



FROM THE PRESIDENT



What a few months we have seen with regard to both the weather and the lamb market, both which threaten to have some serious ramifications for our Seedstock businesses. The season keeps threatening to provide us with a long overdue break however many areas are still as desperate as ever,

while the lamb market has experienced some lows and highs in recent months. The 'West' has seen a significant de-stocking in favour of high returns from cropping, Tasmania is arguably experiencing the worst dry spell in history, and feed costs have forced many sheep producers to seriously reconsider their loyalty to their sheep enterprises. The long anticipated shortage of lambs has finally seen a sharp rise in lamb prices and this is set to continue into the Spring with a shortage of quality lambs virtually guaranteed. All these factors are occurring when fuel and fertilizer costs are soaring and promise to rise further...plenty to think about for everyone involved in agriculture and let's just hope we can all hold on for the ride.

The general feeling across all states is that sheep numbers have dropped significantly which will ultimately lead to reduced demand for sires across all breeds. Recent estimates put our national sheep flock at historically low levels however this trend is not unique to Australia with all countries except China reducing sheep numbers. Even NZ has seen a significant reduction in sheep numbers to the point where they may be unable to fill their export requirements. Australia is seemingly the only nation that will be able to compensate for the declining world wide supply of quality lamb, given a few reasonable seasons, and will be in a great position to fill this shortage. The future looks bright for lamb, but what about the current season. The promotion effort put in by all involved within the White Suffolk breed over recent years has put us in a position of high market profile and acceptance. As the sire of first choice for prime lamb producers, we can only hope the reduction in demand for sires will be softened by our increased reputation, but it is still the responsibility of all ram suppliers to continue to promote and advertise the benefits of our breed. When faced with tough times, producers will stick to the product that has served them well in recent years.

Showtime is always an exciting time of the year and provides many studs with not only an opportunity to promote their sheep through exhibiting, but also to witness what other studs are producing. The White Suffolk breed is the feature breed at Melbourne Royal this year and it is hoped will attract a good representation of sheep. As usual, Adelaide Royal promises to provide an outstanding display of White Suffolk sheep and should be a priority visit for both new and established sheep breeders. Thank you to all who once again have taken the time and effort to prepare sheep for what is ultimately, our best public showcase.

WebManager was once again put to the test this year with a huge increase in the number of members both renewing memberships and registering sires online. Despite a few problems, most members were surprised at just how simple it is and, with a few ongoing adjustments, WebManager is proving to be a huge asset for the Association.

As mentioned in the previous newsletter, National Conference 2009 will be held at the Hume resort, Albury, NSW with further details in this newsletter. If you haven't already, mark the date on your calendar as a must attend event.

This newsletter also contains details of the Strategic Plan for 2008-2013 which has been developed in conjunction with membership input and I encourage all members to read it and give serious thought to the Vision and Goals outlined in the plan. With seemingly some tougher times ahead in the short term, now is the best time to re-evaluate your own goals and set some objectives within your own operation. The plan for the Association for the next 5 years will provide a good starting point.

So onto the regional and Royal shows and ram sales, I wish all members the best for the upcoming ram sale season and hopefully a good wet Spring will result in good ram clearances and renewed optimism in all areas of rural Australia. It is long overdue.

See you at the Shows,

Murray Long
President of the Australian White Suffolk Association



FROM THE SECRETARIAT

ANNUAL RETURN

It is pleasing to note that an increasing number of members successfully completed their 2008 Annual Return online. Thank you to all who used the online function, and also to those who promptly returned the required paperwork to the office. The Association continues to encourage all members to use the online facility and help reduce the office workload during the Annual Return time. Information is currently being compiled for the 2008 Flock Book which is due to be completed well before the Adelaide Royal in September.

REGISTRATIONS AND TRANSFERS

A reminder to all members that all White Suffolk rams and ewes sold for stud purposes must be registered and transferred to the purchaser within 60 days of sale. It is imperative that all registrations and transfers are completed within this timeframe to reduce the workload in the office during April, and to ensure all rams appear on the appropriate owners list. This will eliminate the need for owners to chase breeders for rams that do not appear on their list and a number of other complications when completing your annual return online.

PROMOTIONAL MERCHANDISE

Please refer to the promotional clothing flyer & order form, and the banner/wine order form included in this newsletter. Please be advised that a few items have been discontinued and removed from the list, and the new "Shepherd Jacket" has been added. If you wish to order clothing for the upcoming show and sale season, please do so immediately to ensure your order is available for your event (members should allow up to 3 weeks to receive orders).

ROYAL ADELAIDE SHOW SOCIAL FUNCTION

We are currently in the process of organizing a Social Function for all Sheep Breeds in the Sheep Pavilion on Saturday 6th September 2008 between 6pm and 9pm. A stand up light meal will be available at a small cost. More information will be forwarded to exhibitors in the coming weeks.

2008 ROYAL ADELAIDE SHOW ELITE STUD RAM SALE

Please be reminded that the 2008 Royal Adelaide Show Elite Stud Ram Sale will be held on Sunday 7th September 2008 commencing at 2.30pm in the Sheep Pavilion.

Rob Martin.

WELCOME TO NEW MEMBERS

- | | | |
|-----|---------------------------------------|---------------|
| 708 | Amanda Friend
Brewarrina, NSW | "Culgoa" |
| 709 | Ken & Bevan Ravenhill
NARRIKUP, WA | "Moonaralla" |
| 710 | Kevin O'Neill
Northam, WA | "Annaghdowns" |

ENGAGEMENT



CONGRATULATIONS TO OUR AWSA PROMOTIONS OFFICER, PETER ANGUS ON HIS ENGAGEMENT TO JANE MCBRIDE



LETTER TO THE EDITOR

RESPONSE:

It is great to see discussion of a range of issues through the “Letters to the Editor” as the White Suffolk breed has long been renowned for its diverse range of both views and sheep with the ranks of its members. In fact, it is this one point that has a lot to do with the overall success of our breed and should never be discouraged as such dialogue can generate some positive exchanges of ideas as evidenced by the response to Ian Turner’s letter in the November 2007 Newsletter.

It however needs to be remembered that although “Letters to the editor” (AWSA is the editor), are encouraged, they are for all members to read and facts on all issues must be accurate. The committee would like to answer a few issues raised by Julie in her letter.

When the committee decided to visit Dawson Bradford’s operation in WA prior to the WA national Conference, they did so at their own expense. The reports of this visit, and others, were reported in the March 2007 newsletter. The results of the AWSA trial at both P Nalder’s and P Routley’s properties were also reported in the Association Newsletter and the results have been posted on the Association’s Web Site since the analysis of the data was completed some time ago.

Julie is correct that to focus on individual traits, muscle, will not produce the desired result and it is a timely reminder to us all that any genetic gains need to be achieved using a balance between all commercial traits. Lambplan does have a score system for frame, mouths and feet as well as a complete range of other physical traits and the visual score booklet can be obtained by contacting MLA. However to imply that using Lambplan is at the expense of all other structural considerations, would not be supported by all those who elect to use this genetic evaluation system. The majority of sheep exhibitors at Royal shows are participants of Lambplan, with over 90% of exhibitors at Adelaide Royal, our biggest and most influential Royal show, using Lambplan. The use of Lambplan is not an acceptable excuse for not showing.

It is up to individual breeders to make decisions as to how they select and breed their sheep. Those that don’t pay attention to all commercially relevant areas, including structure, will be judged harshly by those who purchase their genetics. Let’s let the sheep do the talking.

March 2008
AWSA Committee



2009 NATIONAL WHITE SUFFOLK CONFERENCE

February 15th-18th 2009

Albury N.S.W

Accommodation – Lake Hume Resort to be booked and paid for by members.

Motel room – \$90 per room per night

Cottages – self contained 3 bedroom consisting of:

1 queen bedroom

1 double bedroom

1 room with single bed & set of bunks

Cost – \$115 per cottage per night (up to 2 people)

\$130 per cottage per night (up to 3 people)

\$160 per cottage per night (up to 5 people)

**We encourage members to book together into the cottages if they wish to keep costs down.
Members will make their own breakfast arrangements.**

Proposed Program

Sunday 15th February	
1 pm	Committee meeting – in cottage
6.30 pm	BBQ tea in BBQ Area
Monday 16th February (at Lake Hume Resort)	
9am	Workshops – Lambplan, Stockscan, Webmanager
10.30 am	Morning tea
11 am	Workshops – Pedigree Wizard, Basic, Advanced & Structural assessment
12.30 pm	Lunch
1.30 pm	Talk – ‘Breeding for Extremes’ (Alex Ball?)
2.30 pm	Pfizer– Vaccines
3.15 pm	Afternoon tea
3.45 pm	FORUM
6 pm	Dinner (“Standup Cocktail”)
Tuesday 17th February	
8.30 am	Leave by bus to Rutherglen Institute field day 10-3pm Feed efficiency trials/other trials & speakers Travel by bus Morning and afternoon teas & lunch supplied
4.30 pm	Annual General Meeting
7.30 pm	Dinner – 2 course meal at Lake Hume Speaker Neil Druce at the Junee chocolate & liquorice factory
Wednesday 18th February	
8 am	Closing breakfast – BBQ area

Members have the opportunity to visit White Suffolk studs on way the home.

