

WHITE RIVER

MERINO & POLL MERINO STUD

DANIELL & SONS PTY LTD

March 2011 Newsletter - Summer Edition



2011 On Property Sale Rams at Poochera, Feb 2011

WHITE RIVER CALENDAR

Tuesday March 22nd - Display at Burra Oval

Monday July 11th - Displaying at Wudinna Showgrounds as part of EP Merino Pre Sale Expo

Thursday August 11th - On-Property Inspection Day our full sale team at our Poochera Property at 1pm

Tuesday August 16th at 1pm - White River Annual On-Property Ram Sale at our Poochera Property

* Ram Sale team Catalogue on website 1st week in August

www.whiterivermerinos.com

Welcome to our summer edition of our biannual White River Newsletter. We believe it is important to keep our clients informed on the happenings at White River and up to date on what will have an impact on their already highly valuable merino enterprise.

THE SEASON IN REVIEW

As with most areas of SA we enjoyed a terrific season (after a slow start) in 2010. We were fortunate to have virtually no ill-effects of any late rain. Although we had horrific mice numbers through the winter we only had a couple of crops noticeably affected by them. We enjoyed a wonderful ram selling season with another total sell out. We should have extra rams for sale this year - a benefit of our relocation and the opportunity to produce more lambs.

Even with the mice we would certainly take 2010 all over again!!

Breeding ewes were in terrific condition at joining and we look forward to a good lambing. At time of writing we are crutching, preg testing, summer shearing and getting organised for our display at the SA Merino Field Days at Burra Oval on March 22nd.



WHITE RIVERS SHEARING SEPT 2010

Considering an early feed shortage (mice affected pastures) our 2010 shearing produced an excellent result. Off shears our 1540 breeding ewes were in good condition, plain bodied and cut well. Our wool clip test results reflected the continuous **nothing but the best** pressure we place on wool quality.

	MIC	CF	SL	Yield
Hoggetts	17.9	99.4	108mm	67.1
Mature Ewes	62 bales of fleece wool			
	19.5	99.1	104mm	65.5
Lambs	17.5	99.5	44mm	66.9
Clip average 19.4 micron and 95mm SL				

Of interest this is what EP Shearing Contractors team had to say:

"White River has large framed ewes with plenty of condition, however once you manage to drag them out they comb good and sit fairly well, if required I would have no hesitation in doing next years shearing". Charlie Sciascia, Cavendish, Victoria.

"The sheep are large framed, well grown sheep that shear well. But I'm still happy to see the end of the big buggers". Justin Holman, Kangaroo Island

And this is from the wool classer -

"I have classed White River's wool clip over many years right back to the 1970's and it is a pleasure because they are a very straight line of white bold fleeces, averaging between 8-10kgs skirted that microns below what it appears".

Denis Kroemer, Tumby Bay



Shearers washing line Shearing time at Poochera - No need for a Hills Hoist!!!

We continue to strive for the optimum Dual Purpose Merino. We are Nationally acclaimed for the body size, construction, and growth rate of our sheep and our wool now sits with the very best of our type, as our shearing wool tests indicate.

CLIENT SUCCESSES

Client successes with their economic returns are what drives us to greater production levels. The Merino sheep wool and meat industry is charging forward at the moment and clients who have stuck with White Rivers Big Dual Purpose type Merino are enjoying extreme times.

Why people buy White River Rams:

Cummins clients of 25 years Denny and Carmel Sheehan "Kertawilla":

"White River has more genetics than a lot of other studs. Their sheep have never let us down. They are big sheep that cut a lot of wool and they have certainly improved our wool quality".

Edillilie clients of 20 years Robert, Sue and Daniel Parsons "Wandillilie":

"We like White River's body size and quality of wool - the profitable things - and generally easy care sheep".

Cummins clients of more recent years Bill, Graham and Steve Fuss:

"We are impressed with White Rivers Big frame, genuine Dual purpose merino sheep. Long stapled white, bright wool. And we get a good reception from the stud and the people themselves".

