamb so I don't have to count the extravagance of it.)

- 1 tsp ground Cumin
- 1 tsp ground Allspice
- 1 tsp Coriander
- Pinch of cayenne
- Sea salt

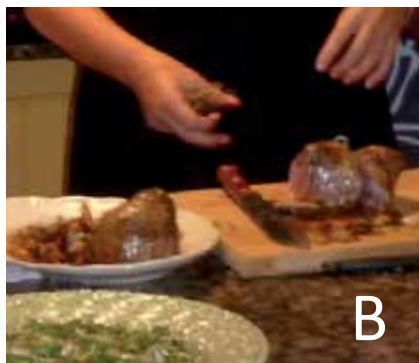
### Ingredients For the Topping

- 1 Eschallot, very finely sliced
- 1 Spring onion, finely sliced
- Zest and juice of a Lemon
- Pinch of sweet smoky paprika
- 2 tbsp flat leaf Parsley, freshly chopped
- 2 tbsp fresh Mint, chopped
- Freshly ground black pepper to taste
- Extra Virgin Olive Oil

### Method

Blend all ingredients, except the topping, into a smooth paste in a blender. It's important that it's very fine but not over processed.

If using the finely cracked wheat - rinse thoroughly, place in a pot with plenty of salted water and bring to the boil. Reduce the heat to a simmer and cook until tender - about 10 to 15 minutes. Remove from the heat, strain and rinse under cold running water. Allow to cool completely before adding to the remainder of the ingredients.



## ROASTED LAMB BLADE MUSCLE (FROM SHOULDER) (B)

Heat butter and extra virgin olive oil in pan and melt to a nut brown colour. Place blade muscle into pan and seal, turning to seal all surfaces. Remove from heat and cover in a mix of olive oil and rosemary. Place into an overproof dish and roast in oven for 20-25 minutes. Remove from oven and rest for 15 minutes (this allows muscle to relax and become tender).

While resting, cook up some squashed garlic cloves and cut-up shallots in extra virgin olive oil. When meat has rested, pour garlic shallot mix over roast and carve. Serve with potatoes and vegies.



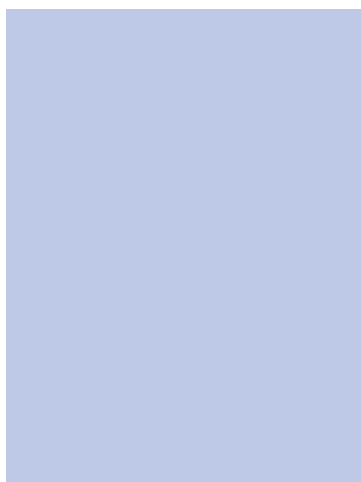
## MAGGIE BEER'S DUKKAH LAMB CUTLETS (C)

Place loose dukkah on a plate. Press cutlets into dukkah and coat both sides. Cover and put in fridge for half an hour to set and allow meat to absorb flavours. When cooking in pan or on barbeque, place cutlets fatty side down, side by side (see picture) for a couple of minutes before putting on the flat side. Turn after 5 minutes. When cooked, set aside for one minute. Serve with mashed potatoes and vegies.

JUDGES JULIE AND KATE SCORED JOHN 8/10 FOR HIS LAMB CUTLETS!!

# HAMILTON BEEF EXPO

FEBRUARY 2011



## White Suffolks were successful in both the Lambplan Trade and Export pen of three ram lamb classes at Hamilton's Beef Expo.

Judge Craig Mitchell in commenting on the pen of three ram lamb classes said "the quality of the sheep overall was excellent". He said "these rams will suit their markets very well and go on to produce the lambs that the producers are buying."

Entries were strong with 7 pens of three entered in each of the Lambplan Trade and Export classes. These classes were judged 50% on their respective Lambplan index and 50% on points allocated by the judge.

## PHOTOS

1. Steve and Debbie Milne, Waratah White Suffolks, first place in the Pen of three lambs (Lambplan Trade).
2. Ian and Sarah James, Iona White Suffolks, first place in the Pen of three lambs (Lambplan Export).

## PLACEGETTERS:

WS = White Suffolk  
PD = Poll Dorset  
T = Texel

### BEEF EXPO 2011 PEN OF 3 RAM LAMBS - LAMBPLAN TRADE

Stud	Breed	Tag No. Ram 1	Trade Index	Tag No. Ram 2	Trade Index	Tag No. Ram 3	Trade Index	Lambplan points/50	Structure /20	Market Suitability/15	Eveness /5	Skin Quality/5	Breed Type /5	Visual points/50	Total Lambplan +Visual/50
1. Waratah	WS	832	113.9	833	113.2	843	113.3	48.0	17	12	4	5	4	42.0	90.0
2. Bruan	PD	459	115.4	478	113.9	479	114.3	49.4	16	10	3	5	4	38.0	87.4
3. Bruan	PD	55	113.4	101	113.3	229	114.1	48.2	16	11	4	5	3	39.0	87.2
4. Waratah	WS	775	112.8	786	113.1	792	113.6	47.5	15	11	4	5	4	39.0	86.5
5. Somerset	WS	57	114.8	87	114.1	83	112.9	48.7	14	11	3	5	4	37.0	85.7
6. SW Genetics	T	20	112.5	38	113.5	46	115.2	48.1	15	10	3	5	4	37.0	85.1
7. Iona	WS	11	111.6	33	112.2	40	112.5	45.6	15	10	3	5	4	37.0	82.6

