

Grand success for White River in Poochera debut

When a business that has had a proven and successful recipe shifts base, there is a risk that client support could be lost. That was the situation facing the Daniell family's White River Merino and Poll Merino stud operation this year. As the result of a practical family restructure, John and Margaret Daniell and the stud relocated from near Pt Lincoln to Poochera, relatively near their Minnipa Eyre Park property where Wes and Jacquie Daniell are located.

However any fears of a significant downturn in client support were soon dispersed as a huge crowd gathered to compete for the 172 rams on offer. The result was 168 rams from the 172 offered sold to a top of \$10,000 and averaged \$1,218.

A majority of the 46 successful bidders came from all areas of Eyre Peninsula, but also included Yorke Peninsula, Upper South East and Pastoral SA buyers, plus 1 NSW and 3 Victorian buyers.

The highlight of the offering was lot 2, a fantastic 123kg Merino with outstanding size, structure, carcase attributes and a 20 micron, free growing and well defined fleece. This ram was Junior Champion at the recent Hay Sheep Show against the Riverina's best and then went on to be Eyre Peninsula Ram of the Year. The successful bidder was McRae Oaks, Oakbank stud, St Arnaud, Victoria, bidding \$10,000 through new Australian Merino President Tom Ashby. Principal Warren McRae saw the ram at Hay and having used white River genetics successfully before, he felt the ram would fit very nicely into their breeding program.

Underbidders were long-time White River clients John and David Lindner, Wonga Pastoral, Morgan. They compensated by picking up lots 1 and 3 for \$4,000 and \$6,500 respectively; these being the second and third top priced rams on the day.

These 3 rams and 43 others were sired by North Ashrose 'Icing', a ram purchased for \$11,000 at the 2007 Adelaide Royal ram sale. These were highly sought after and averaged \$1,834.78; up 51% on the overall sale average.

There was an increased offering of 37 Poll Merino rams offered at the end of the sale from the stud's newer enterprise. This is in line with the SA state wide trend towards Poll Merinos, but not yet entrenched in the White River client base. The 4 passed rams came from the group near the end of the sale offering. The top ram in the Poll Merinos, a big, long 122kg son of Ridgway Advance 570 sold for \$3,500 to Warren Beattie, 'Mallee Hill' stud and Nigel Skinner, 'Athenna Downs', in partnership, both being from Ceduna.

Kaira P/L purchased 2 top Poll Merino rams @ \$3,400 and \$2,400, while Kappacoola Park, Kyancutta purchased 5 to be the volume buyer in this section of the sale.

The many other highlights in the Merino section of the sale were littered with familiar names of regular White River clients.

Besides Oakbank's top price purchase, 2 other Victorians were back again. Eric Wythe, Pt Fairy picked up 4 top rams from \$1,100 to \$2,100, while Jim Fisher, Yanac was a key volume buyer, purchasing 10 rams from \$600 to \$1,000.

However it was again Len and Joy Newton, Elliston who were the overall volume buyers. Len bid successfully for 25 rams in total from \$600 to \$1,100 to put a substantial floor in the sale.

Robert Macartney, Kurrajong, Corowa, NSW purchased lot 4 for \$3,000, having also been a keen bidder on the earlier 3 lots. He travelled to White River looking for a ram that was an 'all round pick-

up', offering size and a bulk of wool. His family bought White River rams 20 years ago and felt it was time to come back again.

Max and Brenton Jones, Eba Vale, Cleve again purchased strongly, picking up 7 Merino and 4 Poll Merino rams to be the other double figure buyers, paying up to \$1,900.

The move to Poochera also necessitated a change in pre-sale preparation, with a majority of the rams being straight out of the paddock. While Eyre Peninsula looks in wonderful fettle at present, it has not rained dollars yet and buyers were still quite budget conscious. However, they were able to find great value in the sale, with 41% of the offering selling for \$800 or less. Because of the evenness of the offering, there was quality to be found right through the catalogue, with the middle part of the sale being particularly solid as a result.

Other significant buyers included Nick Lienert, Kimba (2 rams at \$2,000 each); WG Fuss & Son, Cummins (6 rams to \$2,800); WO & RM Maas & Co, Yorketown (5 to \$1,600); Newton Pastoral Pty Ltd, Tintinara (5 to \$1,800); SE & DJ Wright & Son, Ceduna (5 to \$1,700); WL & MB Williams & Sons, Elliston (6 rams to \$900); DH Turnbull & Co, Cleve (6 rams to \$1,200); Alpana Station, Pt Augusta (6 rams @ \$600 each); Uworra Pastoral Co, Ceduna (7 rams to \$1,100); and the Reynolds family, Lairg Pty Ltd, Elliston (5 rams to \$600).

Sale Summary

Merinos 155 offered 155 sold to \$10,000 and averaged \$1,269

Poll Merinos 37 offered 33 sold to \$3,500 and averaged \$1,100

Overall offering	2009	2008
Offered	172	149
Sold	168	149
Top	\$10,000	\$10,200
Average	\$1,212	\$1,277

Agents: Elders Ltd

Auctioneers: Craig Shearer and Damien Webb

White River Ram Sale makes contribution to the

McGrath Foundation

During the successful White River Ram Sale last Tuesday the Daniell family provided morning tea, lunch and afternoon tea to the 200 or more visitors and purchasers at their ram sale on their newly located property at Poochera. The Western Districts Netball Club was engaged to distribute the food throughout the day. As in past years, the Daniell family provided the meals free for visitors, however this year they sought donations with the proceeds to be donated to the McGrath Foundation. An amount of \$474.55 was raised and has been forwarded to this wonderful charity. The McGrath Foundation raises funds to provide recruitment of Breast Cancer Care Nurses in rural Australia. Donations by members of the public can be made at any Elders branch at any time, remembering that "October" is Breast Cancer Awareness Month.



Pictured with the \$10,000 top priced ram at the Daniell family's 30th annual White River ram sale, held for the first time at Poochera, are Wes Daniell (holding the ram); Elders auctioneer, Craig Shearer; Tom Ashby, Gulnare who bred the sire and bought the ram for McRae Oaks, St Arnaud, Vic; White River's John Daniell; and Elder's auctioneer Damien Webb.



These key buyers at the White River sale are pictured with Wes Daniell (2nd right). They are Len Newton, Elliston (25 rams); Julian Desmazures, Tintinara (5 rams); Eric Wythe, Pt Fairy, Vic (4 rams); Rob Macartney, Corowa, NSW (1 top ram @ \$3,000); and Jim Fisher, Yanac, Vic (10 rams).



White River's Wes Daniell holds the stud's \$3,500 top selling Poll Merino that sold to Warren Beattie, 'Mallee Hill', Ceduna and Nigel Skinner, 'Athena Downs', Ceduna in partnership.



Key buyers at the White River sale were John Lindner, