

Booming Sale Result at White River

It was a 'Premier' sale in more ways than one at the Daniell family's 36th annual Merino and Poll Merino ram sale at Poochera last Tuesday.

In a stunning result they achieved another total clearance of 185 rams, topping at \$12,000 and averaging \$2127. The quality of the line-up matched the result, with the offering being even right through to the last lot; the mostly paddock reared rams weighing in from 100 to 140kg bodyweight and with terrific productive wools.

However it was the first progeny of the \$34,000 Collinsville Premier 102 that took the spotlight. With Collinsville's owner George Millington and stud manager Tim Dalla present to witness, his 60 sons sold to the sale's top and averaged a super impressive \$3120, confirming that his purchase at the Adelaide ram sale in 2013 was a great investment.

His progeny were like 'peas in a pod' with big safe frames and carrying well defined, long stapled white bright and nourished wools. There were 51 registered bidders in the big crowd, with 41 from three states ultimately being successful in purchasing from one to 29 rams each.

It was a NSW bidder, Robert Stein, General Manager for Tubbo Station, Darlington Point in the Riverina who outlasted the many initial bidders on the first Poll Merino offered at lot 6, a big and very impressive Premier son. Tubbo Station runs around 8500 breeding ewes including 500 in their internal stud flock where this ram will see service.

"I was looking for a ram with scale, correctness of structure and good lustrous wool and the ability to breed on. I saw him and his sire at Bendigo, so I could see what he could grow into. Then to see the consistent quality in all the Premier sons at this sale certainly showed he had the repeatable genetics I was looking for," Rob Stein said.

Weighing 119kg, this big and long ram had a strong sirey head and bright, well-defined 20.4 micron wool.

In a changing of the guard at White River, this year was the first time their offering had more Poll Merinos (125) than Merinos (60), and it was also the first time a Poll Merino has achieved the sale's top price. This is in line with industry trends and demand. The averages also showed the Daniell family got their sale numbers spot on, with the 125 Poll Merinos averaging \$2175 and the 60 Merinos averaging \$2027.

Merinos still had the honour of opening the sale with the first run of five rams selling to \$7000 and averaging \$5120. Parla Peak Pty Ltd, Chandada were the successful bidders on the lot one ram, a son of One Oak 304, purchased in 2012 for \$21,000. This was ultimately the top price for the Merinos in this sale.

David Lindner, Wonga Pastoral Co, Morgan, and SW Williams & Co, Streaky Bay each paid \$6000 for the next two Merino rams; the first a Kaldoonera son and the latter from their Dominator family, this ram being the biggest and heaviest in the entire offering at 140kg at 14 months of age.

Long term supporters of White River genetics, the Hams family, Broadoak stud, Whyte Yarcowie purchased the second and third Premier sons offered at \$10,500 and \$7500, being almost identical in outlook and measurements.

Two more of the Premier sons in the first Pool Merino run sold at \$8000 each; one to Talieka Pastoral Co, Poochera in their only purchase, and one to Nick Leinert, Oak Farms stud, Kimba. Nick's purchase had outstanding wool figures of 20.3 Mic, 2.3 SD, 11.3 CV and 99.9 CF to back up his visual appeal. He also paid \$4000 each for two Merinos, one by the One Oak sire and one from the Dominator family.

The only other stud to be successful in their bidding was the Stockman family, Springvale North, Burra who bid via the phone to classer Paul Cousins. They paid \$6200 for another Premier son.

The first run of 25 Poll Merinos averaged \$5056 and this included 19 'Premier' sons.

Longer term and regular White River commercial clients dominated the other higher priced and volume buying accounts beyond the purchases made by ram breeders.

WG Fuss & Sons, Cummins buying through the SAL North West's Colin McFarlane were strong bidders again, going to \$6200 for a Premier son and averaging \$3417 for their four top Polls and two Merinos.

The Olsen family, Kiara Pty Ltd, Wirrulla purchased four top Poll Merinos to \$5600 twice, averaging \$4950. The Mullen family, Kappacoola Park, Wudinna similarly purchased four select Poll Merinos, all from \$4200 to \$4600, averaging \$4350. JW Michael & Co, Wudinna purchased seven Poll Merinos from \$1700 to \$3800 and averaged \$2586, while KW & BM Mozol, Ceduna picked up four Poll Merinos, also to \$3800 and at a \$2650 average.

