

PRESIDENT'S REPORT

MARK GROSSMAN

Welcome to the April edition of our AWSA Newsletter.

As your President it was pleasing to see the interest shown by members at the recent White Suffolk conference. The conference gave an excellent opportunity for members to celebrate 30 years of breeding our great breed, as well as time for all to remember back and share the many experience's of the journey that the White Suffolk breed has achieved as being a pacesetter within the lamb and sheep industry. Firstly I wish to thank Peter and Julie Button and all that helped in organising a successful national conference. Our conference offers our members and the industry a great opportunity to meet, learn and share new aspects of the prime lamb industry. This year also commenced the celebrating of 30 years of the White Suffolk breed.



At the 2015 AGM we saw changes within our Federal Council. We welcomed John Jamieson, Alistair Michael and Peter Angus who were appointed as new Councillors and both Julie Wiesner and Andrew Frick retired from Council. Julie and Andrew have given much time and assistance to our breed at the Council level and on behalf of all members I thank them for their contributions and enthusiasm in promoting our breed. Jason Barker having resigned from council following last years conference was also acknowledged for his contributions to our breed.

Peter Button was re-elected as Vice President and also chairs the promotions and marketing sub-committee.

At the conference it was pleasing to have a presentation from Kim Woods, Outcross Media. The whole promotions team of Kim, Sue Piggott (BizBoost)- working on the Newsletter, and Steve and Deb Milne (Richmond Hill Agribusiness) working on production of the E-news, are ensuring promotion of White Suffolks within the rural community. Reports from members and regional committees are always welcome for the promotions team to use in our breed promotion . A subcommittee on Federal Council developing a branded product for our breed is progressing well. The assistance of all White Suffolk members is now needed to encourage commercial producers to join our commercial register.

Many of the upcoming shows and field days around Australia will be feature shows for our breed, so at these events we encourage all members to actively help promote White Suffolks. As your President I encourage you to support these events and endorse our breed.

The Australian sheep and lamb industry is moving forward with many exciting opportunities and developments for us to take advantage of as seedstock producers. As a terminal breed we need to enhance and market our position as leaders for profitable prime lamb production with the genetic advances we continue to make. In 2015, as we celebrate 30 years of being a progressive and proud breed, we look ahead to a positive and vibrant future.

Mark Grossman



FROM THE SECRETARY

NIKKI WARD

Happy Birthday!

2015 is a special year for the Association as it celebrates its 30th birthday. There really was no better way to begin the year than the National Conference, and it was great to be back amongst it all again networking with members and having many laughs over the stories that have evolved over the last 30 years.

The Conference, held in the Barossa Valley, SA, was a great success for the breed with approximately 80 members and guests in attendance over the two days. Topics discussed included the early development and history of the breed, bio-dynamic farming, enhanced abattoir surveillance, lamb survival and management, on-farm biosecurity, pasture management, and an update from Sheep Genetics. A number of reports are included in this newsletter for your reference.

The Tuesday afternoon featured an exciting presentation by Matt Toll, Consolidated Food Co, and Ben Simpson, OGA Creative Agency, on the marketing opportunities for White Suffolk lamb. This included discussion on the process and opportunities ahead for the development of White Suffolk branded product.

An entertaining celebration dinner was held on the Tuesday night with Steve Funke MC for the evening. The night featured quizzes and quotes on the history of the breed, numerous stories were shared, and of course everyone enjoyed some birthday cake. One of the highlights would have to be the auction of five lots of White Suffolk lamb featuring auctioneers "Dodgy Andrew" and "Dodgy Ian". Some would say it was very dodgy indeed! Congratulations to all those who took home the lamb. An impressive \$658 was raised with the proceeds going towards Cancer

Council SA's Flinders Lodge Accommodation for country cancer patients.

I always return from the conference refreshed and motivated for the year ahead, and that is just from an office perspective. I hope that those who were in attendance came home with the same positive attitude and enthusiasm for 2015 as I. Congratulations to the organising committee for their tireless efforts in putting the Conference together, and going above and beyond to make the 30th year celebrations memorable.

As you will know Annual Return time has come around again. Paperwork was posted to all members at the end of March. If you have not received your paperwork please contact the office immediately, or login to WebManager and complete your return online. Please complete your return, registrations and transfers in a timely manner to avoid delaying the process for other members that may be waiting on transfers from you. If you require any assistance please contact the Secretariat.

To continue with the 30th anniversary celebrations White Suffolks will be the feature breed at all major shows around Australia throughout the year. A list is included in the newsletter, members are encouraged to support as many of these as possible.

A reminder that my office days are Monday, Wednesday and Friday. Please direct your enquiry on these days where possible, or alternatively send an email and I will attend to it as soon as possible.

I am looking forward to seeing what this year has in store for the breed, and wish you all the best for 2015.

Nikki Ward

NEW MEMBERS SINCE NOVEMBER 2014

Welcome to the following new members of the AWSA:

Flock	Name	Address	Town	State	Stud Prefix
848	Woods, DW & KM	2461 Taralga Road	Laggen	NSW	McAlister
849	Stevenson, Mr J	2611 Colac-Ballararat Road	Dereel	VIC	Allunga
850	Manton, A	1118 Bullaring Road	Yealering	WA	Acadia
851	Lane, M	PO Box 271	Wongan Hills	WA	Lynburn
852	Halloran, P	546 Goldfields Road	Kyneton	VIC	Bush Par
853	Cassidy, JM & AR	"Merilba", Kingstown Road	Kingstown	NSW	JAC
854	McIndoe, K, I & S	Strathmore Grahams Velley	Glencoe	NSW	KIS

FEDERAL COUNCIL MATTERS

Council Movements

Julie Wiesner and Andrew Frick both retired from Federal Council at the 2015 AGM after considerable involvement over a number of years. Julie served as the first female President of the Association and has held positions on numerous sub-committees. Andrew has held the position of Vice President, has been involved in a number of sub-committees and projects, and most recently has focussed on the investigation of White Suffolk Branded Product.

Peter Angus, John Jamieson and Alistair Michael were all elected to Council at the AGM. We wish them all the best in their first year and look forward to their fresh approach and ideas.

Increase to Registration & Transfer Fees

An increase to registration and transfer fees will become effective as of 1st April 2015. The following fees will now apply:

Ram Registration	\$11.00 per ram
Ram Transfer	\$22.00 per ram
Ewe Transfer	\$5.50 per ewe
Semen Transfer	\$11.00 per package
Embryo Transfer	\$11.00 per package
AOB Processing Fee	\$27.50 per ram

All fees listed are inclusive of GST

Lambplan Search Facility

Members are reminded they are required to sign a disclaimer provided by Sheep Genetics to allow animals to be included in the general Lambplan search facility.

2016 National Conference

The 2016 National Conference will be held in Western Australia. More information is included in this newsletter.

Feature Breed Sponsorship

Bromar Engineering has generously provided five lick feeders as a prize for one major feature show in each state in 2015.

The five shows are :

- Dubbo (NSW Sheep Show) - May
- Hamilton Sheepvention - August
- Royal Adelaide Show - September
- Perth Royal Show - September/October
- Royal Hobart Show - October

Keep an eye out for more information in the coming months.



Newsletter Discount

Members are advised that the discount applicable to members who advertises in three consecutive editions has been revised to the following to fall in line with the calendar year:

Any member who advertises in all three editions in the one year will receive a 25% discount on the full rate of the November edition.

Addition to Annual Returns - Number of Rams sold annually

Members are now required to record the "Number of Rams sold annually" (stud and flock rams) on their Annual Return. This new information will apply to returns submitted online and via paper.

Members are advised that no fee applies to this number. The data captured will not be recorded in the flock book and used purely to provide Council with an indication of the number of White Suffolk rams sold annually for promotion of the breed.

FEDERAL COUNCIL MATTERS CONT.

DNA Testing for Meat Eating Quality - All Members Qualify

A one year project from Sheep Genetics has provided the opportunity for all White Suffolk members who are not SGA members to have sires tested for Meat eating Quality (MEQ). The cost for testing will be the standard \$50 per test plus a small stud fee of around \$10 per animal. The information provided back to breeders will be a Research Breeding Value for MEQ providing each member confidence that the sires being used are in the preferred range for Intra Muscular Fat (IMF) and Shear Force (SF5).

This initiative will ensure that every White Sire is positive for IMF and negative for SF5 therefore enhancing our reputation as being on the right side of the average for MEQ. As a breed gearing up for branded product, it is important that all rams being sold to commercial clients potentially supplying lambs into our branded product initiative are of the highest level for MEQ.

To order DNA cards go to <http://www.sheepgenetics.org.au/Breeding-services/Genomics>

Hypo Update

A recent article published by LLS in northern NSW detailed the occurrence of Hypo lambs in a flock using White Suffolk 1st cross ewes joined back to WS sires. While it is not mandatory for members to test sires for hypo, those who have clients using WS sires as maternal 1st cross sires should ensure that the sires they are supplying are free of the recessive gene. Know how your clients are using your sires and pay attention to the potential of any problems that may damage the reputation of our breed.



2015 FEATURE SHOWS

White Suffolks will be feature breed at the following upcoming major shows in 2015:

26 March - 8 April	Sydney Royal Easter Show
15 - 17 May	Dubbo Show
17 - 19 July	Australian Sheep & Wool Show (Bendigo)
3 - 4 August	Hamilton Sheepvention
4 - 13 September	Royal Adelaide Show
19 - 29 September	Royal Melbourne Show
26 Sept - 3 Oct	Royal Perth Show
8 - 10 October	Royal Launceston Show
15 - 18 October	Royal Geelong Show
21 - 24 October	Royal Hobart Show



WHITE SUFFOLK BRANDED PRODUCT - WE NEED YOUR HELP

Those that attended the National Conference were made aware that the AWSA is developing a nationally branded lamb product to sell onto the domestic and international markets.

This represents a significant opportunity for commercial producers of Australian White Suffolk Lambs to be involved in producing for some of the world's finest restaurants and chefs.

The process of marketing and supply chain logistics will result in a transparent structure that allows for greater producer returns and more direct consumer feedback. You have always been a producer of the world's finest lambs, now you have a chance to be part of the bigger picture.

