

WHITE RIVER



• DANIELL & SONS PTY LTD •
MERINO & POLL MERINO STUD

**WELCOME TO
WHITE RIVER @ MINNIPA**



www.whiterivermerinos.com

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WHITE RIVER @ MINNIPA**

WHY MINNIPA?

WHY NOT!

In September 2008 the Daniell family considered the possibility of relocating its entire Merino Stud & farming operation to the Minnipa area, where Wes & Jacqui were already farming and running a large portion of the White River Stud, on the Eyre Park Property purchased in 2006.

After much deliberation we believed the opportunity and benefits of centralising our farming and Stud breeding business together with the scope and opportunity that farming in that area can offer encouraged us to make the decision to sell our Port Lincoln Property and expand “up there”.

We have purchased another Property “Kuddleba Well” on the Northern edge of Poochera, where John and Margaret and of course the Rams will reside!



“Kuddleba Well” property at Poochera

SAME QUALITY, JUST A NEW LOCATION!

LOOKING TOWARDS THE FUTURE

The move will enable John and Wes to work more closely. Not only will the day to day Stud management be simplified also the structuring of breeding programs, performance and bench marking, data collection and mothering up for pedigree information will all be more efficient.



Wes and John working more closely together sept 08

Of course the move will also help facilitate the transition of Stud management to the next generation. We will also be closer to two of our Granddaughters!!!



Future generation showing an intrest at a very young age!

We have been extremely pleased at the way our sheep have performed at Minnipa in the last 2 years. The country is very strong limestone medic clover country and the growth and maturity in our young sheep in two extremely dry feed years has been most impressive.



Some of the Sale Rams after our Ram Sale at our Eyre Park property

We believe this puts us in the enviable position of being able to grow out big growthy young rams for sale - with a minimum of fuss and input costs. Our Kuddleba Well Property where it is envisaged that the Annual White River Ram Sale will take place, is situated only 10km from Poochera, off the Eyre Highway - it is actually closer to Adelaide and obviously all points East of Port Augusta than our Port Lincoln Property was.



First load of our Ewes being unloaded at our "Kuddleba Well" property at Poochera, where John and Margaret will make their new home.

WHAT WILL NOT CHANGE:

We have made this move to not only continue to supply our extremely loyal client base with highly profitable genetics but improve and expand on what we do.

As evidenced by so many loyal repeat clients the White River type of Merino has been so enormously successful for so many commercial and Stud clients for so many years that we will retain the same type of big, plan bodied animal covered with a long stapled, nourished high quality fleece. We will continue to build on this type and continue to strive for

Bigger, Plainer, Better!



We have continued an extensive AI program at our Eyre Park Property, this will not change! In Nov/Dec 2008 White River did another extensive AI program using the best Sires available on 850 Special Stud Ewes.

We have an unconditional focus to continue to supply the most profitable Merino Genetics for our clients - *that will definitely continue.*

Our after Sale service of complimentary classing of clients flocks, assisting in Ram selection, Sheep husbandry advice and of course we will continue our commitment to deliver an organised personalised delivery of clients purchases. That will all definitely continue.

We will still only be a phone call away!



Ram Sale at our Eyre Park Property 2008

Our type has performed in many different environments - in 28" rainfall at Port Fairy in Victoria, 18" rainfall in the Upper South East area, 6" rainfall country at Kingoonya/Glendambo, all over Eyre Peninsula, plus any areas in between ***THAT WILL NOT CHANGE!!***

WHAT WILL CHANGE:

Obviously the Annual White River Merino and Poll Merino Sale will NOT be held at Port Lincoln - We intend organising a bus for transport of Clients up to Poochera on Sale Day!

We intend to specially look after approximately half of the Sale Rams in a suitable facility, the balance of the sale team will be more paddock orientated with a minimum of shedding. They will obviously display a lighter drier tip and surface - but underneath that they will display the depth of quality the Stud is renowned for!!

We intend to do even more internal benchmarking and pedigree recording enabling us to really capitalise on the huge investment we have already committed over many years.

White River intends to re-enter the Adelaide Royal Ram Sale and showing from 2009 and participate in the Autumn Shorn section.

Please feel free to call us or better still - come and visit, we would love to show you around.

See you all Sale Day!



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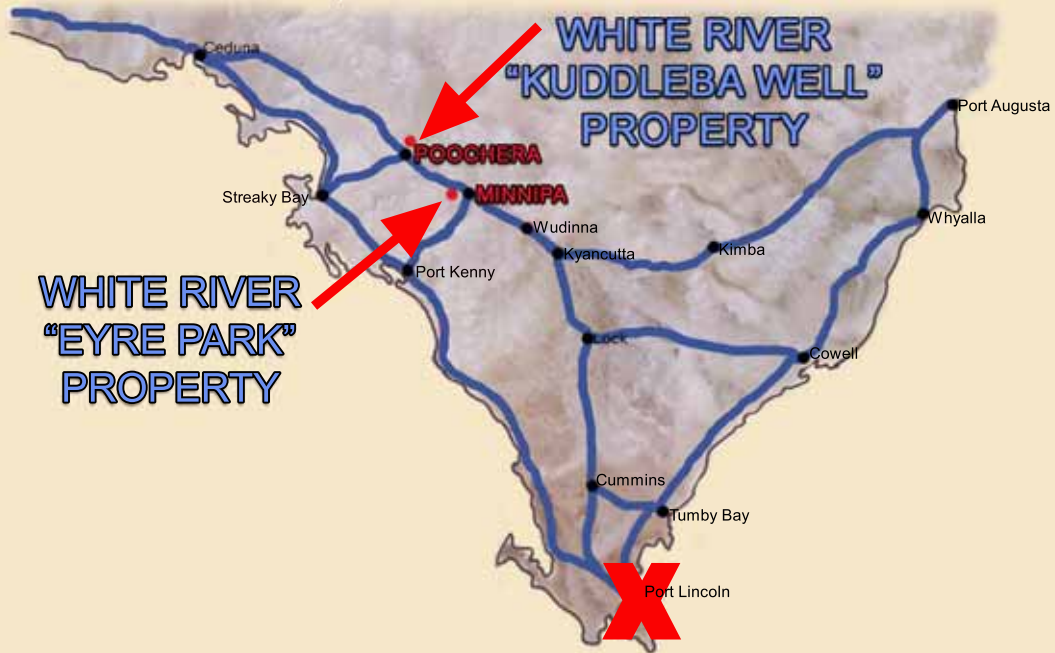
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**ALL ROADS LEAD TO
WHITE RIVER'S NEW LOCATION!**
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