*Possibility of Super Whites having their AGM & meeting at the conclusion of conference.

For more Information Contact:

Paul Routley 02 69271465 OR Julie Weisner 02 60296141



BENDIGO SHOW RESULTS

Results Of The Australian Sheep & Wool Show, Bendigo 18/07/08

160 entries - 22 exhibitors from VIC, NSW & SA

Judge: Mr Ian Gilmore

Novice Ram

1. Manfred
2. Fairburn
3. Manfred

Ram U 1½ - Wool

1. Belladonna
2. Glenarbian
3. Warburn

Ram U 1½ - April

1. Wingamin
2. Warburn
3. Wingamin

Ram U 1½ - May

1. Wattle Park
2. Belladonna
3. Manfred

Ram U 1½ - June

1. Warburn
2. Gemini
3. Glenarbian

Ram U 1½ - July

1. Catumnal
2. Merribrook
3. Rene

Ram U 1½ - August

1. Wattle Park
2. Jarrabay
3. Ashley Park

Pair of Rams U 1½ - Shorn

1. Gemini
2. Wingamin
3. Warburn

Ram lamb

1. Hayelle
2. Wingamin
3. Hayelle

Novice Ewe

1. Fairburn
2. Omad
3. Horsham College

Ewe Over 1½ with lamb at foot

1. Wingamin
2. Merribrook
3. Jarrabay

Ewe U 1½ - Wool

1. Glenarbian
2. Warburn
3. Catumnal

Ewe U 1½ - April/May

1. Duenclyn
2. Wingamin
3. Wingamin

Ewe U 1½ - June/July

1. Glenarbian
2. Wattle Park
3. Glenarbian

Ewe U 1½ - August

1. Duenclyn
2. Jarrabay
3. Wattle Park

Pair of Ewes U 1½ - shorn

1. Warburn
2. Wattle Park
3. Catumnal

Ewe lamb

1. Wingamin
2. Kookaburra Park
3. Jarrabay

Breeder's Group

– 1 ram, 2 ewes U 1½

1. Wingamin
2. Glenarbian
3. Wattle Park

Sire's Progeny Group

1. Wingamin
2. Wattle Park
3. Duenclyn

BENDIGO SHOW RESULTS

CHAMPION RAM GEMINI
RESERVE CHAMPION RAM – WATTLE PARK

CHAMPION EWE – DUENCLIN
RESERVE CHAMPION EWE – GLENARBIAN

SUPREME CHAMPION – GEMINI
MOST SUCCESSFUL EXHIBITOR - WINGAMIN



TASMANIAN SHOW RESULTS 2007

2007 ROYAL LAUNCESTON SHOW

JUDGE: NIGEL WADE "CAPELANDS", WYNYARD TAS

Champion Ram – "Fairbank"
Reserve Champion - "Sunnybanks"
Champion Ewe – "Sunnybanks"
Reserve Champion – "Fairbank"
Reserve Champion Interbreed Ram – "Fairbank"

2007 DEVONPORT 180TH SHOW WHITE SUFFOLK FEATURE BREED

6 EXHIBITORS

JUDGE: FINLAY MACDONALD, "FAIRBURN"
DAYLESFORD VIC

Ram Exceeding 1.5 years Shorn:

1st "Cardello"

Ram not exceeding 1.5 years Shorn:

1st "Penrise"
2nd "Fairbank"
3rd "Fairbank" / "Yolla"

Pen of 2 Rams Shorn

1st "Cardello"

Ram Lamb:

1st "Sunnybanks"

Bare shorn Ram Lamb

1st "Sunnybanks"

Ewe not exceeding 1.5 years Shorn

1st "Lochdale"
2nd "Penrise"
3rd "Cardello"

Champion Ram - "Penrise"

Reserve Champion Ram – "Fairbank"

Interbreed Champion - "Penrise"

Ewe Lamb:

1st "Sunnybanks"

Progeny Pair:

1st "Sunnybanks"

Group 1 Ram, 2 Ewe's:

1st "Penrise"
2nd "Cardello"
3rd "Fairbank"

Champion Ewe - "Lochdale"

Reserve Champion Ewe - "Penrise"

2007 ROYAL HOBART SHOW

5 EXHIBITORS

JUDGE: RUTH KLINGER, "RIDGEHAVEN",
FORBES NSW

Champion Ram & Interbreed Champion – "Penrise"

Reserve Champion – "Fairbank"

Champion Ewe – "Lochdale"

Reserve Champion – "Sunnybanks"

POWDERED MILK FOR SALE

ORPHANED LAMBS If you have checked the price of Full cream milk powder this year the cheapest is \$5.67 a kilogram, however I have come across John Lamin at Lancaster Victoria who gets bulka bags full from Melbourne the price being \$1.75 kilogram \$35.00 for 20 KG. The first lot we got had hard lumps though the lambs did not mind but when I explained we have to get it into bottles we have a lovely soft lot this time and the lambs are doing well. He ships it to S A for Goats and will send it anywhere or deliver big loads usually for calves.

Contact:

John Lamin

Wella Road, Lancaster VIC

Phone: (03) 5855 2878



WHITEMORE HOUSE STUD DISPERSED

The Whitemore House Stud in Tasmania was dispersed in February this year following the sale of the property and the retirement of the stud principals Owen & Ros Badcock.

New breeders Brendon & Narelle Webberley of Brighton in Tasmania secured the top price ewe at \$475. The Webberleys also were the biggest volume buyers purchasing 29 ewes 13 ewe lambs and a stud ram lamb.

Other new breeders Julian & Del Isles of Sorell purchased 14 ewes, while Maurice Baldock of Devonport also purchased 14 ewes including the top price ewe lamb at \$525.

Tracey Baumgartner of St. Arnaud Victoria was a great supporter of the sale purchasing 20 ewes and 21 ewe lambs. Carmen Eastley of Deloraine Tasmania purchased 9 sheep including the top price ram lamb at \$1200.

The remainder of the ram lambs will be sold at the Stud's final ram sale on November 13th 2008.

Overall sale summary

100 mated ewes top \$475 averaged \$181

67 ewe lambs top \$525 averaged \$213

4 stud ram lambs top \$1200 averaged \$1050



CURRENT REALITY

**435 ACTIVE STUDS
70,000 STUD EWES
35,000 RAMS SOLD EACH YEAR
66% OF RAMS WITH LAMBPLAN ASBV's
43% OF AUSTRALIAN TERMINAL SIRES**

VISION

**TO BE THE PACESETTERS IN THE TERMINAL SIRE
SEEDSTOCK INDUSTRY RELATING TO ALL AREAS OF THE
AUSTRALIAN PRIME LAMB INDUSTRY**



STRATEGIC PLAN

GOALS AND OUTCOMES

1. Be at the forefront of marketing and promotion (The Association)

Desired Outcome - “To be superior at promotion and marketing of the White Suffolk breed, to develop an action plan, to advertise, to work to a budget, and to seek sponsorship”

2. To better educate and mentor Association members (The People)

Desired Outcome - “To better educate our members on providing superior genetics to the Australian lamb industry”

3. Quantify the point of difference of the Australian White Suffolk from other “white” terminal sires (The Sheep)

Desired Outcome - “To continue to develop the White Suffolk breed to the advantage of all involved in the Australian lamb industry”

4. To encourage extensive use of genetic evaluation and continue to benchmark the White Suffolk breed to become the leading performance breed (The Sheep)

Desired Outcome - “To use all technological avenues available to ensure the White Suffolk breed maintains its commercial advantage”

5. To be proactive in adopting new technology to the advantage of all members (The People)

Desired Outcome - “Remain at the forefront of recent technological advances within the livestock industry”

6. To promote the White Suffolk as an alternative maternal sire (The Sheep)

Desired Outcome - “To develop the White Suffolk breed as a realistic Maternal sire choice”