We are asking all members to make their clients aware of this exciting opportunity. Please ask them to visit the AWSA website (www.whitesuffolk.com) and click on "Commercial Register". The details captured will allow us to scope the numbers, seasonal, specifications and areas where White Suffolk lambs are produced.

The information submitted will be treated confidentially and only be used for the coordination of this exciting program.

All members will also be emailed this information – please help us by hitting the "forward" button and send out to your clients.

BIOSECURITY IS ABOUT PROTECTING YOUR LIVE-STOCK AND YOUR LIVELIHOOD

EMMA ROOKE, LIVESTOCK BIOSECURITY NETWORK PTY LTD

Biosecurity often conjures up thoughts of border security, quarantine stations and sniffer dogs. However, for sheep producers, biosecurity starts at home and involves many familiar and everyday practices, such as having good fences. Farm biosecurity is about protecting your enterprise from the introduction and spread of animal disease, pests and weeds, and their impacts on your business and the wellbeing of you and your animals.

The Livestock Biosecurity Network (LBN) is an independent industry initiative established by the Cattle Council of Australia, Sheepmeat Council of Australia and Wool Producers Australia funded by industry levies held in trust. LBN provides producers with practical information about implementing on-farm animal health, welfare and biosecurity measures to deal with the many risks producers face.

LBN regional officers are working closely with existing farming networks, raising awareness of biosecurity risks, including exotic or endemic diseases and harmful pests, and introducing risk management measures such as on-farm biosecurity planning.

To learn more about what you can do on your farm, see farmbiosecurity.com.au, contact the LBN officer in your state at lbn.org.au or sign up to the quarterly LBN newsletter please go to <http://www.lbn.org.au/newsletter/>.



PROMOTIONS

Outcross Media – Kim Woods

Federal Council are pleased to advise that Kim Woods has again been engaged for the 2015 year. Those members that attended the Conference would have seen and heard first-hand the marketing and promotion achievements for the breed in 2014. Kim also presented a resource library which consisted of 12 display folders full of newspaper clippings of editorial, market reports and anything that featured the words "White Suffolk" in major rural and regional media throughout 2014.

Members are encouraged to forward commercial contacts onto Kim for editorial.

Kim Woods (Outcross Media)
Mobile: 0499 772 860
Email: kim@outcrossmedia.com.au

We are looking forward to the continued development of the breed's promotion in 2015.

E-News

The E-News initiative has been well received with the past 3 editions receiving "open rates" of 42%, 48% and 60%. These open rates are quite considerable for an industry newsletter, it is very positive to see that the E-News is hitting our target audience well.

If you have any feedback on the E-News, or stories or links that you feel are suitable for inclusion, then please do not hesitate to hit reply to the next edition and tell us!

Win A Ram Competition

Advanced notice that the Win A Ram Competition will continue in 2015. Members are encouraged to continue promoting the competition to their clients. Details of the competition will be forwarded to members via email later in the year.

Banners

A reminder that the office has a number of pull-up and vinyl banners available for use at shows and field days. If you wish to acquire a banner for use at any event promoting White Suffolks, please contact the Secretary. It would be appreciated if members gave two weeks' notice of requiring banners so that postage can be arranged in time.

Website Advertising

The Australian White Suffolk Association will be providing advertising space on their website for any stud breeder or corporate business that would like to promote themselves in the form of a banner advert.

Here is an example:



Please contact Sue or Caitlin at Bizboost - phone (08) 8572 4470 or email info@bizboost.com.au to find out more.

Advert size:

290px wide by 200px high

– saved as a 72dpi .jpg file

Cost: \$330 inc GST paid to the AWSA annually

Starting: January 15th 2015

Link: to your website, facebook page, or breeder's page on the AWSA website.

WAGIN WOOLORAMA RESULTS 2015

6-7 MARCH, WAGIN, WA

JUDGE: ROS FUNKE, 'BUNDARA DOWNS'



Class
CHAMPION WHITE SUFFOLK RAM
Any extra details
- STOCKDALE

PHOTO COURTESY OF FARM WEEKLY

1. "Timor" Jason & Vicki Barker

2. "Kurralea" JE & KM Prentice

**Ram under 1 year, showing milk teeth,
born before 31 May**

3. "Kurralea" JE & KM Prentice

- Highly Commended "Warburn" A & M Dissegna
1. Stockdale, LJ & JK Fairclough
 2. Kohat, G, S, R & C Hyde
 3. Sasimwa, G & K Cole

**Ram under 1 year, showing milk teeth,
born after 1 June**

1. Stockdale, LJ & JK Fairclough
2. Kohat, G, S, R & C Hyde
3. Golden Hill, N Ditchburn

Ram over 1 year

1. Brimfield, M. Whyte

Pair of Rams under 1 year showing milk teeth

1. Stockdale, LJ & JK Fairclough
2. Hedingham, WD & BM Thompson
3. Brimfield, M Whyte



CHAMPION WHITE SUFFOLK EWE
- KIARA

PHOTO COURTESY OF FARM WEEKLY

**Ram under 1 year, showing milk teeth, to be judged
objectively & subjectively**

1. Ashbourne, S Kerin
2. Annaghdowns, KM & VJ O'Neill
3. Kohat, G, S, R & C Hyde

CHAMPION RAM - STOCKDALE
RESERVE CHAMPION RAM - STOCKDALE

**Ewe under 1 year, showing milk teeth,
born before 31 May**

1. Kiara, Kiara College
2. Brimfield, M Whyte
3. Stockdale, LJ & JK Fairclough

**Ewe under 1 year, showing milk teeth,
born after 1 June**

1. Kiara, Kiara College
2. Kohat, G, S, R & C Hyde
3. Sasimwa, G & K Cole

Ewe over 1 year

1. Kiara, Kiara College
2. Kohat G, S, R & C Hyde
3. Kiara, Kiara College

CHAMPION EWE - KIARA
RESERVE CHAMPION EWE - KIARA

Pair of Ewes under 1 year, showing milk teeth

1. Brimfield, M Whyte
2. Stockdale, LJ & JK Fairclough
3. Kiara, Kiara College

Group of 1 Ram & 2 Ewes, drawn from previous classes

1. Stockdale, LJ & JK Fairclough
2. Kohat, G, S, R & C Hyde
3. Brimfield, M Whyte

Progeny group of 3 sheep any age/sex by same sire

1. Stockdale, LJ & JK Fairclough
2. Brimfield, M Whyte
3. Kohat, G, S, R & C Hyde

GRAND CHAMPION - KIARA



CHAMPION PAIR OF EWES
- KIARA
PHOTO COURTESY OF FARM WEEKLY



CHAMPION INTERBREED GROUP
- STOCKDALE
PHOTO COURTESY OF FARM WEEKLY



GRAND CHAMPION WHITE SUFFOLK
- KIARA
PHOTO COURTESY OF FARM WEEKLY

LIFTING LAMB SURVIVAL RATES ON COMMERCIAL FARMS CRITICAL TO NATIONAL EWE FLOCK'S FUTURE

AUSTRALIAN WHITE SUFFOLK ASSOCIATION MEDIA RELEASE
BY KIM WOODS

The number of prime and Merino lambs dying within 24 hours of birth on Australian farms would fill 45 Olympic sized swimming pools or the MCG to 4.5m deep.

Riverina White Suffolk breeder and sheep industry consultant Murray Long described the loss as "horrendous" from a farm profitability and animal welfare point of view.

Mr Long, of Ardlethan, NSW, was a key speaker at the 2015 Australian White Suffolk Conference in Nuriootpa, SA, on February 16. "Lamb survival is having a real drain on each farmer in the commercial industry – we need to be acutely aware of it," he said.

Starvation and mismothering causes almost 60 per cent of losses followed by dystocia and exposure.

Nationally, marking rates across wool and meat breeds combined have averaged 90 per cent for 2010-2014.

"Genetics and management could positively impact lamb mortality by more than 80 per cent", Mr Long said. "The Merino breeding objectives of increased fleeceweight and reduced micron decreased lamb survival."

"The average lambs-in-utero scanned in Merino ewes across Australia is 130 per cent with average marking rates of 60-90 per cent," Mr Long said.

"Selecting for genetic fat is an insurance policy for lamb survival. Genetically fatter sheep produce heavier lambs at birth and birthweight drives survival. Chances are, not many 2.5kg lambs will make it through to weaning while 80 per cent of lambs weighing 5kg will make it to weaning. Genetic fat increases conception rates, ewe recovery after weaning, feed efficiency, lamb birth weights and lamb resilience."

Mr Long said management techniques for increasing lamb survival included condition scoring, optimum flock size and providing shelter. Other techniques include scanning ewes 40 days after ram removal, identifying multiple bearing ewes and segregating them onto high energy feed.

As a rule of thumb, ewes carrying twins require up to 25 per cent more feed. To reduce ewe mortality in late pregnancy, aim to lamb in condition score 3.5.

Mr Long said Merino producers using terminal rams should aim to keep 90 per cent of single lambs alive and 75-85 per cent of multiples. "If you are only keeping 40 per cent of twins alive, farm profit is going nowhere," he said.

As a member of the MLA Lamb Forecasting Advisory Committee, Mr Long said lamb survival was critical in the light of last month's national flock survey revealing 40.6 million ewes. "Once the Australian sheep industry hits 40 million ewes, we are no longer a self replacing flock," he said. "Unless we drastically increase the number of lambs to weaning, our national flock is in danger of decline."



Murray Long, pictured weighing a lamb at birth, encourages producers to increase lamb survival rates through genetics and management.

WHITE SUFFOLKS CELEBRATE 30 YEARS OF TEARS, TRIUMPHS, FELLOWSHIP AND GENETIC PROGRESS

AUSTRALIAN WHITE SUFFOLK ASSOCIATION MEDIA RELEASE
BY KIM WOODS

White Suffolks may have started out as an ad hoc genetic experiment tinged with controversy, but three decades on the breed has matured into one of the most dominant forces in the Australian prime lamb industry.

Around 80 delegates gathered in Nuriootpa, South Australia, last month for the Australian White Suffolk Association's annual conference, and reminisce on the tears, triumphs, fellowship and genetic progress at the 30th anniversary celebratory dinner.

Today, the breed has 364 active studs running 61,000 stud ewes and selling 35,000 rams each year, or 43 per cent of Australian terminal sires. Bred for Australian conditions, White Suffolks have earned a solid reputation over the three decades as a profitable alternative to other terminal breeds.

The association's foundation meeting was held on September 25, 1985 at the Sheep Club at Melbourne Royal Show. Ian Turner was elected chairman, Barry Lang as vice chairman, Geoff Gale as secretary/treasurer with committee members being J Treasure, E Siggers, G Martin, K Moore, G Day, D Ferguson, R Thirkell-Johnston and R Spiers.

Names for the new association were tossed around with Australian Whiteface, Whitefaced Suffolk, Meatmaster, White Suffolk, Aussie Whiteface and Suffet voted on. It came down to a choice between the Australian Whitefaced Suffolk Association and Australian White Suffolk Association. A motion at that meeting was passed that sheep offered for sale outside of a stud must contain at least 50 per cent Suffolk blood.

In the early days, commercial producers were paying up to \$150 for a White Suffolk ram, according to foundation member Geoff Gale, Galaxy Park stud, Monarto South, SA. He said producers were searching for alternatives to the black-pointed Suffolk after being penalized for skins by processors. Those using a "muffy-faced" Dorset type were also seeking a solution to overcome grass seed problems. "The obvious answer was to breed a clean-faced white sheep using the clean-faced advantage of the Suffolk

and the white skin of the Poll Dorset," Mr Gale said.

Professor Euan Roberts, University of NSW, established a blue print pathway for people to breed White Suffolks, using a nucleus flock of Poll Dorsets and Suffolks at the Hay Research Station, in the Riverina during the 1970s.

Mr Gale said a visit by the Suffolk Sheep Society of Australia members to Hay to inspect the breeding program left them unimpressed, forcing Professor Roberts "back to the drawing board".

At the same time, NSW Poll Dorset breeder John Treasurer, of Forster, NSW, joined a line of Suffolk ewes to his Melbourne Royal champion Poll Dorset ram, Toby, to produce "impressive" White Suffolk progeny. Mr Treasure nominated the lambs for the Guyra prime lamb competition, in the NSW New England, but was rejected on the basis of White Suffolk being an unregistered breed. "John renominated the lambs as Suffolks and ended up winning the champion pen but was later challenged on the breeding of the sheep," Mr Gale said.

The story filled many pages of the major rural newspapers, fuelling further interest in the new breed. Jealousy and resentment was rife among the seedstock sector as stud breeders departed other breeds to take up White Suffolk breeding. This spilled over at the annual general meeting of the Suffolk Sheep Society of Australia during the 1985 Melbourne Royal when an anti-White Suffolk lobby unsuccessfully sought to expel members breeding White Suffolks.

At the same show, a general meeting was held to form the Australian White Suffolk Association. "We were surprised when almost 60 people turned up, they were coming out of the woodwork and had been trialling the breed over the last two to three years," Mr Gale said.

He said breeders had been blending genetics on a "sink or swim" basis. "In my case I started with Poll Dorset and Suffolk but other people were using Border Leicester or anything with a white gene," Mr

Gale said. "The fact we didn't have any rules helped us to develop sheep for different areas. We picked up the best breeders from five to six other breeds - that gave us a mental edge as we had a lot of people who knew how to do things right."

"NSW struggled for a while as they had a strong Poll Dorset lobby but now there are more studs there than any other state."

"The breed has evolved with dramatic speed and this was brought about by the quality of the people involved. White Suffolks are in an excellent place now – we have some outstanding breeders with over 400 studs registered."

Foundation president Ian Turner recalled the first official public launch and sheep display in 1989 at the World Sheep and Wool Congress in Tasmania. Mr Turner, of Kensington Park, SA, said the 1991 Adelaide Royal marked the breed's first royal showing, with up to 80 entries. "From then on, the momentum was huge for the breed," he said. "As president I made a statement to the members that we will live and die by our commercial relevance."

"We have seen great improvement in the breed, and all (terminal breeds), over the three decades." Mr Turner said the breed led the way on the use of objective measurement in show classes.

Celebrating the 30th Anniversary of the Australian White Suffolk Association is foundation members, from left, Ian Turner, Andrew Michael, Hedley Kreig, Peter Heinrich, Ralph Speirs, Andrew Heinrich, Geoff Gale, Anthony Ferguson (representing Don Ferguson), Allan Piggott.



Members at the original Foundation Breeders Sale in 1991, from left Allan Piggott, Geoff Gale, Peter Heinrich, Hedley Krieg, Andrew Michael, Ian Turner, Don Ferguson and Malcolm Piggott.



