

Booming White River Result

If the Daniell family's White River stud isn't regarded as the most successful Merino industry stud in the country right now, it must be very close. That was an easy conclusion to come to after yet another booming sale result at their 31st annual on-property ram sale last Tuesday and second at their new Poochera base.

On top of their ram WR 'Kaldoonera' being awarded the title of 2010 Riverina Wool Australian Champion Hogget Merino Ram at the Hay Sheep Show, the Daniells had yet another total clearance of 173 Merino & Poll Merino rams for a wonderful \$1,395 average. This was up \$183 on last year's exceptional sale and was achieved without any great high prices, the top being \$5,400, compared with \$10,000 plus for the last few years.

A mouse plague meant that the vast majority of rams had to be totally paddock run, yet they still came in as great examples of the big productive sheep White River buyers have come to expect, weighing up to 140kg bodyweight at 13 to 15 months of age. Obviously the 65 registered buyers that were almost exclusively commercial sheep producers liked them as well, competing very strongly right to the last pen.

In summing up, Tom Rayner, Regional Sales Manager for Eyre Peninsula for sale agents Elders, said, "Elders were thrilled to again be involved with the Daniell family's annual sale and the result was testament to their great genetics. The depth of quality was exceptional and the buyer response certainly showed confidence in the industry and the prospects of the good season ahead."

Buyers of the top priced ram were again the Lindner family, Wonga Pastoral, Morgan. They successfully bid \$5,400 to secure the fourth ram offered, a 124kg meat machine with a fantastic free growing fleece. His wool figures were: Micron (20.9), SD (2.9), CV (13.8) and CF of 99.5. He was from the new Venus family line; descendants of a successful Uardry infusion. John and David Lindner have been associated with White River for around 30 years and regularly purchase their top rams for their very productive flock at Morgan.

Bill Carey, Parla Peak P/L and buying through Elders Streaky Bay went to \$5,200 for another Venus son at lot 1 to be the second highest price on the day. Such was the strength of the competition on the front row of the top 14 Merinos and 10 Poll Merinos, that they averaged a wonderful \$3,075.

Regular White River buyers of top rams were all active in this run ensuring such a strong average.

Harry & Ken Maas, Minlaton purchased 2 at \$3,600 each in their 5 purchases on the day. Denny Sheehan, through Pt Lincoln went to \$4,000, while Steve and Graeme Fuss went to \$4,200 for lot 6, the 140kg son of Empire 5, one of the 5 top purchases they made. Besides being the heaviest ram in the sale, his wool figures were equally impressive, at Mic 19.7, SD 2.8, CV 14.2 and CF 100%.

Peter Parsons, through Landmark Minlaton also went to \$4,200 and then added another at \$3,400. In the Poll Merino top draft, Warren Beattie, 'Mallee Hill', Ceduna, in partnership with Nigel Skinner, 'Antenna Downs', also from Ceduna, went to \$3,600 to secure the first Poll ram; a huge Collinsville Majestic 1080 son which was one of only 2 stud sales on the day.

Top price in the Poll Merinos though went to Darryl Tree, Mt Damper, for a son of Ridgway Advance 570. He breeds his own rams for his 2,500 commercial ewe flock and was impressed with the combination of quality wool and frame size in this 15 month old youngster.

Charlie Newbold, Minlaton purchased 3 poll rams in this run from \$1,800 to \$2,000 to be another significant Yorke Peninsula buyer.

Adam & Julian Desmazures, Newton Pastoral Co, Tintinara and buying through Spence Dix & Co's Luke Schreiber were again prominent bidders, purchasing 5 rams to \$2,200.

Victorians were also prepared to travel to Poochera to get rams that ideally suit their program. Jim and Jay Fischer, Yanac were very prominent, bidding on many rams in purchasing 10 from \$800 to \$1,600. Eric and Helen Wythe, Pt Fairy were also back again, purchasing 2 at \$1,200 each after picking up 4 last year.

Again, in the volume stakes it was regular Eyre Peninsula buyers who came to the forefront. Len and Joy Newton, Elliston were the biggest volume buyers, purchasing 19 rams in total; most at \$800 each in excellent value buying. They

have purchased 58 rams in the last 3 sales alone, really appreciating what the White River rams do in their commercial program.