STRATEGIC PLAN

STRATEGIES AND IMPLEMENTATION

1. Be at the forefront of marketing and promotion

STRATEGY	KPI	RISK/THREAT
1.1 Target rural press with more targeted marketing	Increased editorial	Reluctance of newsprint to accept editorial

ACTIONS	TIME	RESPONSIBILITY
1. Produce informative editorials targeting all areas of Rural press with content from both producers and processors outlining the benefits of White Suffolk genetics. Need to change agent perception and increase the acceptance of White Suffolk lambs.	Ongoing	Promotions and Marketing Officer
2. Identify and allocate duties to individuals who will assist in promotion and advertising. Establish a network of state contacts to effectively transfer editorial to regional newspapers.	Ongoing	Promotions and Marketing Officer
3. Design our advertising to be more professional and effective. Develop effective promotional budgets	Ongoing	Promotions and Marketing Officer/AWSA Committee/ Finance Committee

STRATEGY	KPI	RISK/THREAT
1.2 Work with the processing sector, listen to market signals	Increased market acceptance	Changing trends in lamb industry too quick for genetic adjustment

ACTIONS	TIME	RESPONSIBILITY
1. Work and liaise with processors and butchers at every opportunity.	Ongoing	AWSA Committee R&D Subcommittee
2. Encourage all members to follow the performance of their genetics through to the end product.	Ongoing	AWSA Committee Promotions Subcommittee



STRATEGIC PLAN

- 3. Become more market focused in advertising through a specialised 4 page advertising folder and relevant information on the AWSA web page. 2009 AWSA Committee
Promotions Subcommittee

- 4. Create effective web links and keep web site updated. Include any trial data on the web site relevant to carcass traits. 2009 Promotions Subcommittee
BizBoost

2. To better educate and mentor Association members

STRATEGY	KPI	RISK/THREAT
2.1 Educate and mentor all members on all aspects of both the lamb and Seedstock industry.	Greater acceptance of White Suffolk	Different preferences across different lamb production regions. Members resistance to change.

ACTIONS	TIME	RESPONSIBILITY
1. Concentrate more on our position in the supply chain as lamb carcass. Promote our strengths, identify our weaknesses.	Ongoing	AWSA Committee Promotions Subcommittee
2. The development of field officers to assist and mentor members on a range of issues including promotion techniques.	2010	AWSA Committee
3. Educate members on tailoring of genetics to suit specific markets. Conduct sire selection workshops.	Ongoing	AWSA Committee Promotions Subcommittee
4. Establish a mentoring program for new Association members.	2010	AWSA Committee Promotions Subcommittee
5. Promote the benefits of attending conferences, seminars and Field days and sourcing all information relevant to advances in the Australian sheep industry.	Ongoing	AWSA Committee Conference Subcommittee

STRATEGY	KPI	RISK/THREAT
2.2 Identify and encourage future leaders of the Association	Proactive, vibrant committee	Sense of complacency with ongoing committee



STRATEGIC PLAN

ACTIONS	TIME	RESPONSIBILITY
1. Actively encourage committee involvement by members	2008	AWSA Committee
2. Initiate a young members program in all states	2010	AWSA Committee
3. Establish a transfer of responsibility through the committee to allow smooth succession.	2008	AWSA Committee

STRATEGY	KPI	RISK/THREAT
2.3 Become more in touch with members requirements and their expectations	Increased member registration	Downturn in the lamb industry and a reduced perception of the benefits of being a registered stud breeder

ACTIONS	TIME	RESPONSIBILITY
1. Develop an open forum area on our web site	2013	AWSA Committee/BizBoost
2. Investigate why some memberships lapse	Ongoing	AWSA Committee
3. Target unregistered studs through promotion to producers of the benefits of belonging to AWSA	2010- Ongoing	AWSA Committee

3. Quantify the point of difference of the Australian White Suffolk from other “white” terminal sires

STRATEGY	KPI	RISK/THREAT
3.1 To maintain breeder focus on the specific management advantages of the White Suffolk	Differentiation between breeds	Individual breeder preferences for specific types

ACTIONS	TIME	RESPONSIBILITY
1. Update our new member starter pack to include relevant information on breed promotion and marketing their genetics to meet specific target markets..	2010	AWSA Committee Promotions SubCommittee



STRATEGIC PLAN

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|---|---------|---|
| 2. Establish a set of minimum breed standards for AWSA members including minimum health status – Brucellosis accreditation compulsory. | 2010 | AWSA Committee |
| 3. To promote a complete business like focus with the AWSA membership, quantifying both the management and carcass advantages of the White Suffolk breed. | Ongoing | AWSA Committee
Promotions SubCommittee |
| 4. Benchmark breed type and relate type to management advantages. | 2010 | AWSA Committee |

4. To encourage extensive use of genetic evaluation and continue to benchmark the White Suffolk breed to become the leading performance breed

STRATEGY	KPI	RISK/THREAT
4.1 Encourage members to use a genetic evaluation system to achieve maximum genetic gain	Increased performance testing	Individual breeder preferences

ACTIONS	TIME	RESPONSIBILITY
1. Develop relevant indices to better indicate specific market requirements.	Ongoing	AWSA Committee MLA
2. Benchmark genetic gain at 10 Carcase + points/year	Yearly	AWSA members
3. Promote Lambplan as the ideal genetic evaluation system.	Ongoing	AWSA Committee Promotions SubCommittee R&D SubCommittee

STRATEGY	KPI	RISK/THREAT
4.2 Encourage the use of link sires, progeny testing and performance recording in all members studs.	More accurate and higher quality sires	Individual breeder preferences and focus on non performance related issues



STRATEGIC PLAN

ACTIONS	TIME	RESPONSIBILITY
1. Promote member use of high performance link sires that are accurate and industry relevant.	Ongoing	AWSA Committee AWSA members
2. Educate members to set yearly performance thresholds to maximize genetic gain.	Ongoing	AWSA Committee AWSA members
3. Develop more commercially orientated classes at annual shows and promote the importance of these to the lamb industry.	2010	AWSA Committee Show Societies

5. To be proactive in adopting new technology to the advantage of all members

STRATEGY	KPI	RISK/THREAT
5.1 Use all avenues of modern computer technology to benefit members	More efficient Association	Hesitancy to use new technology to maximum benefit

ACTIONS	TIME	RESPONSIBILITY
1. Promote the use of Webmanager to all members.	2008	AWSA Committee
2. To include more relevant industry links and information on our Web Page, including presentations from conferences and research projects.	2008	AWSA Committee BizBoost
3. Promote the sale of WebManager to outside organizations	2008	AWSA Committee BizBoost



STRATEGIC PLAN

STRATEGY	KPI	RISK/THREAT
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5.2 Actively become involved in outside R&D, MLA and Genomics Research programs	More research involvement	Cost and willingness of industry to be seen associating with one specific breed
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ACTIONS	TIME	RESPONSIBILITY
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|---|------------------|---------------------------------------|
| 1. Actively seek cooperation with organizations involved in research | 2008-
Ongoing | AWSA R&D SubCommittee |
| 2. Encourage AWSA members to initiate research and share their findings with members | 2008-
Ongoing | AWSA R&D SubCommittee
AWSA Members |
| 3. Encourage the SuperWhite group to become involved in research programs and to promote their activities | 2008 | AWSA R&D SubCommittee |
| 4. Encourage members to cooperate in Sheep Genomics and MLA research | 2008 | AWSA R&D SubCommittee
AWSA Members |

STRATEGY	KPI	RISK/THREAT
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5.3 Develop a White Suffolk DNA data bank for future reference	High member involvement	Member hesitancy and security/confidentiality concerns
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ACTIONS	TIME	RESPONSIBILITY
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|---|------|---------------------------------------|
| 1. Establish and manage a DNA data bank of selected White Suffolk sires. | 2009 | AWSA R&D SubCommittee |
| 2. Encourage all members to collect DNA from all semen sires they are using | 2009 | AWSA R&D SubCommittee
AWSA Members |



STRATEGIC PLAN

6. Promote the White Suffolk as an alternative Maternal sire

STRATEGY	KPI	RISK/THREAT
6.1 Promote the value of the White Suffolk as a maternal sire	High maternal acceptance	Producer resistance and loyalty to traditional maternal sires. Higher wool prices

ACTIONS	TIME	RESPONSIBILITY
1. Use of editorial to highlight success of White Suffolk sires as Maternals	2008	Promotions and Marketing Officer
2. Educate members of the possibilities with regard to producer flock rebuilding over next 5 years	2008	AWSA Committee
3. Utilise the ongoing change in Australian sheep breeds to identify new maternal breeding opportunities and maternal traits in the White Suffolk breed.	2008	AWSA Committee Promotions and Marketing Officer

This Strategic Plan was developed with input and cooperation from the Australian White Suffolk Association members attending the 2008 Annual Conference. The goals within the Strategic Plan were allocated between 3 areas, “The sheep”, “The People” and “The Association”.

