

White River celebrates 40th anniversary sale with record result

The Daniell family's 40th annual White River Merino and Poll Merino ram sale at Poochera produced a very fitting and celebratory result, achieving the stud's highest ever average price.

Windy and damp conditions greeted a big crowd, which through the benefits of a much better season in most areas of Eyre Peninsula than the previous couple of years, created plenty of optimism and positivity amongst the 46 registered bidders.

There was a total clearance of the 181 rams, selling to a top of \$18,000 and averaging \$2962. While the top was the same, this average was up \$526 on last year and \$11 on their previous sale record of \$2951 from 2017.

The heat was on from the very first lot of the 16 prepared rams that commenced the sale. This lot 1 Poll Merino was described by John Daniell as, "Probably as good a Poll as we've ever offered."

The 132kg and super impressive son of Old Ashrose 445 got several bidding hands raised as it quickly jumped to \$10,000. From there, two bidders continued the rapid fire action until Paul Cousins, Cousins Merino Services, Burra placed the winning \$18,000 bid on behalf of Mark and Todd Hoffrichter, Maramville stud, Ceduna. This is the first time Maramville has purchased at White River, but they couldn't be happier with this purchase.

"He has carcase, size, structure, constitution and bone, plus a great crimp, white and nourished wool which is ideal for our Ceduna area," Mark said.

That wool had terrific measurements of 20.8 microns, 2.6 SD, 12.5 CD and 99.9CF.

The underbidder was regular White River supporter, Nick Lienert, Oak Farms stud, Buckleboo. He compensated by purchasing lot 12, a very impressive and heavy cutting 21.7 micron son of Moorundie 388 for \$7000, then later added another Poll Merino son of White River 546 for \$5800.

This was one of the first 23 sons of WR 546, the Riverina Wool Australian Champion Hogget ram from the 2017 Hay Sheep Show, to be offered throughout the catalogue. They presented and sold well, making to \$6800 and averaged \$3104, \$142 above the overall sale average.

The 12 Poll Merinos that had some shed preparation averaged \$7100 to have the sale going along on a really buoyant note. The four prepared Merinos that followed sold just as well, averaging \$7150, with the highlight here being lot 15, a 130kg son of Wanganella 750. This ram sold to Bill Carey and his son Shaun, Parla Peak, Streaky Bay for the sale's second top price of \$12,000.

They breed their own flock ram requirements, as does Bill's other son, Paul Carey, Talioka Pastoral, Streaky Bay. He paid \$7000 in purchasing lot 4, a 21.2 micron and 132kg Poll son of Old Ashrose 445. The Olsen family, Kaira Pty Ltd, Streaky Bay started and finished their buying in this run of 12 Poll Merinos, purchasing three to the second top Poll price of \$7200 and averaging \$5733.

While these sale toppers were the headline makers, it was 10 regular commercial White River clients who had the biggest influence on the overall sale result.

Collectively they purchased 116 rams, which was 64% of the offering and accounting for 56% of the sale's gross proceeds.

Stephen, Graeme and Elijah Fuss, WG Fuss & Son, Cummins and supported by their SAL North West Tumby Bay agent Colin McFarlane are always exceptionally astute top end buyers at White River.

They dug in deep and early this year, purchasing nine rams, paying to \$6600 and averaging an exceptional \$4667.

“The Fuss family is so dedicated to their breeding program and the success from their willingness to invest in top rams is evident in the exceptional quality within their flock. To think they purchased eight of these rams within the top 25 in the catalogue when competing against studs and ram breeders shows such a strong commitment,” John Daniell said.

Jim and Jay Fischer, Yanac, Victoria have supported this sale for a long time and the success they have had in their West Wimmera environment has influenced others to follow suit. The Fischers purchased nine rams, mostly Merinos to \$3800 and averaged \$2889.

The Rethus family, West Wimmera Beef who purchased some of the Fischers original holdings were the biggest spenders on the day, purchasing 17 rams at a \$2953 average, with independent agent, Gary Driscoll who travelled with this group bidding for them.

The Dickinson family, Broughton and Alexander family, Nhill with three rams each saw this Victorian group collectively purchase 32 rams at a \$2769 average.

The Reynolds family, Lairg Station, Elliston and buying through Elders agent Paul Kilby, was again the biggest volume buyer, purchasing 25 rams in total, paying to \$2400 and averaging \$1540. They top up their annual ram requirements with private selection rams from White River after the sale.

Les, Terre, Josh and Matt Williams, trading as WL & MB Williams, Elliston are also long term volume buyers at White River and stepped their annual purchasing up a couple of notches this year, picking up 13 rams at a \$2000 average, topping at \$2800.