ROYAL LAUNCESTON SHOW 2014

OCTOBER 2014, LAUNCESTON
JUDGE: DALE MOORE, 'PENRISE'

Shorn Ram under 1.5 years

1. Cardello, C Cresswell
2. Cremorne, GR & MJ Cornish
3. Sunnybanks, PP & KF Day

Shorn Ram born on or after 1st August in previous year

1. Fairbank, CFH Badcock

Pen of 2 Shorn Rams

1. Cremorne, GR & MJ Cornish
2. Sunnybanks, PP & KF Day
3. Cardello, C Cresswell

Shorn Ram (shorn less than 14 days)

1. Sunnybanks, PP & KF Day
2. Cardello, C Cresswell

CHAMPION RAM - CARDELLO
RESERVE CHAMPION RAM - SUNNYBANKS

Shorn Ewe and Lamb

1. Cremorne, GR & MJ Cornish

Shorn Ewe under 1.5 years

1. Sunnybanks, PP & KF Day
2. Cremorne, GR & MJ Cornish
3. Cardello, C Cresswell

Pen of 2 Shorn Ewes

1. Sunnybanks, PP & KF Day

Group 1 Ram & 2 Ewes

1. Sunnybanks, PP & KF Day
2. Cremorne, GR & MJ Cornish

CHAMPION EWE - SUNNYBANKS
RESERVE CHAMPION EWE - SUNNYBANKS

CHAMPION INTERBREED GROUP - SUNNYBANKS

WHITE SUFFOLK NOW THE NATION'S LEADING PERFORMANCE RECORDED TERMINAL BREED

AUSTRALIAN WHITE SUFFOLK ASSOCIATION MEDIA RELEASE
BY KIM WOODS

White Suffolk is leading the terminal breeds in Australia when it comes to performance recording with members being the biggest adopters of LAMBPLAN.

According to a Sheep Genetics analysis of the breed's 30-year history of performance recording, it is the leader for post weaning weight and the stand out breed for the Lamb 2020 index.

The rate of performance recording has exploded from the breed's foundation year of 1985 when just 168 animals were performance tested compared to 44,500 in the most recent year drop of 2013.

Sheep Genetics manager Hamish Chandler said White Suffolk breeders were the biggest users of Australian Sheep Breeding Values outside of the Merino breed. "White Suffolks have recorded massive growth and are now the largest breed on the terminal data base," Mr Chandler said.

He said White Suffolk breeders in 1985 were aiming for lean meat yield by dropping genetics for fat depth and increasing growth rate. "It was pleasing to see when the breed got down to leaner levels, there was a more moderate approach to fat," he said. "Over the last few years there has been a good response to improving the degree of muscle. We are now seeing similar or greater growth rates than the major competitor breeds – muscle is definitely getting to the stage where it is comparable and fat is moderate. If those trends continue over the next few years, the breed will move past the average for the terminal breed analysis."

Mr Chandler was a keynote speaker at the 2015 Australian White Suffolk Conference at Nuriootpa, SA, on February 16-17. He told delegates White Suffolks were making headway on the Carcass Plus index but urged breeders to monitor birthweight and lambing ease traits.

When it comes to genomic testing, 1673 White Suffolks have been tested using the 12k and 50k SNP chips. DNA testing allows sheep breeders to identify breeding stock carrying genes for favourable

production and eating quality traits, such as shear force and tenderness.

So far, 75 White Suffolk flocks have participated with one flock alone submitting 172 animals for genomic testing. Three flocks have had more than 100 animals tested while 24 flocks have tested 20-100 animals.

Last year, a total of 900 animals on LAMBPLAN were genotyped with the 12K SNP chip and of those, 273 were White Suffolk.

Mr Chandler said Sheep CRC modeling suggested 20 per cent of young rams in individual stud flocks be genotyped to identify superior sires for eating quality traits.

South Australian breeder Andrew Michael, Leachim stud, Snowtown, said the investment in genomic testing was easily recouped. Mr Michael said genotyping was critical to the future of many livestock industries. "Take the dairy industry where 90 per cent of (sires) are genomically tested," he said.

Mr Michael said the lamb industry was driven by eating quality and White Suffolk breeders needed to embrace DNA testing for carcass traits, including shear force and tenderness.



Hamish Chandler, Sheep Genetics manager, analysed 30 years of White Suffolk performance data.

PRIME LAMB PROFITS IN DRY TIMES AT WEE WAA

AUSTRALIAN WHITE SUFFOLK ASSOCIATION MEDIA RELEASE
BY KIM WOODS

White Suffolk-Merino cross lambs have been pressing down the scales for northern NSW producer Geoff Rogers, despite one of the worst droughts on record.

Mr Rogers, of Wee Waa, recorded just 75mm of growing season rainfall (April to October) in his cropping enterprise this year, but his prime lambs have been proving profitable in the tough times.

Geoff and his wife Trish run 900 Merino ewes, 30 Angus cattle and crop wheat, barley and faba beans on their 1220ha property, Yarranbah.

The couple introduced White Suffolk rams from Smithston stud, Glencoe, NSW, and Jeff Zell, Tooraweenah, two years ago, seeking improved growth rates in their traditional Border Leicester-Merino cross lambs.

"I used to keep the first cross ewes, shear them and they would eat another paddock out," Mr Rogers said. "At the market, I would get less for them than the wether lambs."

Mr Rogers snapped up four-year-old Merino ewes on AuctionsPlus in a drought-depressed market and joined them to White Suffolks.

He has been impressed with the growth rate of the White Suffolk cross lamb. "They always look a neat and tidy lamb but when sold over the hook, then you really know how good they are," he said. "The first time I realized how good they were, I was weighing some lambs, and I was looking for those over 45kg. There was a White Suffolk in with the Border Leicesters and I wondered if it would make 45kg – he hit the scales at 54kg and I thought that will do me. He didn't look any wider but the weight was there – it is the length and depth that is so deceiving."