We thank Bruce Hancock (PIRSA) for his input into the development of this Strategic plan.



SECURITY OF SUPPLY MAJOR LAMB ISSUE

Lamb producers are in the box seat to capitalise on shrinking global production, record export volumes and domestic consumer expenditure. But while prices peaked at five-year highs during late June, a leading industry player says lamb has 'lost its way'.

The lamb industry has 52 weeks a year marketing strategy with processors struggling to meet export obligations while the retail sector with large margins absorbs price rises.

Lamb processors are paying the price of a winter supply shortage with prices spiraling towards \$5 a kilogram and short supply putting some export contracts at risk.

To alleviate these dramatic seasonal price fluctuations, Tatiara Meat Company livestock manager Dale Cameron acknowledged producers needed more long-term price security with many choosing to take the money on offer for lambs last spring, rather than punt on feeding them into winter.

In 2006, many lamb traders and finishers got burnt with export weight lamb rates at little premium to store lamb prices six months earlier.

But Mr Cameron, who heads up Australia's largest lamb exporter at Bordertown, expects into 2009 there will be a "much more aggressive" approach than the past few years to provide forward prices.

"Long term we need to guarantee supply through this period - we need to guarantee numbers and we play a big role in that," he said.

Speaking at the Sheep Cooperative Research Centre 'Paddock to Plate' update forum on Thursday 19th June at Naracoorte, he said he hoped the supply shortage would encourage Tatiara's export customers to work with the company to provide stable year round prices.

"If we concentrate on a 52 weeks of the year turn-off, we take the highs and lows out of the equation and we (processors) can't sustain \$5/kg plus and you (producers) can't sustain much under \$3.50/kg," he said.

Mr Cameron said producers needed to realise the margins were being held at the retail level not by the processing sector, but that with short supply power was shifting back down the supply chain.

Tatiara has scaled back to three days a week, while some processors were unable to fulfill export contracts to the United States and Canada - creating potential damage to hard earned markets. On the plus side, Mr Cameron said the recent high prices have put lamb back in the spotlight with the swing to cropping a major concern.

"The massive turning point was spring last year - there was a huge

turn-off of lambs pushing prices well under \$3/kg and grain prices had really started to move," he said.

Mr Cameron said Australia's lamb industry was well placed in a shrinking global production environment and he expected lamb producers who had stuck with it to be rewarded into the future.

New Zealand, in particular, had seen a significant production decline with land competition from dairying and trees, and Australia's sheep flock was at dangerously low levels. Export volumes were at record levels and tonnages to the Middle East had risen dramatically with the slaughter of large number of Merino lambs.

Mr Cameron said there was also political discussion to build on Australia's 18,000-tonne restricted quota into the European Union, with New Zealand unlikely to be able to satisfy their whole 240,000t quota volume.

"For those breeders who have stuck with it you have a wonderful window of opportunity-clearly breeding numbers are on the decline, demand is not going away- it is pretty clear what is going to happen," he said.

"As people look to other commodities to underpin their enterprise, now is the time to stick with what you know best."

By Catherine Miller

Stock Journal - June 26th 08



JUNIOR BREEDER PROFILES



LACHLAN PATTERSON
AGE: 17

Stud Name: Kinellar White Suffolk Stud
Flock Number: 0596

Where do you live?
"North Blairgowrie" Gooloogong, NSW

Where do you go to school?
Kinross Wolaroi School, Orange, Year 11.

Favourite Food: Lamb roast

Favourite Colour: Blue

Favourite Animal: Sheep

Favourite sport that you play: Water Polo.

How long have you been involved with White Suffolks?
Since the establishment of our White Suffolk stud in 2005. I am very interested in the genetic planning of our stud and improving the quality of our sheep to suit market demand.

What do you like most about White Suffolk sheep?
The clean points and placid nature of the sheep along with the very good overall visual appeal of a "correct" White Suffolk.

What is your favourite time on the farm? I really enjoy seeing the new drop of lambs each year and enjoy seeing the improvement in our line of sheep as a result of our mating programs.

What are your future ambitions? I would like to work in the rural field, however, I will obtain a degree and work as a professional in a rural centre. The stud will be run in conjunction with some off farm income until I can afford to be a full time stud operator.

Where do you see yourself in 10 years time?

Selling top quality White Suffolk stud rams to fellow stud breeders.

Any other information you would like to share?
Selected as a delegate for the 2020 Youth Summit in Canberra, April, 2008. July, 2008 attended the Global Youth Leaders Conference in Washington DC and New York.



GRACE PATTERSON
AGE: 15

Stud Name: Kinellar White Suffolk Stud
Flock Number: 0596

Where do you live?
"North Blairgowrie", Gooloogong, NSW

Where do you work/go to school?
Kinross Wolaroi School, Orange, NSW

Favourite Food:
Pin Wheels - Mum is the best at cooking these.

Favourite Colour: Purple or blue

Favourite Animal: Giraffe

How long have you been involved with White Suffolks?
Started in 2005, so three years.

What do you like most about White Suffolk sheep?
They are nice looking sheep and, generally, have a lovely, quiet nature.

What is your most memorable "show" or "farm" experience? When I saw a White Suffolk lamb being born for the first time.

What are your future ambitions? Live on a farm outside of a major country town and be happy in life.

Where do you see yourself in 10 years time? Having graduated from Uni and working as a professional in regional NSW.

Any other information you would like to share? I love rowing and I am hoping to make it to the Nationals in Tasmania in 2009.



DON'T LOSE YOUR MARBLES

THE lamb industry is in serious danger of losing touch with its greatest strength – the ability to produce a marbled product from grass. The somewhat surprising warning comes from the very top of the trade from the mouth of successful lamb producer and retailer Richard Gunner. He runs five retail stores throughout South Australia that sell premium beef and lamb through brands such as Certified Australian Angus Beef, Hay Valley Lamb, Pure Suffolk Lamb and Samurai Wagyu. He also sells beef and lamb to more than 100 restaurants.

While he said Meat and Livestock Australia (MLA) did a tremendous job of selling lamb to the world and within Australia, he stressed there was more to do when communicating with producers. “Intra-muscular scanning of sheep needs to be further explored and an intra-muscular fat breeding value as an EBV (estimated breeding value) needs to be a central part of what growers should be aiming to produce,” Mr Gunner said.

“Carcase Plus just over simplifies the breeding of lamb. Low fat score lamb is OK, but we can’t afford to lose that intramuscular fat or marbling.”

As a premium niche item in the worldwide protein market he believes there is far too much focus on productivity in the lamb industry and not enough on the quality of the item itself.

“At the end of the day that is not how well managed niche markets work,” Mr Gunner said.

“Their competitive advantage is in the product itself, not in its price.” He uses the pork industry as a comparison to make the point.

“We are never going to beat pork’s cost of production and if you look at the product, why would you want to? The generic product is cheap, dry and tasteless.” Mr Gunner is concerned the lamb industry does not have quality parameters in place to maintain existing eating quality and as a producer of lamb himself, can see the genetics of the industry heading down a dangerous path.

“Most people focus on producing the biggest lean meat possible through the Carcase Plus Index,” he said.

“But it promotes the very same goals the pig industry has been chasing for the last 20 years and look where it got them.” As a retailer Mr Gunner said he could purchase a pallet (1 tonne) of pork loin cuts with the fat taken off for about \$10 a kilogram, good beef strip loin at \$20/kg and quality lamb backstraps at \$30/kg.

“The pork product has two per cent intra-muscular fat,



the beef about four and the lamb about six,” he said.

“That is the straightforward economic message of what consumers want and often it is this message that does not get through to farmers themselves.”

MLA manager of lamb and sheepmeat research and development Alex Ball said intra-muscular fat was being measured in more than 2000 of the information nucleus lambs, and added that Mr Gunner was involved with MLA funded research into developing breeding values in the area.

GUNNING FOR MARBLING

- Lamb producers have been warned not to let their meat get too lean
- Richard Gunner says intra-muscular fat is a major advantage for grass-fed lamb
- He says Carcase Plus Index can lead lamb producers away from flavour

*By MARIUS CUMING
STOCK & LAND, April 3, 2008*



PRODUCTION DEFIES DROUGHT

By Catherine Miller - Stock Journal, June 26th 2008

Australia's lamb production has defied a prolonged drought and smaller ewe flock to increase its carcase weight tonnage from 263,019 tonnes in 1995 to 439,034 t in 2007, according to Meat & Livestock Australia figures. South Australia produces 19 per cent of the national total, with 81,388 t.

