

Poll Merinos strongest contributors to White River lift

The continued improvement in Poll Merino demand in recent years led to a 12% lift in the overall sale result at the Daniell family's White River annual ram sale last Tuesday.

This Poochera based sale again achieved a total clearance of 185 Merino and Poll Merino rams to a top of \$15,000 and at an extremely solid \$2391 average.

This was the Daniell family's 37th annual ram sale, but only the second time a Poll Merino has topped the sale and also the second time the Poll Merino average was higher than the Merino average. In line with client market signals, it was also the second time the number of Poll Merinos offered exceeded the Merino ram offering, a planned development by the Daniell family with the prices received vindicating that move.

However there are still many devotees of the White River Merinos and they voted with their strong bidding in that section of the catalogue. 82 Merinos sold to \$9000 and averaged \$2217 (up 9% on 2015), while 103 Poll Merinos averaged \$2531 (up 16% on last year).

There were 50 registered bidders from three states operating; one of the highest number of potential buyers at any White River sale. The standout feature of the offering was the true dual purpose qualities of meat and wool in these big, relatively plain bodied and heavy wool cutting rams, points clearly appreciated by the buyers present. Elders auctioneer Tony Wetherall, in highlighting the positive state of the current sheep industry and the White River quality said, "You have wool and meat in one package with productivity".

The top priced ram was WR 50808, a ram rated by the Daniells as the best Poll ram they have ever bred, and winner of the strong wool Poll Merino class at the major Hay Sheep Show in June. It was originally going to be retained, but solid enquiry, especially from interstate encouraged the Daniells to offer the ram in this sale. Sired by Moorundie N50, this true stud potential ram with 21 micron, 3.2 SD, 15.2CV and 99.4 CF highly defined and nourished wool, attracted a lot of interest. It was Geoff and Bernadette Davidson, Moorundie stud, Keith and breeders of the sire who were the successful winning bidders at \$15,000. They purchased in conjunction with Moorundie Park, Gulnare, with the underbidder being an interstate phone bidder.

David Lindner, representing Wonga Pastoral Co, Morgan, SA has been a very long term White River client and has paid up to \$20,000 for rams in past years. Occasionally loyal clients get rewarded beyond the genetic gain from their purchase and that was certainly the case this year. David's bid of \$9000 on a terrific Kaldoonera-1 son was successful. This was the highest Merino ram price but still great value. However the 'steal of the day' came on the sixth Merino ram offered, a 125kg son of Venus 80 and half-brother to the Australian Hogget Ram of the Year at Hay. With length, fantastic wool and a superb hindquarter, David's opening \$5000 bid was enough to scare all other potential bidders off and get a bargain buy.

While the top end of the sale has seen higher prices in past years, it was the middle ground strength that contributed greatly to the sale's overall lift in average prices. The first 30 rams, comprising 11 Merinos and 19 Polls, averaged a very solid \$4620, despite only four reaching \$6000. The second top

Poll Merino price of \$6400 was paid by Nick Lienert, Oak Farms stud, Kimba for an impressive 18.7 micron Premier 102 son.

MW & HM Doudle, Pt Lincoln and buying through EP Livestock paid \$6000 for another Premier 102 Poll son, while Parla Peak P/L, Chandada and buying through Elders Streaky Bay also bid \$6000 to secure a 20.4 micron Dominator Merino ram.

Volume buying strength was concentrated with 10 bidders who collectively purchased 63% of the offering.

John and Peter Reynolds, Lairg Station, Elliston again competed strongly, through Elders Tumbly Bay's Mark Bellinger, to purchase 23 rams from both drafts at a \$1270 average.

Mark and Nigel Turnbull, Cleve purchased 20 rams, also from both drafts to average \$1830.

Max and Brenton Jones, Darke Peake and Whyalla Norrie, and operating through Elders Wool's Charlie Rowe, were also strong in both drafts, with 18 rams at a \$1967 average.