Adam Desmazures, Newton Pastoral travels from Tintinara each year with his Spence Dix & Co agent Luke Schreiber to purchase ideally suited rams for their highly productive flock. They purchased 10 rams, six Merinos and four Poll Merinos, paying to \$3600 and averaging \$2680, being pushed to the higher levels on their Poll purchases.

Doing some of that pushing was John Michael, JW Michael & Co, Wudinna who averaged \$3175 for his eight Poll Merino purchases, topping at \$3600.

Craig Wright, SF & DJ Wright & Son P/L, Ceduna still prefers Merinos and bid strongly within that draft, being successful on seven rams. He went to a top of \$4600 and averaged \$3457; the second highest buying average from the 10 biggest volume buyers. This was up \$537 on his average last year when he purchased five rams.

“I was getting sick of missing out on too many of my first preferences in the past, so decided to go harder to make sure I got them this year, Craig said.

The Turnbull family, Cleve were again strong and persistent bidders, purchasing eight rams to \$3400 and at a \$2650 average, while Brenton Jones, Ebavale P/L, Darke Peak, picked up 10 rams from \$1500 to \$2800, averaging \$1930.

Overall buyers came from three states, including four different regions within South Australia. From a New South Wales perspective, Bill Ryan, ‘Curragh’, Oakley, via Hay, NSW connected via phone, having come over for the last two years and purchased 3 Poll Merino rams to \$12,000. When the lot 1 ram went beyond his limit, he concentrated on two top young stud prospects at lots 113 & 115 that he had seen videos of. However, Nick Lienert (underbidder on lot 1) also found them and outbid

Bill on the first one at \$5800, but he was then able to get the other at a bargain basement price of just \$2200, well under the sale average.

The 132 Poll Merinos averaged \$2914, while the 49 Merinos averaged \$3090. The 165 totally paddock reared rams presented very well despite the rain they endured the night before the sale and averaged \$2559.

White River's Wes Daniell said, "What a day, with such a fantastic result and a wonderful way to celebrate our fortieth sale; with such a big crowd and a record result, just surpassing two years ago."

"When we relocated to our present sites here are Minnipa and Poochera, we set out with the objective of broadening our enterprise mix and working towards having a big on-property sale with paddock reared rams, and that is basically what we have achieved; other than just a few of the very tops with some shed preparation for the potential stud market."

"Our objective is to be recognized for supplying productive, easy care sheep with paddock preparation and offering terrific value for our long established and loyal clients, plus any new ones. It was good to see new bidders, buyers and underbidders amongst the crowd today, while many regulars went harder on numbers and quality; we are so thankful for all their support," Wes concluded.

To top off a good day, the fantastic luncheon which is provided supports the McGrath Foundation through donations. This year that raised \$1200 for this terrific cause.

Sale Summary

	Overall		Poll Merinos		Merinos	
	2019	2018	2019	2018	2019	2018
Offered	181	186	132	110	49	76
Sold	181	183	132	109	49	74
Top	\$18,000	\$18,000	\$18,000	\$6000	\$12,000	\$18,000
Average	\$2962	\$2436	\$2914	\$2343	\$3090	\$2574

Agents: Landmark and Elders

Auctioneers: Gordon Wood (Landmark) and Tony Wetherall (Elders)



Pictured with the 2 top priced rams at the White River sale are Landmark auctioneer Gordon Wood; Todd Hoffrichter, Maramville stud, Ceduna; Paul Cousins, Burra; Mark Hoffrichter holding the \$18,000 Poll Merino; White River's Wes, Freddy & Jacqui Daniell; and Elders auctioneer Tony Wetherall behind the \$12,000 Merino purchased by the Carey family, Parla Peak, Streaky Bay.



Pictured with the \$18,000 top priced ram at the White River sale are Landmark auctioneer Gordon Wood; White River's Wes Daniell; Todd Hoffrichter, Maramville stud, Ceduna; Paul Cousins, Burra; Mark Hoffrichter holding the ram; and Elders auctioneer Tony Wetherall.



White River senior principal John Daniell is with West Wimmera buying representatives, Jim & Jay Fischer, Yanac; independent agent Gary Driscoll; Luke Rethus, representing his Uncle Darren Rethus, West Wimmera Beef; and Todd Alexander, Nhill. Collectively this group purchased 32 rams.



White River's Jacqui Daniell (centre) is pictured with Stephen, Graeme and Elijah Fuss, Cummins and their buying agent Colin McFarlane (2nd left), SAL North West, Tumby Bay. The Fuss family again provided great buying support, purchasing 9 of the top rams at a \$4667 average.



White River's John Daniell (centre) is pictured with members of the Elliston based Williams family, Les, Matt, Josh & Terre who were strong bidders, purchasing 13 rams at a \$2000 average.