Heavier carcase weights and a greater emphasis on prime lamb production have contributed to this and between 1995 and 2007 the average carcase weight increased from 18 kilograms to 21kg.

MLA is forecasting lamb slaughter for 2008 to fall 8pc to 19 million head - a legacy of the poor breeding season in

2006-07 and high lamb kills in late 2007. However, a 2pc increase in average carcase weights is expected to keep the fall in lamb production for the year to 6pc to 400,000t (cwt), still the second highest annual total on record.

Export volumes reached a 161,000t shipped weight record in 2007, up from 49,065t back in 1995 with the main growth in the North American and Asian markets. The Middle East has also developed their taste for lamb with 22,277t in 2007 compared with 7887t in 1995. Tighter lamb production in 2008 is likely to see lamb exports fall 12pc, according to MLA figures released earlier in the year.

20 WAYS TO MAINTAIN A HEALTHY LEVEL OF INSANITY

1. At Lunch Time, Sit In Your Parked Car With Sunglasses on and point a Hair Dryer At Passing Cars. See If They Slow Down.
2. Page Yourself Over The Intercom. Don't Disguise Your Voice.
3. Every Time Someone Asks You To Do Something, ask If They Want Fries with that.
4. Put Your Garbage Can On Your Desk And Label it 'In'.
5. Put Decaf In The Coffee Maker For 3 Weeks Once Everyone has Gotten Over Their Caffeine Addictions, Switch to Espresso.
6. In The Memo Field Of All Your Checks , Write ' For Smuggling Diamonds'.
7. Finish All Your sentences with 'In Accordance With The Prophecy'.
8. Don't use any punctuation.
9. As Often As Possible, Skip Rather Than Walk.
10. Order a Diet Water whenever you go out to eat, with a serious face.
11. Specify That Your Drive-through Order Is 'To Go'.
12. Sing Along At The Opera.
13. Go To A Poetry Recital. And Ask Why The Poems Don't Rhyme?
14. Put Mosquito Netting Around Your Work Area and Play tropical Sounds All Day.
15. Five Days In Advance, Tell Your Friends You Can't Attend Their Party Because You're Not In the Mood.
16. Have Your Co-workers Address You By Your Wrestling Name, Rock Bottom.
17. When The Money Comes Out The ATM, Scream 'I Won! I Won!'
18. When Leaving The Zoo, Start Running Towards The Parking lot, Yelling 'Run For Your Lives ! They're Loose!'
19. Tell Your Children Over Dinner, 'Due To The Economy, We Are Going To Have To Let One Of You Go.'
20. And The Final Way To Keep A Healthy Level Of Insanity
21. Send This E-mail To Someone To Make Them Smile.
22. It's Called Therapy.



RESEARCH APPLICATION BOLSTERS BOTTOM LINE

By Catherine Miller - Stock Journal, June 26th 2008

Adopting the latest research has transformed lamb from a fatty product to larger, leaner carcasses with good eating quality according to Sheep CRC Next Generation Meat Quality program leader David Pethick from Murdoch University in Western Australia.

The meat scientist highlighted since 1995 the lamb industry has added the equivalent of the lean meat in two Big Mac burgers per annum to the average lamb carcass—with carcass weights increasing from 18 to 21 kilograms.

Driven by terminal sire seedstock producers jumping on Lambplan and evaluating carcass genetics he says

the average terminal sire carcass plus index has risen from 108 to 150.

This has translated into the average lamb having 230g more lean meat, 5g less fat and 10g more bone.

Going forward he says all meat industries are experiencing a cost price squeeze but many economists say lamb is the best positioned with chicken likely to need to rise 35pc to cover current grain prices.

He says consumers are willing to pay a lot of money for lamb but need to see perceived value for money with a high quality product and going forward the good amalgamation between marketing and research and

development needed to continue.

The latest Cooperative Research Centre for Sheep Industry Innovation is continuing to focus on carcass traits such as lean meat yield and eating quality but also odour and appearance and improving the health characteristics such as zinc, iron and omega three fatty acids.

Meat & Livestock Australia through grower levies will contribute \$10 million over 10 years for the latest Sheep CRC but it has also attracted \$35 million in Federal Government funding.

INDUSTRY LOSES ITS WAY

By Catherine Miller - Stock Journal, June 26th 2008

Tatiara Meat Company livestock manager Dale Cameron says the lamb industry has “lost its way” and for the past three to five years seedstock producers, processors and lamb producers have become stagnant. And he says there is huge scope to improve on-farm efficiency and “get the maternal focus right”.

Mr Cameron says the industry needs to focus its production systems on turning off 20 kilogram to 30kg carcass weight lambs and he questioned whether an 85kg first cross ewe was the most efficient prime lamb mother.

“No one will come back in 10 years time and say they want a 38kg carcass - the good reasons why the carcasses will stay in the 20kg range is occupational health and safety, portion size and yield,” Mr Cameron said.

Into the future, he also questions whether it is sustainable for producers to pay around \$150 for replacement first cross ewes and says a move towards more self-replacing flocks would be more economical.

The large number of new breeds in the sheep industry has also created an enormous variation in quality and Mr Cameron said producers needed to work out whether they wanted to produce wool or meat. He also suggested that South Australian producers needed to develop contract on-farm labour similar to the cropping sector to alleviate labour shortages, and be more creative with the marketing of their lambs.

A farmer decides he wants to divorce his wife so he goes to an attorney's office and tells him, “I want to get one of those dayvorses.”

The attorney then asked, “Well do you have any grounds?”

The farmer said, “Yea, I got about 140 acres.” The attorney said, “No, you don't understand, do you have a case?”

The farmer said, “No, I don't have a Case, but I have a John Deere.”

The attorney said, “No you don't understand, I mean do you have a grudge?”

The farmer said, “Yea I got a grudge, that's where I park my John Deere.”

The attorney said, “No sir, I mean do you have a suit?”

The farmer said, “Yes sir, I got a suit. I wear it to church on Sundays.”

The exasperated attorney said, “Well sir, does your wife beat you up or anything?”

The farmer said, “No sir, we both get up about 4:30.”

Finally, the attorney says, “Okay, let me put it this way. WHY DO YOU WANT A DIVORCE?”

And the farmer says, “Well, I can never have a meaningful conversation with her.”



EATING QUALITY TOP PRIORITY

BY JANE McBRIDE

KANGAROO ISLAND producer Andrew Heinrich is concerned prime lamb producers will lose market opportunities if they focus too heavily on producing big, lean lambs which may be hard to finish.

Andrew, Ella Matta White Suffolk Stud, has spent the past year undertaking a Nuffield Scholarship looking internationally at different meat industries' trait selection and measurement and how producers should select rams for their flock.

He says the lamb industry can learn from the mistakes made in other meat industries where the focus was on producing lean meat for the processor at the expense of eating quality.

"For the lamb industry, eating quality and meeting consumers' expectations in terms of quality and value for money are paramount," he said.

"We want a product that consumers will demand on the supermarket shelf." Lamb producers needed to find a balance between size, reproductive efficiency and flavour traits.

Andrew is concerned producers are buying on Carcase Plus index only where they should also be looking at individual traits to meet their breeding program.

"Ram breeders and prime lamb producers need to look for fastgrowing, early-maturing rams, not necessarily the biggest. Lambs from big, lean rams are harder to finish and with high grain prices being able to finish lambs in the paddock is a huge advantage," he said.

"Probably the most significant change we will make to our breeding program is a move away from producing the leanest lambs and rams and ensuring the eye muscle and small amount of fat are there to maximise eating quality." And this included carefully selecting Merino ewes used to produce prime lambs.

"The Merino industry needs to measure eye muscle and fat. There is evidence that ewes with higher fat levels have better conception rates and if they can carry the fat into summer it will benefit the offspring," Andrew said.

Merino ewes and wool play an important role in Andrew's business and he cannot understand why producers around the world do not want to maintain the wool side of their sheep flock. "Producing good quality wool as part of the commercial flock is very important.

KEY POINTS

- Lean meat not an end in itself
- Producers urged to consider individual traits
- Wool quality must be maintained

"We have to shear the sheep anyway so we may as well be making money from it," he said.

The good news for sheep producers, and something Andrew learnt while overseas is that LAMBPLAN is highly regarded as an accurate way to achieve desired traits in progeny.

"Producers should use the Carcase Plus index in conjunction with LAMBPLAN's individual trait measurements," he said.