During the drought, lambing percentages in the maiden Merino ewes have been 100 per cent and 120 per cent in the older ewes joined to White Suffolks.

August-September drop lambs have been finished on natural pasture of dead coola grass, clover and roly poly, supplemented with faba beans and given access to barley stubble. They are due to be processed at

Tamworth in December at 520c/kg HSCW.

"With the first cross lambs, I would have had to shear them and they would have been much slower to turn off," Mr Rogers said. "I can get these lambs off earlier – I would like a good season to see how good they really are. Next year, I plan to sow a wheat stubble with vetch to inject nitrogen into the soil and use it to fatten the lambs."



Merino ewes and their White Suffolk cross lambs running on drought affected natural pasture at Wee Waa



Wee Waa producer Geoff Rogers has switched to using White Suffolks to increase growth and carcass in his prime lambs

ROYAL HOBART SHOW 2014

OCTOBER, HOBART

JUDGE: SHANE BAKER, 'BOOLOOLA'

Shorn Ram over 1.5 years

1. Sunnybanks, PP & KF Day

Shorn Ram under 1.5 years

1. Cremorne, GR & MJ Cornish
2. Penrise, K & D Moore
3. Cremorne, GR & MJ Cornish

Shorn Ram born on or after 1st August in previous year

1. Fairbank, CFH Badcock
2. Mountain Mist, ML Baldock
3. Mountain Mist, ML Baldock

Class

Any extra details

1. "Timor" Jason & Vicki Barker
2. "Kurralea" JE & KM Prentice
3. "Kurralea" JE & KM Prentice

Highly Commended: "Warburn" A & M Dissegna

Pen of 2 Shorn Rams

1. Penrise, K & D Moore
2. Cremorne, GR & MJ Cornish

Shorn Ram (shorn less than 28 days)

1. Sunnybanks, PP & KF Day
2. Penrise, K & D Moore
3. Cardello, C Cresswell

CHAMPION RAM - SUNNYBANKS
RESERVE CHAMPION RAM - CREMORNE

Shorn Ewe under 1.5 years

1. Sunnybanks, PP & KF Day
2. Mountain Mist, ML Baldock
3. Cardello, C Cresswell

Pen of 2 Shorn Ewes

1. Sunnybanks, PP & KF Day
2. Mountain Mist, ML Baldock

Group 1 Ram & 2 Ewes

1. Sunnybanks, PP & KF Day
2. Mountain Mist, ML Baldock
3. Cardello, C Cresswell

CHAMPION EWE - SUNNYBANKS
RESERVE CHAMPION EWE - SUNNYBANKS

CHAMPION INTERBREED GROUP - SUNNYBANKS

CANBERRA SHOW RESULTS 2015

27TH FEBRUARY - 1ST MARCH 2015
JUDGE: BARRY LANG, 'LANGLEY HEIGHTS'

RAM, milk teeth - shorn and untrimmed

1. Merton, B Stanford
2. Rocdell, C Picker

Pair Rams, Milk Teeth - shorn and untrimmed

1. Borrehma, M & R Wall
2. Merton, B Stanford
3. McCaughey, Yanco Agricultural High School

RAM, milk teeth - shorn and untrimmed, born after 1st June

1. Borrehma, M & R Wall
2. Rocdell, C Picker
3. McCaughey, Yanco Agricultural High School
4. McCaughey, Yanco Agricultural High School

RAM, Two Tooth and over - shorn and untrimmed

1. Rocdell, C Picker

CHAMPION RAM - BORREHMA
RESERVE CHAMPION RAM - MERTON

EWE, Milk Teeth, shorn and untrimmed

1. Merton, B Stanford
2. Rocdell, C Picker

Pair Ewes, Milk Teeth - shorn and untrimmed

1. Borrehma, M & R Wall
2. Rocdell, C Picker
3. Merton, B Stanford

EWE, milk teeth - shorn and untrimmed, born after 1st June

1. Borrehma, M & R Wall
2. McCaughey, Yanco Agricultural High School
3. Rocdell, C Picker
4. Borrehma, M & R Wall

EWE, Two Tooth and over - shorn and untrimmed

1. Borrehma, M & R Wall
2. Rocdell, C Picker
3. McCaughey, Yanco Agricultural High School

CHAMPION EWE - MERTON
RESERVE CHAMPION EWE - BORREHMA



CHAMPION WHITE SUFFOLK EWE
- MERTON
PHOTO COURTESY OF WAYNE JENKINS

Group, consisting of 1 Ram and 2 Ewes

1. Borrehma, M & R Wall
2. Merton, B Stanford
3. Rocdell, C Picker

MOST SUCCESSFUL EXHIBITOR - BORREHMA



**CHAMPION WHITE SUFFOLK RAM
- BORREHMA**

SOCIAL MEDIA

NIKKI WARD

We've increased our presence on Social Media and encourage White Suffolk members to join us. See below for details on our facebook page, instagram and twitter – make sure to like and follow us to stay in touch with the lamb industry and network with other breeders.



