

UARDRY

July 2010

INTRODUCING SIMS UARDRY POLLS

Charles Mills (Uardry) Pty Ltd has added a new feature to the highly successful Sims Uardry stud. 2010 will see the launch of the Sims Uardry Poll Merino flock (Stud No. 1387). With the growing demand for good Poll genetics throughout Australia, Uardry saw a strong future for the growth of Poll Merino rams within Australian flock enterprises.

The breeding direction of the new stud is clear; to produce the Sims Uardry type with no horns. The dual purpose characteristics of the Sims Uardry blood are the benchmark of the Modern Merino; large plain bodied fertile animals with soft lustrous free growing wool.

The Sims Uardry Poll stud was established in 2008 with the purchase of 200 Morundie Park Poll stud ewes with an A.I. program using Leahcim semen. Rams were also purchased from Ridgeway Advance Poll Merino stud to be joined to 500 Sims Uardry stud ewes that were transferred into the Sims Uardry Poll stud.

Uardry has diversified into the Poll gene in response to increasing enquires from sheep producers within the pastoral areas. We also believe this is a market within the Merino breed that will grow.

"The growing demand for poll genetics in Australia as a natural progression. The more registered Poll studs there are the more rapid genetic development of the Poll gene" stated Uardry Manager, Ben Lane.

Sims Uardry Poll will be offering 50 rams at the Foundation Sale on Tuesday, September 21 with an additional 150 available for private selection in October.



12 month old Sims Uardry Poll rams to be auctioned at the Foundation sale

KIAGARTHUR WINS DON BROWN COMPETITION

Fletcher International Exports' Kiagarthur Station, Condobolin won the 30th annual Don Brown Memorial Ewe Competition in February of this year.

The competition was conducted over two days with renown judges, Kim Henderson, Grogansworth stud, Bowning and Tom Ashby, Ashrose North, Gulnare, South Australia responsible for assessing the 14 flock entries.

The flock on display for Kiagarthur Station comprised of 275 Merino ewe hoggets recording an average body weight of 71 kilograms. Results from shearing saw the ewes cut 10.5 kilograms of 20.6 micron wool, with a yield of 66.6% to average \$6.20/kg greasy, returning a fleece value of \$65.47.

The winning flock was established in 2007 with the purchase of 400 cast-for-age Uardry ewes, with an additional 800 secured over the past two years. Sims Uardry genetics have also been incorporated through the use of semen through an artificial insemination program.

Kiagarthur Livestock Manager, Angus Girdle (pictured right) explained that in addition to the property's lamb production entity they have in recent years focused on a small Merino flock to increase sufficient ram numbers to serve the 25,000 Merino ewe flock at the Fletcher family's property, Habnarey at Lightning Ridge.

Kim Henderson commended the Fletcher family's enterprise and Sims Uardry blood ewes as "...magnificent sheep, showing bright, well-nourished, long stapled, soft wool."

"They are really an example of the modern Merino with their superb bodies and staple length, all the qualities you need in good wool."

Co-judge, Tom Ashby, said the bulkiness of the ewes' fleeces was tremendous. "When you look at the quality of the wool underneath, you can see the really good genetics coming through," Mr Ashby said.



Photo courtesy of The Land

The Benchmark of the Modern Merino

Competing in a field of 72 entrants from four states it was the Sims Uardry stud that took the honours as the Australian All-Purpose Merino Champion at the 2009 Australian Sheep & Wool Show in Bendigo last July. It is the fourth consecutive year the stud has won the sought after title.

All ram entrants were objectively tested and scanned for both wool and meat attributes with Andrew Calvert of Tasmania and Andrew Bouffler of Lockhart, New South Wales responsible for the visual assessment component.

Mortlock tested 18.2 micron with a comfort factor of 99.7, weighed 105kg, and had 6.5mm of fat and an eye muscle area of 39mm.

The winning ram initially won Champion March-shorn Merino ram before taking out the All-Purpose award.

Sired by Sims Uardry Stirling, the ram had previously claimed honours such as the 2009 Australian Champion Merino Hogget Ram at Hay, and 2009 Riverina Ram of the Year.

Sims Uardry manager Ben Lane said "the all-purpose award was becoming bigger each year and was the one everyone wants to win".

Judge, Andrew Bouffler, also commended the ram as being a "standout and a great animal for the future of the Australian industry."

"It has good fat cover and stacks up visually and objectively," he said. "I really believe that the saviour of the wool industry would be the lamb industry, and vice versa."

Pictured are the four Sims Uardry Australian All-Purpose Champion Merino rams.

Semen from these sires is available for sale, please contact Ben Lane 0427 206 239.