Long term Yorke Peninsula clients were back again with Leith Daniell, Bellkanga Pastoral, Minlaton leading the buying list from that region with four Poll Merinos to \$3600 and at a \$2500 average. AA & AM Newbold, Yorketown paid to \$4200 and averaged \$2967 for three Poll Merinos. Two Curramulka clients purchased 1 top ram each, Castle Hill paying \$4600 for a Poll Merino, and CE Parsons paying \$2600 for a Merino ram.

The bigger volume buying was provided by three long term and loyal clients through their Elders agents.

Paul Kilby, Elders Elliston was bidding on behalf of the Reynolds family, Lairg Station, who has been the biggest volume purchaser on numerous occasions. Paul purchased 29 rams at auction on their behalf, all at \$800 to put a strong floor in the sale and they will top up their requirements from private selection rams.

Mark and Nigel Turnbull, DH Turnbull & Sons, buying through Elders Cleve bid strongly throughout the sale, successfully bidding on 21 rams (13 Merinos to \$1900 and eight Poll Merinos) at a \$1419 average.

Brenton Jones, Ebavale Pty Ltd, Mullaquana Station, Whyalla Norrie and buying through Elders Wool's Charlie Rowe bid to \$2800 in purchasing two Merinos and 11 Poll Merinos at a \$1477 average.

Jim and Jay Fischer, Yanac, Victoria were back for more Merino rams and purchased seven to \$2200 and at a \$1714 average. Also operating on Merinos only were WL & MB Williams & Sons, Elliston, also purchasing seven to \$1600 and at a \$1257 average.

SF & DJ Wright, Ceduna also purchased seven top rams (two Merinos to \$3000 and five Poll Merinos) to average \$2171, but Newton Pastoral Co, buying through Spence Dix & Co, Tintinara went one higher in volume with eight rams, including six Merinos, to \$2800 and averaging \$1988.

Phil Searle, Medo Bank Pty Ltd and buying through Elders Pt Augusta selected one Merino and five Poll Merinos at a \$1383 average, while Charlie Rowe also purchased five rams at a \$960 average on behalf of Emla Pty Ltd, Tumbly Bay to round out the more prominent buyers.

The Daniell family was naturally ecstatic with the result. John Daniell said, "It was clear there was strong and growing interest for the Poll Merinos and obviously the purchase of 'Premier' was a great investment. After all it only took his first four sons to pay for him."

Wes Daniell added, "The strength of buying support from long term repeat buyers and some new ones was exceptional, but it was also pleasing to see clients with a whole range of different budget levels able to purchase their requirements.

| Sale Summary | Overall | | Merinos | Poll Merinos |
|--------------|----------|----------|---------|--------------|
| | 2015 | 2014 | 2015 | 2015 |
| Offered | 185 | 184 | 60 | 125 |
| Sold | 185 | 184 | 60 | 125 |
| Top | \$12,000 | \$11,000 | \$7000 | \$12,000 |
| Average | \$2127 | \$1871 | \$2027 | \$2175 |

Agents: Landmark & Elders

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

See photos over page



Pictured with the \$12,000 top priced ram at the White River ram sale at Poochera, for the first time being a Poll Merino are White River sheep assistant Ali Brands, Minnipa; White River principal John Daniell; Elders auctioneer Tony Wetherall; purchaser Robert Stein, general manager for Tubbo Station, Darlington Point, NSW; Wes Daniell holding the ram; and Landmark auctioneer Gordon Wood.



White River's Wes Daniell is with prominent purchasers who had a big bearing on the success of the White River sale. They are Paul Kilby, Elders and buying for the Reynolds family, Lairg Station, Elliston (29 rams at \$800 each); Nick Lienert, Oak Farms stud, Kimba (3 rams to \$8000); Mark and Nigel Turnbull, Cleve (21 rams at a \$1419 average); and Nick Lienert's buying agent, Damien Jericho, Landmark Kimba.



Part of the large crowd at the highly successful White River Merino and Poll Merino ram sale that saw a \$2127 average in a total clearance of the 185 rams on offer.