"Producers should be using feedback from processors, like the kill sheets, to determine what traits they need to introduce or adjust in their lambs to meet consumer demands and maximise profits." •

*Article courtesy of
STOCK JOURNAL - January 17, 2008
SA LAMB Feature*





ASBV'S FOR VISUAL TRAITS IN SHEEP GENETICS

A significant amount of R&D has been funded over the past few years by MLA and AWI investigating genetic parameters for structure and wool quality traits with a view to including these in routine genetic analyses of LAMBPLAN and MERINOSELECT. This work commenced in response to feedback that breeders and producers place significant emphasis on these traits when making selection decisions, hence inclusion of these traits into Sheep Genetics is anticipated to have a positive effect on adoption and utilisation of genetic information. This document serves to provide an update on activities in this area with a view to providing ASBVs for these traits routinely in the future.

Work conducted by NSW DPI, AGBU and Simon Beattie has contributed to the summary of knowledge on conformation traits listed below.

SUMMARY TABLE - KEY RESULTS

Trait Group: Conformation

Trait	Heritability	Correlations
Face Cover	High	
Body Wrinkle	High	Strong correlation with neck wrinkle
Feet/Leg Structure	Low/Moderate	Moderate correlation between front & back legs
Shoulder/Back	Low	Strongly correlated to weathering and fleece rot

HERITABILITY: HIGH >0.4; MOD 0.2-0.4, LOW <0.2;

CORRELATIONS: HIGH >0.5; MOD <0.5

VISUAL SCORES

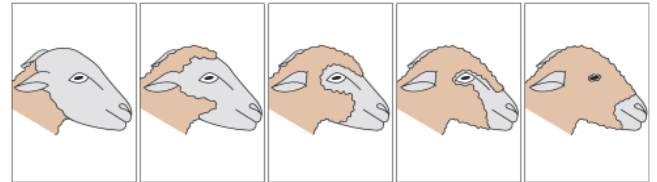
Following on from this R&D effort, it was decided that a national set of standards for visual wool quality and structural traits be developed and that the visual breech scores be updated in the same process. A workshop was held to capture what is known about the traits as well as the scoring systems and significant consultation with breeders, classers and researchers took place. Following this a series of scores have been developed into a booklet with the aim of accommodating all breeds of sheep, however, only certain traits will be relevant to certain breeds.

The traits considered include:

- Conformation: Jaw, Shoulder/Back, Feet/Legs, Face Cover, Body Neck/Wrinkle
- Wool Quality: Fleece rot, colour, crimp/Character, staple weathering, handle, staple structure, pigment

- Breech: Scores for breech cover, breech wrinkle, dag, crutch cover

Face cover



Score 1

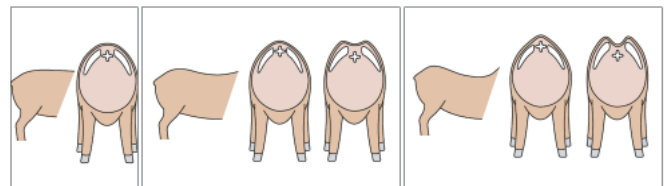
Score 2

Score 3

Score 4

Score 5

Shoulder/Back

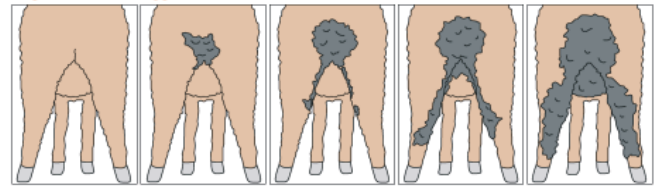


Score 1

Score 3

Score 5

Dag - Weaners / Hoggets



Score 1

Score 2

Score 3

Score 4

Score 5

Some examples of the scores from the booklet follow:

ASBVS FOR VISUAL TRAITS

Following release of the visual scores guide to industry and the subsequent collection and submission of sufficient amounts of good quality data to Sheep Genetics, it is anticipated that ASBVs will be available for these traits so that breeders can include them as part of their selection process. This information can be collected routinely at classing.

FURTHER INFORMATION

A PDF of the scores booklet can be downloaded from the following link:

<http://www.sheepgenetics.org.au/lambplan/>

Or contact Sheep Genetics office directly for a copy of the booklet.

Phone: (02) 6773 2948

Email: info@sheepgenetics.org.au



STEEP LEARNING CURVE

I am a new member of the White Suffolk Association mostly by default. In January of this year my partner and I went on a buying trip for White Suffolk flock rams. To cut a long story short we ended up with a White Suffolk Stud. There was an advertisement in *The Land* for a dispersal sale on a property near Tamworth. My family live in Tamworth and of course it was en route for a visit. Being aware that there is a growing number of buyers in our area (Brewarrina Upper Western NSW) took the opportunity for another enterprise.

Our area is mostly merino breeding country but more and more people are also diversifying with fat lambs and the White Suffolk has all the elements required for the fat lamb market.

My partner kindly gave me the job of taking on the Stud. When I was young our family bred Border Lester's in the Tamworth area. One day I was in the yards with Dad and turned my back to get over the fence when I heard him yell LOOK OUT. Turning around I was faced with a charging ram that caught me full on sending me to the ground gasping for air. Since then I have had an acute aversion to getting in the yards with rams. They say one must face your fears so what better way to do that than breed rams!

I have now joined our ewes to a very good ram that was sired by Yetholm 856 and they are due to lamb in June.

Last Thursday there was a field day at our Culgoa Sport & Recreation Club. It was to celebrate their success in being the National Winners of the "Drought Not Out" competition.

There was live broadcast of the ABC's Country Hour, National News, Radio National's "Bush Telegraph" also Land Line was there filming the event.

Hence a celebration was organised with Stud Stock Displays, Elders Western Catchment Management Authority, Western Area Health, Bike displays, free massages, free haircuts and the list goes on.

Well I thought what a good opportunity to get some exposure with some of my six month old ram lambs. Where to start! Organise yards and a sign, easy. Get the rams into the yards, easy. Select six or seven good rams? Well I thought I won't be stopped here so I emailed Nikki Pfeiffer and told her my plight and she emailed me Breed Aims. Printed it out put it in my pocket and David and I headed to the yards to draft up the rams for selection, so far so good. Well one has to draft one has to push up. I got the job of pushing up so that meant I had to get

into the small pushing pen with the feisty little critters. Mind you I have done a lot of this type of work with our Merinos, 4000 of them no problem but 21 ram lambs different story those things can knock me for a six put me to the ground and take the wind fair out of me. I looked at David waiting at the head of the race waiting and waiting. Finally I plucked up the courage to let them know I meant business and started them off. Third one down decided to jump the race. So off we went to get him back. He headed off with a vengeance and ran back towards the pushing pen and cleared the fence with room to spare ready for me to get back in there with him and his mates to start pushing them yet again.

My nerves were paramount but I thought its time to face your fears and get on with it. We managed to get them sorted and our jumper had the qualities outlined on Breed Aims so we left him in there with the others. Bedded them down for the night with feed and water and put them in the new part of our yards that lead up to the shed. Good strong high fencing.

The next morning I took the dogs for a walk down to the yards to make sure all was well only to find that our jumper was two pens down from the rest. I though I'm not going in there without backup so came home to get David's help. We went down with the truck to load them and low and behold our jumper was back with the rest. We loaded them and off we went to the Field Day constantly looking in the back to make sure our friend was still there. On arriving we surveyed the portable yards set up for the sheep. Our jumper could make mince meat out of this little fence. After much deliberation we thought let's just do it. We unloaded them into the yard gave them some Lucerne and they were perfectly behaved all day long.

continued over....



...continued from previous page.

They were the only White Suffolks there among all Merino Rams and there was a lot of interest in them. All in all we had a great day and met some new people.

I would like to thank Nikki Pfeiffer for all her help and support. I managed to create a nice little handout with the information she emailed me. Thanks again Nikki.

