

A GOLDEN HAT TRICK

Uardry 0.1 is most remembered for its appearance on the Australian shilling from 1938 until decimal currency was introduced in 1966.

This ram was not just a pretty face, he was the Sydney Royal grand champion ram in 1932.

With the introduction of decimal currency in 1966, the "shilling ram" (as it was more commonly known) was replaced with a more nationalistic approach being a selection of native animals. In 1991 the "shilling ram" re-emerged on a 50 cent coin to celebrate 25 years of decimal currency. Now in 2011, 45 years since decimalisation, Uardry 0.1 makes a come back, a hat trick, starring on the golden dollar coin.



JUNIOR JUDGING SUCCESS

A field of more than 20 young Merino enthusiasts took to the floor at the 2011 Australian Sheep and Wool show at Bendigo last week to compete for the Victorian Stud Merino Breeders Association Junior Judging title.

The title was won by 19 year old Uardry Jackaroo, Todd Mullan of Eastville Park Merino stud at Wikepin in south eastern Western Australia.

The competitors were judged on their accurate assessment of a group of four Merino ewes presented for inspection, together with a presentation made to the judging committee.

Fellow Uardry Jackaroo, Daniel Rogers of Mount Yulong Merino stud at Balmoral, Victoria, received second place with Keith Chapple of Gerogery, New South Wales awarded third.

Congratulations is also extended to Uardry Jackaroos, Tom Upton of Hamilton, Victoria; James Wilson of Lightning Ridge, New South Wales; and Keith Chapple who were recently placed first, second & third respectively at the Hay Merino Sheep Show in June.

UARDRY PAYS TRIBUTE

Uardry would like to pay tribute to the passing of two well-known Merino identities earlier this year.

Tragically, 26 year old Andrew L'Estrange of Belswick Merino stud, Condobolin NSW was killed in a motor vehicle accident in March. Andrew was involved in the family's Merino stud operations and on the Don Brown Flock Ewe Competition committee. Our thoughts are with his parents, Peter and Terrie L'Estrange and sister, Amie.

Well respected ram breeder, Graham Black of Awapiri Station in the Awatere Valley in New Zealand was also killed in a motor vehicle accident in February.

Graham was highly recognised in New Zealand and Australia as a Merino stud ram breeder and judge, and for mentoring young people in the Merino industry. Graham's influence and involvement in the New Zealand Merino industry saw he and his wife, Beverley awarded the 2010 Canterbury A&P Association's Dakins Ambassadors of the Year award. Graham was also awarded life membership of the New Zealand Merino Society—"an honor bestowed very infrequently". Graham is survived by his wife, Beverley and their 3 children and grandchildren. Our thoughts go out to them.

2011 EVENTS CALENDAR

HAMILTON SHEEPVENTION SALE, Hamilton VIC ~ Monday, August 1—Tuesday, August 2

RIVERINA RAM OF THE YEAR, Deniliquin NSW ~ Friday, August 19

DUBBO NATIONAL MERINO SHOW & SALE, Dubbo NSW ~ Tuesday, August 23—Thursday, August 25

UARDRY STUD FOUNDATION SALE, On-Property ~ Tuesday, September 20

Offering 70 Merinos & 70 Poll Merino two-tooth rams

FLOCK RAM SELECTIONS, On-Property ~ Late September onwards

Manager Ben Lane 0427 206 239 Classers Ian Lilburne 0428 505 252 / Stuart Hodgson 0427 908 831

Representatives Jason Southwell 0429 039 521 Bill Mildren 0427 243 221 Boyd Webb 0408 587 012

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Charles Mills (Uardry) Pty Ltd ABN 26 000 006 691

UARDRY

JULY 2011

SIMS UARDRY POLL TOPS AT \$8000

The 2010 Uardry Foundation sale was a significant event for Charles Mills (Uardry) Pty Ltd as the Sims Uardry Poll stud went under the hammer for the first time. The newly formed stud proved a huge success with the Sims Uardry Poll rams selling at a premium to average \$2,240 for the 57 rams offered.

The lot 1 position topped the sale with Ballatherie Poll Merino stud of Hillston securing this outstanding Poll ram, P090217, for \$8,000. The 21 micron ram recorded a standard deviation of 3.2, 15.2 coefficient variation and 99.3% comfort factor. Ballatherie also took home lot 2, Sims Uardry Poll, P090032, for \$3,500.

The sale saw the entire line up of 150 rams sell to average \$1,670 and gross \$200,500.