2009 ~ Mortlock
TAG: S080600
MC: 18.2
SD: 2.8
CV: 13.7
CF: 99.7%
EMA: 39mm
BW: 120kg



2008 ~ Governor
TAG: S070719
MC: 21.5
SD: 3.1
CV: 14.4
CF: 99.5%
EMA: 40mm
BW: 119kg



2007 ~ Bertie
TAG: S060096
MC: 19.6
SD: 2.9
CV: 14.8
CF: 99.8%
EMA: 40mm
BW: 117kg



2006 ~ Goliath
TAG: S050889
MC: 18.3
SD: 2.7
CV: 14.8
CF: 100%
EMA: 41mm
BW: 114kg

On-Property Sale Results



The 2009 Uardry Foundation sale on September 22, drew a crowd of almost 100 people to inspect the exceptional line-up of 120 Uardry and Sims Uardry Merino rams. Particular attention was paid to Lot 1 of the sale, the champion young Sims Uardry ram, Mortlock (S080600). Mortlock's success in 2009 include Australian Champion Merino Hogget Ram; Australian All-Purpose Merino Ram, Bendigo; and Riverina Ram of the Year.

Competition was strong for the Lot 1 position as the price soared to \$20,000 at the fall of the hammer. The successful bidders for the 120 kilogram ram were a syndicate comprising Duncan Farming, Ranfurly, New Zealand; Roger Matthews of Borambil Stud, Balldale, NSW; Rowly Paterson, Wirrinourt Pastoral Company, Willaura, Victoria; and J & M Kilpatrick, Rocklyn Stud, Great Western, Victoria.

Uardry Manager, Ben Lane described Mortlock as really stamping the Sims type. He is a good big plain bodied ram with excellent lock structure and fibre alignment. Mortlock (x Sims Uardry Stirling, 5.541) measured 19.0 micron, 2.8 standard deviation, 13.5 co-efficient variation and a near perfect comfort factor of 99.5%.

The sale was well represented by repeat buyers and new clients with 117 rams being sold to an average of \$1309.

The second top sale price of \$5000 was paid for two Sims Uardry rams, Lot 2 and Lot 3. Buyers were Fletcher International Exports, Dubbo; and JA & K Keatley of Jamestown, South Australia respectively.

Volume buyers included long standing Uardry client, Bruce Atkinson of North Tuppal Pastoral Company, Finley who purchased 20 rams. Tubbo Station, Darlington Point paid a top of \$2750 and an average \$1271 for the 16 rams purchased. Frank McKillop of Nyngan also purchased 16 rams. G & D Meyer took home 9 rams to Kaniva, Victoria. Robert Bull, Currajong, Narrandera; and Bloomfield Pastoral Company, Blackall, Queensland each purchased 6 rams. NW Moore, Timbie, Yeoval; Merritop Pastoral Company, Hay; and D & I Munro of Rankins Springs each secured 5 rams.

Uardry Management would like to thank all successful bidders and underbidders for their ongoing support in 2009.

Boxed up and still “living off levies”!

When will we accept that we desperately need a new business model for the wool industry?

Last year there was a “whiff of it in the air!” viz. Klaus Steger’s IWTO address. However, since then we seem to have regressed. We’ve a host of “steady as she goes”/“strategic” policies featuring innovation and R&D coming from a host of fiefdoms, “living off levies”, some of whom don’t seem to know to whom they are answerable. Where’s the corporate Governance in our industry? AWI’s lost a very capable CEO. The new CEO will be the 4th appointment since 2005. We have also lost an overseas AWI director in acrimonious circumstances.

Yet in NZ the contrast is acute, “*With demand for merino wool starting to exceed supply.*”

This begs the question what are we doing wrong? Unless we can face up to this simple question, we’ll never amend our ways. We live in a democracy and hopefully a free market unhobbled from the agrarian socialistic past. Thus I would have thought criticism that suggested overdue change should be viewed as a healthy response to improving the “status quo”. **Remember change is the only constant!** The pace of change has never been faster in other industries, yet this industry sets records in “new technology and innovations” we are told. Despite an annual budget of c. \$60M, AWI has not apparently conveyed to the American market the issues re mulesing according to independent findings from WA by Dr Sneddon.

Why we, as quality driven merino growers, are putting up with this stifling constipation, I don’t know. We go out of our way literally hundreds or sometimes thousands of kilometres to improve our sheep genetics. Yet we remain myopic in our vision of our wool’s future in the processing pipeline. Why are we ritualistically beholden to wholesale auction of our wool; in hectares of prime industrial warehouses around the country used only a fraction of the year because that was how it was set up over 50-100 years ago. We’re almost like lambs to slaughter on a 1900’s industrial conveyor belt. Business models do change, otherwise that dear-old-dyed-in-the-wool industry dies. Other industries have surged ahead by offering the customer enhanced value underwritten by an assured chain of custody. Estate vineyard wine sells at a considerable premium to cask wine because of its quality and provenance. Why’s the market for NZ Merino socks, supplied through Ice Breaker/Smartwool, expanding exponentially? Why aren’t we explaining why merino socks last much longer than cotton ones and have much higher wicking properties to draw away sweat and smells? Uardry’s NZ clients marvel at the NZ progress and the assured wool price they receive.