*Mandy Friend
Culgoa White Suffolk Stud*

SEEKING PHOTOS

IF ANYONE HAS ANY GREAT PHOTOS THE ASSOCIATION COULD POSSIBLY USE FOR ADVERTISING PURPOSES,
PLEASE FORWARD THEM ELECTRONICALLY TO THE SECRETARIAT AS WE ARE ALWAYS LOOKING FOR NEW ONES.
IT WOULD BE GOOD TO HAVE A GOOD SELECTION FOR POSTERS, ADVERTS ETC

SHEEP CRC/ INFORMATION NUCLEUS & SHEEP GENOMICS

Two important areas of research relating to sheep industry are the Sheep CRC program and the associated Information Nucleus and Sheep Genomics. Many White Suffolk members have already contributed to both these areas of research through semen allocations to the Sheep CRC Program and providing DNA material to Sheep Genomics for SNP verification. These two important research programs, along with Sheep Genetics, coordinate their research without duplication, in striving to advance the sheep industry to become more profitable and sustainable into the future. The information that these programs generate will be of immense value to all sheep producers, but especially seedstock producers as we are the multipliers of the genetics that will ultimately determine the profitability and sustainability of the clients who produce the end products, be it wool or meat. Information on these programs can be found on the web and this is the best source of keeping up to date with any results emanating from this research. Links to these sites will soon be listed on the Association Website but are also detailed below.

number of means. Open days are held at various times throughout the year at the many locations where the trials are being conducted. The National Conference 2009 will coincide with one of the Open days that Sheep CRC/Information Nucleus conduct. Below is a list of other venues planned to hold these Open Days. It is strongly recommended that all White Suffolk breeders attend these information days as the information gained from these research programs will form an important part of your future breeding objectives. It may be to your benefit to invite your clients to these days as well.

Information can also be obtained through a newsletter distributed through email. Subscription to the newsletter can be made by emailing Deb Maxwell, deb@bellaine.com or through the link on the Information Nucleus webpage. Once again all white Suffolk members should be availing themselves of this information to keep up to date with the latest developments in the sheep industry.

Venue	Date	Status
Katanning	Thursday, 16 October 2008	Confirmed
Struan	Friday, 28 November 2008	Confirmed
Rutherglen	Tuesday, 17 February 2009	Confirmed
Hamilton	Last 2 weeks February 2009	
Kirby	March 2009	
Turretfield	Thursday, 2 April 2009	Confirmed
Trangie	Thursday, 20 November 2008	Confirmed
Cowra	TBA	

Research results are released to the public through a

For more information....

SHEEP CRC
www.sheepcrc.org.au

SHEEP CRC/INFORMATION NUCLEUS
www.sheepcrc.org.au/INF

SHEEP GENOMICS
www.sheepgenomics.com



PROFILE: GARY HEILIG

Name: Gary Heilig

Age: 65

Stud Name: Prestige Farm

Flock Number: 681

Where do you live?

2936 North Trout Creek Road, Moore, Montana USA

Where do you work ? Farm owner

Favourite Food: Lamb

Favourite Colour: Black

Favourite Animal: Sheep

How long have you been involved with White Suffolks?

1 year

What do you like most about White Suffolk sheep?

Conformation

What is your most memorable “show” or “farm” experience? Lambing

What are your future ambitions? AI and Embryo Transfer

Where do you see yourself in 10 years time? Breeding White Suffolk Sheep

Any other information you would like to share?

I would like to thank David Pipkorn, AWSA Association, John Hedley exporters and Mark Willis for sending these White Suffolk Sheep.



DUBBO SHOW RESULTS

APRIL 26TH 2008

140 White Suffolks sheep shown by 16 Exhibitors
Judged by Ian Gilmore

Exhibitors included

Jason & Vicki Barker "Timor" Nyngan,
Cory Irvin "Blair Athol" Barellan,
John Jamieson "Wattle Park" Finley,
Amando & Maria Dissegna "Warburn" Griffith,
Allen & Jennifer Ireland "Bygo" Tullibigeal,
D& S Mitchell "Rene" Culcairn,
Jarrod Alcorn "Jarrabay" Yass,
Dennis & Rodney Irvin "Cooee" Barellan,
Brett Picker "Rocdell" Bigga,
Victoria & James Patterson "Kinellar" Gooloogong,
Ann O'Leary "Summit" Elong Elong,
Julie Wiesner "Glengarry" Walla Walla,
Mark Yates "Kubura" Yerong Creek,
Bob Bryson "Allen Gate" Wyalong,
Eric, Joyce & Daryl Dixon "Ashbank" Dubbo,
Scott & Elaine Woodley "Kurraview" Dubbo.

OPEN RAM under 1 ½ yr. shorn. 7 entries

1st: Kubura, 2nd: Warburn, 3rd: Ashbank,
4th: Cooee.

NOVICE RAM showing milk teeth only, shorn, born between 1/6-31/7/07. 2 entries

1st: Blair Athol.

OPEN RAM showing milk teeth only, shorn, born between 1/6-31/7/07. 19 entries

1st: Kurraview, 2nd: Kinellar, 3rd: Warburn, 4th:
Glengarry,
5th: Bygo & Rene.

NOVICE RAM showing milk teeth only, shorn, born after 1/8/07. 3 entries

1st: Rocdell, 2nd: Blair Athol, 3rd: Blair Athol.

OPEN RAM showing milk teeth only, shorn, born after 1/8/07. 10 entries

1st: Kurraview, 2nd: Kurraview, 3rd: Jarrabay,
4th: Ashbank, 5th: Jarrabay & Bygo

NOVICE RAM under 1 ½ yr. Woolly.

1st: Rocdell.

OPEN RAM under 1 ½ yr. Woolly. 9 entries

1st: Kubura, 2nd: Kinellar, 3rd: Jarrabay, 4th: Cooee.

PAIR of 2 RAMS under 1½ yr. Shorn. 7 entries

1st: Warburn, 2nd: Kubura, 3rd: Jarrabay, 4th: Cooee.

RAM over 1 ½ yr. Shorn. 4 entries

1st: Allen Gate, 2nd: Allen Gate, 3rd: Rocdell.

RAM over 1½yr. Woolly. 3 entries

1st: Allen Gate, 2nd: Jarrabay, 3rd: Allen Gate.

NOVICE EWE under 1 ½ yr. Shorn.

1st: Rocdell.

OPEN EWE under 1 ½ yr. Shorn. 10 entries

1st: Kurraview, 2nd: Ashbank, 3rd: Jarrabay,
4th: Kurraview, 5th: Wattle Park.



DUBBO SHOW RESULTS CONT...

NOVICE EWE showing milk teeth only, shorn, born between 1/6-31/7/07. 3 entries

1st: Roccidell, 2nd: Blair Athol, 3rd: Blair Athol.

OPEN EWE showing milk teeth only, shorn, born between 1/6-31/7/07. 20 entries

1st: Ashbank, 2nd: Wattle Park, 3rd: Glengarry,
4th: Kurraview, 5th: Rene.

NOVICE EWE showing milk teeth only, shorn, born after 1/8/07. 3 entries

1st: Roccidell, 2nd: Blair Athol, 3rd: Blair Athol.

OPEN EWE showing milk teeth only, shorn, born after 1/8/07. 11 entries

1st: Bygo, 2nd: Ashbank, 3rd: Jarrabay, 4th: Bygo,
5th: Roccidell & Kurraview.

NOVICE EWE under 1 ½ yr. Woolly.

1st: Roccidell.

OPEN EWE under 1 ½ yr. Woolly. 6 entries

1st: Warburn, 2nd: Cooee, 3rd: Bygo.

PAIR of 2 EWES under 1 ½ yr. Shorn. 6 entries

1st: Ashbank, 2nd: Cooee, 3rd: Warburn, 4th: Kurraview.

EWE over 1 ½ yr. Shorn. 7 entries

1st: Wattle Park, 2nd: Warburn, 3rd: Roccidell,
4th: Jarrabay.

EWE over 1 ½ yr. Woolly.

1st: Warburn.

KEITH McIntosh MEMORIAL AWARD for Sires Progeny Group. 9 entries

1st: Ashbank,
2nd: Cooee,
3rd: Kurraview,
4th: Jarrabay.

Group of 1 Ram & 2 Ewes
9 entries

1st: Kurraview,
2nd: Ashbank,
3rd: Cooee.

Interbreed Group
White Suffolks Second

(from 9 breeds)

Best White Suffolk Head Thank you to Bob Bryson
For donating trophies for this class over the last 3
years.

12 ram entries

1st: Kurraview,
2nd: Warburn,
3rd: Kubura.

12 ewe entries

1st: Kurraview,
2nd: Wattle Park,
3rd: Rene.

SUPREME WHITE SUFFOLK - KUBURA

MOST SUCCESSFUL EXHIBITOR - ASHBANK



WA WHITE SUFFOLK BREEDER WINS

WAMMCO CARCASE COMPETITION

INFORMATION REPRODUCED FROM THE FARM WEEKLY

A line of 101 purebred White Suffolk Lambs bred by Bevan and Eileen Nottle, Middlmoor White Suffolk Stud, Narrogin, won the 2008 WAMMCO International State carcase competition at Katanning in April.