### BEEF EXPO 2011 PEN OF 3 RAM LAMBS - LAMBPLAN EXPORT

Stud	Breed	Tag No. Ram 1	Trade Index	Tag No. Ram 2	Trade Index	Tag No. Ram 3	Trade Index	Lambplan points/50	Structure /20	Market Suitability/15	Eveness /5	Skin Quality/5	Breed Type /5	Visual points/50	Total Lambplan +Visual/50
1. Iona	WS	12	117.4	17	119.2	29	117.3	47.1	10	10	4	5	4	33.0	80.1
1. Bruan	PD	187	118.5	271	119	402	118.7	48.1	11	9	3	5	4	32.0	80.1
3. Waratah	WS	761	118	799	119.8	859	117.4	47.7	10	9	4	5	4	32.0	79.7
4. Bruan	PD	450	119.1	461	118.7	464	118.2	48.0	8	9	4	5	4	30.0	78.0
5. Waratah	WS	823	118.4	877	118.2	878	119	47.8	9	9	4	4	4	30.0	77.8
6. SW Genetics	T	88	119.4	89	117.5	98	121.8	48.5	8	8	4	5	4	29.0	77.5
7. Somerset	WS	1	110.9	8	115	12	116.8	42.5	10	10	4	5	4	33.0	75.5

# YARRAHAPPINI STUD HAS A NEW HOME

MEDIA RELEASE BY IAN TURNER

*Mike Barton (left), Wellington, NSW is pictured with Paul Routley, Almondvale, Urana, NSW in front of the loaded Yarrahappini White Suffolk ewes, ready for transit to the Almondvale property, Urana.*



**The Routley family, Almondvale White Suffolks, Urana, NSW has just completed the private purchase of the major proportion of the highly respected Yarrahappini high performance stud, formally owned by Mike Barton at Wellington, NSW. This bold expansion, takes the Almondvale White Suffolk breeding strength to 750 outstanding quality ewes.**

Since commencing the Almondvale White Suffolk stud in 2002 to add another “string to their bow”, Paul Routley has not looked back in his quest to produce industry leading rams that can make a positive difference to their clients’ profitability, and their own of course.

Paul’s father Peter established the family’s renowned Bond stud and when Australia’s prime lamb industry progressed from being primarily part time to now being a professional industry and major world player in its own right, the decision to expand into the popular White Suffolk breed was a no-brainer for the Routley family.

Paul Routley is passionate about the breed and his family’s flock, and in less than 10 years Almondvale has gone from foundation to the 750 high quality ewes in now runs. Demand for the Almondvale rams is increasing in line with wider recognition of their quality. At their 2010 sale they had a total clearance of 70 rams at auction to \$2000 twice and at a \$1067 average; selling 145 rams for the year. This purchase gives them the capacity to meet the growing demand for their rams and expand it further than would be possible through natural increases.

Mike Barton founded the Yarrahappini stud in 1984, but commenced working with the breed at its very beginnings with Professor Euan Roberts at the Hay Research Station in the late 1970s, plus he was heavily involved with the Prime Lamb Genetics group. The flock has used Lambplan performance data heavily

in its selection and is widely recognised as a high performance stud. In more recent years Simon Beattie has also classed the flock.

The Routleys had the pick of the entire stud and the 160 selected 2005 to 2009 drop ewes in the acquisition arrived at the Almondvale property last week. They are due to commence lambing in early April, with the Almondvale ewes to follow from mid May. These purchased ewes carry a lot of Bundara Downs and Detpa Grove bloodlines as well as the long established Yarrahappini lines and complement the Almondvale ewes very well.

“We have always looked at any opportunity that will enable us to increase our capacity to meet the growing demand for high quality prime lamb sires. Therefore the availability of such a highly respected stud as Mike’s was an opportunity we couldn’t let pass,” Paul Routley said.

“These ewes are very similar to ours in type and maturity pattern; the type sought by most producers in the Riverina when sourcing rams to maximise their profitability,” he said.

The Routleys have always believed in investing in quality and have bought both volume and top quality at the last four Detpa Grove mated ewe sales, giving them infusions of the leading genetics in the breed. They have also purchased three top sires from Detpa Grove, including two last year. In 2004, Paul Routley also purchased the Allengate stud in its entirety, giving another significant lift in quality breeding ewe numbers.

Mike Barton said that after 26 years it was pleasing to see the Yarrahappini stud stay together in one group to carry on their influence in the breed. He was particularly pleased that they are now in the hands of such an enthusiastic, switched on and passionate breeder of livestock as Paul Routley.