Curramulka clients of 33 years Charlie, Pedro and Steve Parsons (and their late father Ern) reckon:

"White River sheep are great big bodied sheep with nice long stapled white medium wool, we are more than happy - we wouldn't keep going over there if we weren't".



Interstate repeat buyers Jim and Jay Fischer "Echo Downs" Yanac Vic:

"We like White Rivers broad genetic base, they are large framed and heavy wool cutters with a sound constitution. These are the reason we have chosen to buy White River Rams". Buying approx 10 rams each year.

SOME FEB 2011 CLIENT HIGHLIGHTS:

Yorketown clients of 33 years Ken and Harry Maas - 1210c/kg for 14 bales 19.0 micron 72.5 yield hoggets wool.

The Robert Parsons family sold 350 wether lambs at \$140 each.

Elliston clients Len and Joy Newton (volume buyers of White River auction rams) - 1172c/kg for 9 bales of 18.3 micron wool.

The Henery family "Alpana Station" Flinders Rangers - 77 Nov Shorn wethers at \$135.

INDIVIDUAL STUD HIGHLIGHTS



Stud highlights were well noted in Rural Newspapers during Spring. Our genuine superstar Kaldoonera 9778 took all before him in the show ring - he was never beaten!

In an astonishing 3 month period Kaldoonera won:

Magnus Australia Supreme Champion Merino or Poll Merino Ram or Ewe at the 2010 Royal Adelaide Show. (First time a young autumn shorn has won the award)

Riverina Wool Australian Champion Hogget Ram award at the 2010 Hay Sheep Show.

Gave White River it's 10th consecutive win in the Eyre Peninsula Merino Ram of the Year Award at the 2010 EP Stud Merino Breeders Pre Sale Expo at Wudinna.

In amongst all that we journeyed to the Bendigo Sheep Show in July and displayed him (not shown) where he attracted huge interest from breeders all over Australia. As a result semen demand from him has been huge and 3000 doses have been sold to studs from all mainland states.



At Poochera we paddock mated Kaldoonera with 105 Special Stud Ewes and artificially inseminated him to 125 Special Stud Ewes at Eyre Park - we can't wait for the lambs!



2011 ON PROPERTY RAM SALE TEAM

With such a great feed year and coupled with the genetics we are pouring in to the two studs, this year's sale team are marching along very well.

At the time of writing, we intend to lift our offering to 200 rams all in the one auction, thus catering for new clients and increasing selection options for all clients. We are aiming to offer approx 130 Merinos and 70 Poll Merino Rams. We will continue our policy of completely paddock run rams - get them in the morning of the sale irrespective of the weather as we did in 2010!

Our Policy of offering completely paddock run rams was met with huge approval - we will continue to prepare the top 15/20 for the market that requires preparation.

Merino Sires strongly represented in this year's team are Collinsville Olympic 22 (sold for \$28,000 in 2009) WR Majestic 111, Venus Family, Premier Family and Ice Magic (son of Icing) and the White River Bred Lewisdale 202.

The Poll Merino offering is particularly exciting with our first crop of youngsters from Leachim 609 we purchased for \$24,500 in partnership with Allala Stud in 2009 - His progeny are very big, plain, long bodied with superb wool tests. I would expect approx 40 sons of L609 will be in our On Property Sale.

Also in the Poll Catalogue will be the first progeny offering of Roemahkita 8365 we purchased for \$12,000 in 2009 and Moorundie Park L400 for \$6,500 in the same year.

Also represented will be the perennial evergreen Ridgway Advance 570 (whose semen is still sought after by other studs) and RA 133.



2011 On Property Sale Rams at Poochera, Feb 2011

We welcome any enquiries and or inspection of our stock at any of our calendar of events, or anytime year round. Just give us a call.

There has never been a better time to be in highly profitable White River Dual Purpose Merinos!

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