The win is a first time for the White Suffolk breed in the west and is a tribute to Bevan and Eileen’s dedication towards breeding commercially focussed White Suffolks.

A total of 83 producers put forward 96 entries totalling over 18,000 lambs for evaluation making it one of the biggest lamb carcase competitions in the world. A minimum draft of 100 lambs was required to enter the competition.

The Nottle’s winning line of lambs weighed an average of 27.2kg with a carcase fat score of 2.84 and a 51.7% carcase lean meat yield putting them at the top for meat yield in their weight range and earning close to maximum points.

The Middlmoor lambs averaged 13.52% loin lean meat yield which was above the average of the competition and as the most valuable meat comes from this part of the carcase it makes a big difference on profitability.

PICTURE REPRODUCED FROM THE FARM WEEKLY

“The lambs were dropped on good pasture and were growing at 400-800 grams/day. So that’s a pretty big lamb in a short time which is what we are aiming for. We have been using LAMBPLAN to select all our rams for over 10 years now so it appears to be working,” Bevan reflected.

The Nottles have also been involved in the Superwhites breeding program for over 10 years and Bevan said, “Over 95% of the lambs were sired by rams that were bred out of Superwhites which is a real endorsement for the program. Especially pleasing was the loin meat yield which reinforces that selection for muscling pays dividends”.

WHAT’S AN AVERAGE CARCASE?

This is the average and range of entries in the competition. It shows the variation between different lines that ultimately affects processor profitability.

	Weight	Fat Score		
Average	23.9kg	2.77		
Range	16.3-29.2	1.9-4		
	VIAscan yields			
	% carcase yield	% loin yield	% leg yield	% shoulder yield
Average	52.5	13.1	22/8	16.5
Range	48.3-57.7	11.7-15.9	21.1-25.0	14.7-18.6
	Kilograms of Lean Meat			
	Kg carcase	Kg loin	kg hindquarter	kg forequarter
Average	12.49	3.13	5.43	3.93
Range	9.2-14.5	2.2-4.0	4.0-6.3	3.0-4.5



PAY DAY FOR KEEPING THE FAITH

Reedy Creek lamb producer Peter Andrews says this is the first time for a few years when producers have been rewarded for finishing lambs into winter with a price spike.

“If you kept lambs on through the season it was very disappointing - prices went up in January but then back down again and people were battling to get \$3.40 a kilogram to \$3.60/kg for lambs shorn and on irrigation,” he said.

But at last Tuesday’s Naracoorte prime market he was pleased his “tail end” September 2007-drop second-cross lambs weighing just 16-18kg carcass weight made \$84.

“We sold fantastic lambs in early January in the wool for \$67 which were twice as good as those which made \$68 last week,” Mr Andrews said.

Across all the first and second cross lambs dropped between May and October last year on the Birrimba property, he has averaged nearly \$80 this year but says he hoped it would be closer to \$90 for the 18-22kg trade lambs he turns off. His last load sold over the hooks in June made \$92 or about \$4.20/kg. “It has been a year where we have been able to make ends meet but not brilliant-it has been tough enough to get the lambs to market at the right stage,” Mr Andrews said.

Earlier in the year, he took advantage of forward contacts from a number of Victorian processors and was able to secure rates above the spot price until the end of May which he said was a “great help.”

Mr Andrews was able to sell lambs for \$3.70-\$3.80/kg while the weekly price over the hooks was closer to \$A.D.-\$3.50/kg, which he said gave producers price security. To be sustainable, he says lamb returns need to remain between \$3.50-\$4/kg, but with too many low-lying areas on his property cropping is not an option. And with the Australian dollar almost at parity with the US dollar, he can understand that export processors are hurting.



SUPERWHITES LOOK TO SET BENCHMARK

The Superwhites Breeding Group is a group of AWSA members that progeny test the top 10-12 young sires bred within participating flocks each year and look to make rapid genetic improvement in all commercially important traits. A few facts about the group:

- Has been in operation for 13 years
- Has 20 active members based in 5 states ranging from Foundation members to more recently founded studs
- Collectively the group produces around 3,000 rams annually
- Select the best 10-12 rams each year from those 3,000 to progeny test
- Foster excellent data quality – most members achieve Gold status

RECENT ACTIVITIES:

Annual Conference

For the past 5 years the Superwhites group has held its annual meeting in conjunction with the Meat Elite Poll Dorset Breeding group. The past 4 conferences have been held in the following locations with topics covered at each conference listed. The conferences have been designed to provide the latest R&D outcomes to the members as well as provide challenging and stimulating forum for discussion between two groups of breeders.

2008, Rutherglen, Vic

Seedstock Marketing Course, Feed Efficiency research update, Sheep meat R&D update, Sheep CRC Information Nucleus update

2007, Hahndorf, SA

DNA technology, Worm resistance, Reproductive efficiency, Future of Australian Lamb Industry

2006, Perth, WA

WA lamb industry, Gene markers for muscling, Meat quality R&D

2005, Armidale, NSW

DNA technology, SheepGenomics, Ram Cost of Production, Joining Ewe lambs

STRENGTHENING ACROSS FLOCK LINKS & NEW TRAITS

Each year we now use a link sire across all member flocks to strengthen across flock links and drive genetic gain by using the best proven sire available.

The group has also been involved in a number of syndicate purchases and major semen orders in significant rams over the past few years in an attempt to put the best genetics to the test and objectively assess the performance of their progeny over as many flocks as possible.

A number of members also collect additional information including Worm Egg Counts for inclusion in LAMBPLAN analyses and we are encouraging members to collect data on Visual Traits according to the new MLA/AWI booklet as part of their classing process. In future, we anticipate that conformation ASBVs will be available and provide a more accurate tool to use in selection than making judgements on phenotypes alone.

RESEARCH & DEVELOPMENT:

The group is also a keen supporter of R&D and a number of members have donated semen from their rams to the following research projects:

- Sheep CRC Information Nucleus project – world's largest sheep DNA research trial
- Projects in the SheepGenomics Program including the Falkiner DNA Flock
- MLA's temperament trial (WA) and Sheet Meat Eating Quality trial (SA)

We look with anticipation as to the outcomes of this research in terms of what new traits will be developed and what associations new and existing traits will have with DNA markers. Members within the group are keen to be involved in ongoing research that will benefit the lamb industry and will look to work more closely with the AWSA R&D Committee in the future in an effort to achieve this.

WHO IS INVOLVED AND WHO CAN BE INVOLVED?

Superwhites is open to any AWSA member who meets the following criteria:

- Minimum of Silver data quality
- At least 60 ewes in the flock
- Maintain Carcase+ average above the Lambplan White Suffolk Average.

Feel free to contact any of the breeders near you to find out any other queries you might have. The Series 13 ram team is being selected now, so if you are keen to be involved during 2008/09 please contact one of the committee members.



SUPERWHITES LOOK TO SET BENCHMARK CONTINUED

SUPERWHITES MEMBERS:

Name	Stud	Flock No	Loaction
AS & TM Heinrich	Ella Matta	1	Parndana, SA
BA & JE Lang	Langley Heights	2	Oberon, NSW
RV Piggott & Son	Illoura	15	Moorlands, SA
GB & J Gale	Fingerpost	16	Monarto South, SA
GW & CL Clothier & Sons	Woolumbool	26	Lucindale, SA
Keen & McLauchlan	Valma	30	Bracknell, TAS
*RD EJ & VE Watt	Felix	48	Greenthorpe, NSW
Allengrove Proprietors	Allengrove	64	Kapunda, SA
IA & DL Pritchard	Tammar Hill	87	Northam, WA
*RB & RJ Fischer & Sons	Ashmore	99	Wasleys, SA
*HG Morgan	Millswyn	113	Katandra, VIC
JA & JR Wiesner	Glengarry	122	Walla Walla, NSW
D Smith	Farrer	139	Tamworth, NSW
RA MD MR & J Grossman	Koonawarra	160	Angaston, SA
MD Jarvis	Waterloo	284	Gatum, VIC
B & E Nottle	Middlemoore	299	Narrogin, WA
MJ & DJ Long	Pendarra	324	Ardlethan, NSW
*A & M Bouffler	Trigger Vale	450	Lockhart, NSW
LJ & GF Menegon	Big Park	535	Karoola, TAS
LW & PT Sweeney	Malati	591	Myrtleford, VIC

* denotes Superwhites committee members



FURTHER INFORMATION:

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 Email: troyfischer@bigpond.com
www.whitesuffolk.org.au/superwhites/index.htm

We are in the process of updating the website so stay tuned for updates.