Jim and Jay Fischer, Yanac, Vic are long term Merino ram purchasers at White River and again Jim purchased four, at a \$2600 average. However, having recently sold a significant portion of their property to Darryn Rethus, Westwud Pty Ltd, Jim was also assisting Darryn with purchases for his new sheep program. With 12 rams to \$2200 and at an \$1867 average he is off to a very good start.

Julian and Adam Desmazures, Newton Pastoral, Tintinara, and buying through Luke Schreiber, Spence Dix & Co, Keith, averaged \$1980 for 10 rams, with all but one coming from the Merino line.

John Michael, JW Michael & Co, Wudinna was very strong on the Poll Merinos, successfully bidding on eight rams to \$4400 and at a \$3237 average.

WG Fuss & Sons, Cummins have been exceptionally strong White River clients for a long time and are prepared to select the best rams to keep their very productive flock at its already very high level. With the assistance of their SAL North West agent, Colin McFarlane Graham and Steve Fuss also purchased eight rams to a top of \$4000 and at a \$3000 average.

Craig Wright, SE & DJ Wright & Son Pty Ltd, Ceduna averaged \$2485 for seven top quality rams, while WL & MB Williams, Cummins also purchased seven rams at a \$1528 average.

In summarising the sale, Landmark auctioneer Gordon Wood said, "Producers need to, and are paying attention to meat characteristics and carcase qualities, but they don't want to trade away their wool cut and quality to do so. That combined package was here and they bid up accordingly".

Sale Summary

	Overall		Poll Merinos		Merinos	
	2016	2015	2016	2015	2016	2015
Offered	185	185	103	125	82	60
Sold	185	185	103	125	82	60
Top	\$15,000	\$12,000	\$15,000	\$12,000	\$9000	\$7000
Average	\$2391	\$2127	\$2531	\$2175	\$2217	\$2027
Agents	Elders and Landmark					
Auctioneers	Tony Wetherall (Elders) and Gordon Wood (Landmark)					



Pictured with the \$15,000 top priced ram at the White River ram sale are Landmark auctioneer, Gordon Wood; White River's livestock assistant, Ali Brands; Elders auctioneer Tony Wetherall; and White River principals Wes and John Daniell, Minnipa and Poochera. The ram was purchased by Geoff & Bernadette Davidson for their Keith based Moorundie stud in partnership with the Moorundie Park stud, Gulnare. The Davidsons left for the return trip to Keith before the sale ended.



Pictured with the \$9000 top priced Merino ram at the White River ram sale are Ali Brands, White River livestock assistant; buying agent, Conor Lamond, Elders Burra; purchaser David Lindner, Wonga Pastoral, Morgan; and White River co-principal Wes Daniell.



White River senior principal John Daniell (2nd left) is with some of the key volume buyers and their agents after the White River ram sale. They are Peter Reynolds, Lairg Station, Elliston (23 rams); Max Jones, Eba Vale, Darke Peake (18 rams); Charlie Rowe, Elders Wool and agent for Eba Vale; John Reynolds, Lairg Station; Brenton Jones, Eba Vale; Mark and Nigel Turnbull, Cleve (20 rams); the Turnbolls' Elders Cleve agent Mick Noble; and Mark Bellinger, Elders Tumby Bay, buying agent for Lairg Station.



White River's co-principal Wes Daniell (right) is pictured with prominent buyers Darryn Rethus, Yanac, Vic (12 rams); Jim Fischer, Yanac (4 rams); John Michael, Wudinna (8 rams); and Craig Wright, Ceduna (7 rams).



White River's Wes Daniell (2nd left) is with Leroy Hull, Kattata Well (2 rams); buying agent, Colin McFarlane, SAL North West, Cummins; and Steve & Graham Fuss, WG Fuss & Sons, Cummins (8 rams).



The big crowd at the White River ram sale gather for the start of the auction.