In January 2010 The Economist reported the sinister discovery of fire retardants still used in many US manmade fibres to improve their fire resistance. Yet did we pick this up and run with it? We know wool is naturally and wonderfully fire retarding without the need of toxic chemicals that have seeped into three generations of wearers! But do our markets?

Meanwhile NZM Chairman John Nichol reports:- “*The process has been robust and at times demanding but it has forced us to further raise the bar in our thinking regarding sector innovation, integration and in particular value capture for farmers and the broader New Zealand economy.*”

Yet we have niche companies, here in Australia, that “value capture” for growers. For instance, Peter Vandeleur of e-wool® and NewMerino® met with 40 brands, retailers and processors overseas who could see the benefits of the new era offered by a genuine supply chain of custody, coupled with the improved image of wool IWTO, with its staff of 2.5, has made in the last two years. Consumers value the beauty and performance of Australian merino wool. Now with **NewMerino®**, the rapidly growing population of socially conscious consumers can be confident that the merino products they buy are produced with consideration and integrity all the way back to the farm. However, growers just don’t seem to ‘cotton on’ and are confused by the vested interests of established fiefdoms.

Doesn’t it make you livid that others are living off levies while we underperform relative to our NZ Merino producers?

Graeme Black FAICD

MD of Charles Mills (Uardry) Pty Ltd/ Chairman of Taltarni and Clover Hill Vineyards

UARDRY SPRING RAM EXPO

9am Wednesday, August 18

TOP INDUSTRY SPEAKERS

Roger Fletcher, Fletcher International Exports & AWI Director

Alex Russell, NSW Industry & Investments, It’s Ewe Time!

Michael O’Brien, NSW Farmer of the Year 2009

INTRODUCING THE NEW SIMS UARDRY POLL STUD

History Recreated at North Tuppall

More than 16,000 spectators flocked to Bruce Atkinson's North Tuppall Station, Tocumwal on June 4 & 5 to witness 72 blade shearers recreate Tom Roberts' painting, *Shearing the Rams* (1890). 6000 Sims Uardry blood ewes crossed the board in what was a piece of Australian history.

The iconic woolshed was originally established in 1864. In its first 10 years in operation it saw more than three million sheep shorn. Not only is the shed reknowned for its size and scale, but it was the first shearing shed in Australia to move away from blade shearing by installing machine hand pieces. Not since 1910 has the shed seen all 72 stands in action.

Among the blade shearing team were Uardry and North Tuppall classer, Ian Lilburne; Manager, Ben Lane; and Stud Overseer, Dale Bruns, all of whom were honoured to partake in such an historical event.

It is estimated it took more than 10,000 man hours from more than 400 volunteers to refurbish the North Tuppall shed and its 88 metre long T shaped board. Proceeds from the weekend will assist in funding the Australian shearing team at the Golden Shears World Championships in Wales this July.

Congratulations to Bruce Atkinson and his family for hosting such a magnificent occasion.

(Photo courtesy of The Land)



Client Success at Hay

The thousands of dollars in prize money offered at the Hay Merino Sheep Show contributed to the record entries at this year's event held on June 19.

The show drew well known studs from New South Wales, South Australia and Victoria, whilst also attracting competition on a commercial level with sheep producers comparing their flocks.

Recognition of success from the day included Uardry client, Bede Schiller (pictured left) of Raheen, Hay. With few sheep numbers due to the severity of the drought, Bede took out the Les Milliken trophy for Best pen of unhousted Merino flock ewes; the Uardry trophy for Best pen of 5 medium wool Merino flock ewes; and the Geoff Norman Memorial trophy for Champion flock ewe hogget. Such results reflect the strength of the Raheen flock.

Dan and Natalie Dowling of Merritop, Hay also displayed a quality pen of flock ewes winning Champion pen of flock ewes north of the Lachlan. The Dowlings claimed second place in both the Les Milliken and Uardry trophies.

In the Junior Judging event, a talented field of 13 young sheepmen competed for the 2010 title. Uardry Jackaroo, Lachie Barclay from Beac, Victoria was successful in winning the event, closely followed by fellow Uardry Jackaroo, Tom Upton.

UARDRY EVENTS IN 2010

Australian Sheep and Wool Show, Bendigo ~ Friday, July 16 to Sunday, July 18

Hamilton Sheepvention Sale ~ Tuesday, August 3

Uardry Spring Ram Expo ~ Wednesday, August 18

*Introducing the new Sims Uardry Poll stud
Top Industry Speakers*

Dubbo National Merino Ram Sale ~ Thursday, August 26

Uardry Stud Foundation Sale ~ Tuesday, September 21

50 Poll Merino & 90 Merino two-tooth rams

Manager Ben Lane 0427 206 239 Classer Ian Lilburne 0428 505 252

Representative Jason Southwell 0429 039 521 Qld Representative Boyd Webb 0408 587 012

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