# ROYAL CANBERRA SHOW RESULTS 2011

25-27 FEBRUARY 2011, EXHIBITION PARK IN CANBERRA

## **Ram, Showing Milk Teeth Shorn and Untrimmed**

1. "Timor" Jason & Vicki Barker
2. "Kurralea" JE & KM Prentice
3. "Kurralea" JE & KM Prentice

Highly Commended: "Warburn" A & M Dissegna

## **Pair Rams, Showing Milk Teeth Shorn and Untrimmed**

1. "Kurralea" JE & KM Prentice
2. "Warburn" A & M Dissegna
3. Yanco Agricultural High School

## **Ram, Showing Milk Teeth shorn and untrimmed, born after 1st June**

1. "Kurralea" JE & KM Prentice
2. "Kurralea" JE & KM Prentice
3. "Warburn" A & M Dissegna
4. Yanco Agricultural High School

## **Ram, Two Tooth and Over Shorn and Untrimmed**

1. "Warburn" A & M Dissegna
2. "Jarrabay" Jarrod Alcorn

## **Ewe, Showing Milk Teeth Shorn and Untrimmed**

1. "Warburn" A & M Dissegna
2. "Warburn" A & M Dissegna
3. "Borrehma" M & R Wall

## **Pair Ewes, Showing Milk Teeth Shorn and Untrimmed**

1. "Warburn" A & M Dissegna

## **Ewe, Showing Milk Teeth Shorn and Untrimmed, Born After 1st June**

1. Yanco Agricultural High School
2. "Jarrabay" Jarrod Alcorn
3. Yanco Agricultural High School

Highly Commended: "Timor" Jason & Vicki Barker

## **Ewe, Two Tooth and Over Shorn and Untrimmed**

1. "Jarrabay" Jarrod Alcorn
2. "Warburn" A & M Dissegna
3. "Borrehma" M & R Wall

## **Group, Consisting of 1 Ram and 2 Ewes**

1. "Jarrabay" Jarrod Alcorn 313

## **CHAMPION RAM "Kurralea" JE & KM Prentice**

## **RESERVE CHAMPION RAM "Timor" Jason & Vicki Barker**

## **CHAMPION EWE "Warburn" A & M Dissegna**

## **RESERVE CHAMPION EWE "Jarrabay" Jarrod Alcorn**

## **MOST SUCCESSFUL "Warburn" A & M Dissegna**



**CHAMPION EWE  
"WARBURN"**  
held by Mark Dissegna

**CHAMPION RAM  
"KURRALEA"**  
held by Ben Prentice

THIS PHOTO COURTESY OF  
THE LAND

# WAGIN WOOLORAMA SHOW RESULTS 2011

11-12 MARCH 2011, WAGIN SHOWGROUNDS WESTERN AUSTRALIA



**CHAMPION RAM "DANHAVEN"**

**Ram over 2 years old**

1. "Brimfield" M Whyte

**Ram under 1 year old**

**Autumn Born**

1. "Danhaven" D Griffiths
2. "Brimfield" M Whyte
3. "Ashbourne" S Kerin

**Ram under 1 year old**

**Winter Born**

1. "Brimfield" M Whyte
2. "Sasimwa" G & K Cole
3. "Valencia Downs" G & J Smith

**Pair of rams**

1. "Sasimwa" G & K Cole
2. "Ashbourne" S Kerin
3. "Yanda" J & S Argent

**Objective rams**

1. "Valencia Downs" G & J Smith
2. "Brimfield" M Whyte
3. "Ashbourne" S Kerin

**CHAMPION RAM**

**"Danhaven" D Griffiths**

**RESERVE CHAMPION RAM**

**"Sasimwa" G & K Cole**

**Ewe under 1 year old**

**Autumn Born**

1. "Sasimwa" G & K Cole
2. "Ashbourne" S Kerin
3. "Ridge Top" D Carter



**CHAMPION & SUPREME EWE "SASIMWA"**

**Ewe under 1 year old**

**Winter Born**

1. "Ridge Top" D Carter
2. "Sasimwa" G & K Cole
3. "Ashbourne" S Kerin

**Ewe over 2 years old**

4. "Ashbourne" S Kerin
5. "Brimfield" M Whyte
6. "Danhaven" D Griffiths

**Pair of ewes**

7. "Yanda" J & S Argent
8. "Ridge Top" D Carter
9. "Kantara" K Ladyman

**Ram and 2 ewes**

10. "Ashbourne" S Kerin
11. "Yanda" J & S Argent
12. "Ridge Top" D Carter

**Progeny group**

13. "Ashbourne" S Kerin
14. "Brimfield" M Whyte
15. "Ridge Top" D Carter

**CHAMPION EWE**

**"Sasimwa" G & K Cole**

**RESERVE CHAMPION EWE**

**"Ashbourne" S Kerin**

**SUPREME WHITE SUFFOLK**

**"Sasimwa" G & K Cole**