Like our page Australian White Suffolk Association to stay in touch with news, market results, commercial stories, and share our page with your friends. Facebook is a great resource to get the White Suffolk message out there.

Not on facebook? Visit www.facebook.com to sign up. Here is an example of some of our recent posts:

 **Australian White Suffolk Association**
Posted by Kim Woods [?] · February 19 at 3:15pm · 🌐

Our report on the 30th anniversary of the association will be hitting the press shortly so keep an eye out!



White Suffolk breeders celebrate 30 years of genetic progress
February 19, 2015 White Suffolks may have started out as an ad hoc genetic experiment tinged with controversy, but three decades on the breed has matured...
SEEDSTOCKCENTRAL.COM.AU

 **Australian White Suffolk Association**
Posted by Kim Woods [?] · February 26 at 3:21pm · 🌐

In the latest results on AuctionsPlus, White Suffolk-Merino cross light suckers, five months, from the NSW northern Tablelands sold to a top of \$89. Four-month-old WS x lambs, 39kg live, from Molong, NSW, made \$105, and White Suffolk composite mixed sex lambs, 5-6 months, from Henty, NSW, fetched \$106.50.
White Suffolk composite ewes, 1.5-4.5 years, of Henty, sold for \$156.



Instagram

@whitesuffolk

Instagram is all about photos! Got some good photos of White Suffolks? Put them on Instagram and tag @whitesuffolk to share them with us. We are on the lookout for photos for promotional use so don't forget to tag us so we can see!

Not on Instagram? Visit www.instagram.com to sign up.

Here are some of our recent posts:



@whitesuffolk and make sure to #WhiteSuffolk when you post or comment!

Twitter is another online social networking service that enables you to send and read short messages called 'tweets' and is used by a number of rural and regional journalists and papers. You can read tweets without signing up for Twitter, visit www.twitter.com and search @whitesuffolk or #WhiteSuffolk

Here is an example of some of our recent tweets:



ABBATTOIR SURVEILLANCE FEEDBACK PROGRAM OF SHEEP AND LAMBS EXTENDED TO EASTERN STATES

AUSTRALIAN WHITE SUFFOLK ASSOCIATION MEDIA RELEASE
BY KIM WOODS

Feedback from the National Sheep Health Monitoring Project to NSW and Victorian producers has begun providing information on diseases and conditions detected on the slaughter floor. Improvements in sheep health, increased profits and farm productivity are expected to follow.

Veterinary officer Dr Elise Matthews, from Biosecurity SA, said NSW and Victorian producers would receive feedback on 14 of the endemic 21 diseases and conditions monitored at South Australian export abattoirs.

In NSW, feedback will be provided, when available, from Gundagai, Cootamundra and Cowra, and in Victoria, from JBS Australia, Brooklyn, MC Herds, Geelong, Midfield Meats, Warnambool and Ararat Meat Exports.

The industry-funded enhanced abattoir surveillance monitoring has provided SA sheep producers with feedback from the slaughter floor at two export abattoirs since 2007 – Thomas Foods International at Murray Bridge and Lobethal.

Although the enhanced abattoir surveillance is part of the National Sheep Health Monitoring Project, feedback to producers for conditions other than Ovine Johnes Disease has not been available outside of SA.

Dr Matthews said the program had helped South Australian producers to improve sheep health and welfare, increase profits and farm productivity. She said the data generated was also being used at an industry level for research.

Dr Matthews was a key speaker at the Australian White Suffolk Conference at Nuriootpa, SA, on February 16-17. "Diseases and conditions monitored may impact the producer on-farm, on the abattoir slaughter floor or both," she said. "On-farm impacts include reduced production, cost of treatments and stock deaths."

"At the abattoir, carcasses may be trimmed, downgraded or condemned and there are penalties of cents per kilogram in the case of grass seeds. Some of the conditions monitored may not have a direct



impact to on-farm sheep health, but are creating waste on the slaughter floor and is a cost to industry. On the slaughter floor, meat inspectors are asked to report the percentage of a line affected by a disease or condition, starting from five per cent, and in five per cent increments."

Dr Matthews said lines of more than 100 bodies were monitored for flock problems, not individual condemnation issues.

Details are entered on an electronic data-base on the slaughter floor then emailed to the Department of Primary Industries and Regions SA.

"Where problems are detected, letters are sent to producers when stock has been directly consigned to the abattoir, as opposed to saleyard consignment," Dr Matthews said. The major conditions are grass seeds, pleurisy, arthritis and sheep measles. Conditions requiring trimming at the abattoir include sarcocystis, rib fractures, cheesy gland and vaccine lesions. "Grass seeds are the biggest cost to industry as the impacts are seen on farm and at the abattoir," Dr Matthews said. "Processing costs are increased due to factors such as the chain needing to be slowed and extra labour is often required for trimming and any grass seed contamination is unacceptable to export markets."

AUSTRALIAN WHITE SUFFOLK ASSOCIATION

"Dedication to Anzac" Conference



Albany, Western Australia
March 13th - 15th

Travel Ideas:

- Come a few days earlier and stop over in Wagin for Woolorama, 11-12th March
- Stay an extra day or two in Albany to view the new National Anzac Centre