Mark Turnbull with sons Nigel and John, buying through Elders Cleve, was also very prominent, successfully bidding on 11 rams from \$800 to \$1,200. Elders' Charlie Rowe was agent for Brenton Jones, Ebavale (also buying through Elders Cleve) who purchased 10 rams from \$800 to \$1,800, plus Phil Searle, Meadowbank Station, Pt Augusta who purchased 5 from \$800 to \$1,000.

Gary and Irene Wright, Charra via Ceduna have also been long time White River clients and were back big time this year, pushing the top end buyers all the way. They successfully bid from \$1,200 to \$2,200 for 9 rams to be one of the most prominent contributors to the sale's overall success.

Other key buyers included JK & JD Henery (bidding through Ian Bradtke – 8 rams to \$1,300); the Reynolds family, Lairg Station, Elliston (bidding through Brenton Fitzgerald – 7 rams from \$600 to \$800); WL & MB Williams & Sons, Pt Lincoln (7 rams from \$800 to \$1,000); The Docking family, Edge Blue, Pt Lincoln (5 rams from \$800 to \$1,000) and Kappacoola Park, Wudinna (5 Poll Merinos from \$900 to \$1,700).

As successful as this sale was, there was great value to be had considering such an even quality offering. 52% sold for \$1,000 or less. At the other end of the scale, 23 rams (13%) sold for over \$2,000, but the lack of stud breeders operating meant there were no extreme prices.

"This was a really solid farmers' sale which was very pleasing. To see such strong commercial industry support from repeat buyers for our genetics gives us great confidence in our breeding direction. We couldn't be happier with the result," John Daniell said in summing up the day.

Sale summary

Offered:	Merinos	134	Poll Merinos	39
Sold:		134		39
Top		\$5,400		\$3,800
Average:		\$1,361		\$1,515
Overall	2010	2009		
Offered:	173	172		
Sold:	173	168		
Top:	\$5,400	\$10,000		
Average:	\$	\$1,212		

Agents: Elders Ltd

Auctioneers: Craig Shearer & Damian Webb



White River's Wes Daniell holds the top priced ram at the 31st Annual White River sale. It was bought by long time clients John and David Lindner, Wonga Pastoral, Morgan. They are with Elders auctioneer Craig Shearer (left).



The White River sale attracted a large crowd to their second sale based at Poochera. This is part of that crowd at the commencement of the sale.



Victorian buying strength was significant. Jim and Jay Fischer, Yanac and Eric and Helen Wythe, Pt Fairy purchased 12 rams between them at the White River sale. They are with White River ambassador Greg Patterson, Pt Lincoln.



Pictured with White River's John Daniell immediately after the very successful annual White River sale were Ilene and Gary Wright, via Ceduna (9 rams), volume buyer Len Newton, Elliston (19 rams) and Darryn Johnston, Elders Pt Lincoln.



Pictured after the successful White River sale were key buyers Nigel, Mark and John Turnbull (bought 11 rams through Elders Cleve), Phil Searle, Pt Augusta (5 rams), his buying agent Charlie Rowe, Elders, who also bought for Brenton Jones, Ebavale Pty Ltd, Clare (10 rams).



Adam (left) and Julian Desmazures (right), Tintinara were all smiles after the successful White River sale where they purchased 5 top rams from \$800 to \$2,200. They are with their Spence Dix & Co buying agent, Luke Schreiber and White River principal John Daniell.



Darryl Tree, Mt Damper, via Wudinna purchased this \$3,800 top priced Poll Merino at the White River sale, held by White River principal John Daniell.



Warren Beattie, 'Mallee Hill' stud Ceduna holds the \$3,600 outstanding Poll Merino ram be purchased at the White River sale in conjunction with Nigel Skinner, 'Athena Downs' stud. Also pictured is Elders agent Jeff Becker, Wudinna and White River's Wes Daniell.



The Fuss family swear by the money earning capacity of the big productive White River rams on their Cummins based commercial sheep enterprise. Steve (left) and Graeme (2nd right) are with their buying agent Colin McFarlane (SAL Pt Lincoln), White River principal John Daniell and the huge 140kgram they purchased for \$4,200 at this year's White River sale; one of the 5 they bought on the day.