Volume buyers included, Bruce Atkinson of North Tuppall, Tocumwal who purchased 16 rams. The Munro family, The Brae, Rankin Springs averaged \$1386 for the 7 rams purchased. Rob Bull of Narrandera bought 9 rams to average \$1638, and Faraham Pastoral Co of Girilambone took home 8 rams.

Uardry stud manager, Ben Lane, was impressed with the quality of the rams across the whole sale.

"The Merinos were fine examples of their types with excellent quality wool, large body structure and wide horn setting."

"The demand for the Poll rams is a strong signal that Poll genetics are the future of the Merino industry and Uardry aims to be a leader in this field."



Above: Landmark agent, Geoff McDougall; Uardry Managing Director, Graeme Black; buyer, Mark Peters, Ballatherie Poll Merino stud, Hillston; Uardry Overseer, Dale Bruns, and Stud Groom, Lachie Barclay; Ballatherie classer, Stuart Hodgson; and Uardry Manager, Ben Lane.

UARDRY WELCOMES STUART HODGSON

A restructure in the classing of Uardry's Merino enterprises sees Stuart Hodgson OAM appointed as Stud Classer of the Uardry and Sims Uardry Merino studs.

Stuart's association with Uardry extends more than 15 years. Since joining Landmark in 1995 he has supported Uardry at shows, field days and ram sales in which he has purchased many rams and genetics for stud and commercial clients both in Australia and overseas. Stuart's philosophy on sheep breeding compliments Uardry's breeding objectives to produce a modern, well balanced, free growing Merino. Stuart's excellent reputation and dedication to the Australian Merino industry was recognised when awarded an Order of Australia Medal in 2005 for service to the Merino sheep industry through stud flock management and improvement.

Ian Lilburne's strong association with Uardry continues as Classer of the new Sims Uardry Poll Merino stud. Ian wishes to focus on breeding quality Polls in large numbers at Uardry. The Lilburne family has been integral in the breeding success of the Uardry sheep for four decades. Ian succeeded his father, the late Tom Lilburne, as Uardry's Classer in 1995. His experience and foresight in breeding the "Modern Merino" will ensure the future success of the Sims Uardry Polls.

Pictured: Newly appointed Uardry and Sims Uardry classer, Stuart Hodgson.



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Progressing the Australian Merino

The price experience for wool growers over the last seven months has yet again changed attitudes toward Merino enterprises. History tells us that after every strong and rapid price rally there is a counter balancing fall. During this current short period of buoyant prices we need to avoid complacency to ensure we don't again endure a long period at the margin of viability.

To avoid volatility, a new approach needs to be taken by a new generation of woolgrowers. Currently, there is a significantly changed environment for the Merino industry which will persist in the future. To start with, wool is no longer just wool. Retail brands refer to 'Merino' in decision making, the word 'wool' is not used. Wool is old and generic, Merino is new and specific.

A new generation of consumers: There is now a new generation of consumers with a heightened awareness of the environment and animal welfare. This has created a need for brands and retailers to take care to protect their brand image and consequently, traceability and provenance are becoming necessary.

New generation wool growers: The current generation of young people managing farms, are educated, computer literate and have a businesslike approach to farming. This generation has an understanding of their farming environment and what is required to sustain and improve it, that is in many ways matching the aspirations of consumers.

New generation genetics: Some years ago Dr Jim Watts started new thinking about breeding Merino sheep for fibre outcomes. This movement toward breeding plain bodied dual purpose sheep has the benefit of a more fly resistant sheep as well as improved meat quality. The concept of the plain bodied sheep has become accepted and there are now a number of breeds (Uardry Dohne™, Sims Uardry™, Sims Uardry Poll and SRS® Merino are examples of this) delivering these attributes.

New generation of concern for animal welfare: The mulesing issue has done damage to the image of Australia as the dominant producer of high quality Merino fibre has provided an opportunity for New Zealand, South Africa and South America to establish themselves with a profile as viable suppliers. This is a position they previously did not have. The Australian wool industry needs to accept that animal welfare issues will not go away - they have to be resolved.

New generation of environmental concern: Textile production, from beginning to end, is very demanding on the environment. Sustainable farming systems, environmental issues, chemical use, water use, electricity and other manufacturing elements have become prominent and measurable criteria to brands, retailers and consumers. This concern has spawned NGOs and certification organisations dedicated to providing methods eg the Black Family's Simmonds Lumber being the world's first with DNA Lumber® to enable independent DNA certification for legal hardwoods. World Wide Fund for Nature forest co-coordinator Jana Blair said the DNA profiling was a promising tool in the global campaign to stop illegal forestry.

New generation processing technologies: Over the last ten years technologies have developed enabling Merino to be used in many new products and formats. You need only to visit an 'outdoors shop' or watch a Katmandu TV ad to see that circular knitting has inspired a new range of high performance garments, hence a new level of demand for finer micron, merino fibre.

New generation communication technologies: Technology continues to change the way we live, the way we are entertained, work and the way we do business. Communications technology is a great thing for the Australian Merino industry as, despite our distance from our major markets, it enables us to be connected with them. Likewise, and very importantly, it allows Merino growers anywhere in Australia to connect with each other and service providers on a real time basis.

Where to from here? New Zealand has created the image in the northern hemisphere of being the major world supplier of quality Merino despite the fact that it has only 3% of the world Merino supply. Why do we continue to sit on our hands and let this happen?

It is time for growers to become involved in a new generation of Australian wool marketing.

Graeme Black FAICD, MD of Charles Mills (Uardry) Pty Ltd

ASBVs available for 2011 ram sales

The 2011 Uardry Merino Spring ram selling season will see the introduction of Australian Sheep Breeding Values (ASBVs). Throughout the year Uardry has been working closely with Sheep Genetics in compiling data for the national MERINOSELECT database. Sheep Genetics is the national genetic information and evaluation service for the meat and wool sectors of the sheep industry. The aim of Sheep Genetics is to improve the quality, scope and utilisation of across flock genetic information for the Australian sheep industry. It allows sheep producers to compare the genetic potential of animals independent of their environment and location.

Combined with visual assessment, ASBVs and index values are a powerful selection tool for clients and sheep classers to use in ram selection, allowing you to select the most appropriate rams to best meet your breeding objectives. Data collected from Uardry rams included weaning body weights; yearling body weights; yearling fleece weights; and yearling micron tests.

Uardry Manager, Ben Lane explained, "Uardry is a leading seed stock supplier in the Merino industry and it is important that we provide these new technologies as they become available."

Sheep Genetics Manager, Sam Gill commented "Uardry will be well situated with inter-flock linkage through the use of some top industry genetics, whilst a number of Uardry sires have been used in the Sheep CRC Nucleus Flock for the past four years." ASBVs are backed by quality assurance procedures and minimum accuracy standards, the Sheep Genetics hosts a database of some 5.25 million animals, reflecting data from more than 1,000 flocks around Australia. This information is updated twice a month to ensure the most accurate figures are made available to sheep producers.

2011 Sims Uardry Poll Semen Sires



TAG	PO90217
SIRE	7.133
MICRON	20.5
SD	3.2
CV	15.2
COMFORT	99.3



TAG	PO90032
SIRE	5.154
MICRON	21.3
SD	2.7
CV	12.7
COMFORT	99.4



TAG	PO90015
SIRE	5.154
MICRON	20.5
SD	3.3
CV	16.1
COMFORT	99.3



TAG	PO90046
SIRE	5.154
MICRON	20.9
SD	2.8
CV	13.4
COMFORT	99.5

Uardry Spring Ram Expo 2010

Despite the wet conditions more than 100 current and prospective clients, agents and other guests attended the 2010 Uardry Spring Ram Expo in August. The attendees were entertained with talks from key industry speakers and were presented with the best of the Uardry Spring Rams.

Well known Australian Wool Innovation director and sheepmeat processor, Roger Fletcher headed an impressive list of speakers. Mr Fletcher provided insight and thoughts into the current movement in both the Australian Wool Industry and Livestock Export Markets into China and Europe. He discussed the potential aims for producers from his own experience and ways to implement future objectives for farmers, including the chain of supply and creating demand within the industries.

2009 NSW Farmer of the Year, Michael O'Brien, motivated the audience as he shared his experiences with the agricultural industry, particularly the Walgett shire. As a large commercial Dohne breeder, Mr O'Brien described the benefits of the Dohne within his livestock enterprise.

Alex Russell of NSW Industry & Investment presented key factors surrounding meat and wool producers, including the correlation between wrinkle and flystrike. He also provided details for upcoming NSW Industry & Investment events, including "It's Ewe Time" and ram selection workshops.

Uardry Management was delighted with the success of the day. Ben Lane commented, "It's important for the future of the sheepmeat and wool industries to have key information days such as these to keep breeders motivated and exchange market information and tips with other breeders."

Pictured (L-R): Manager, Ben Lane with guest speakers; Roger Fletcher; Michael O'Brien, and Alex Russell.



2011 UARDRY STUD FOUNDATION SALE

Tuesday, September 20 at 1pm

70 Merinos & 70 Poll Merinos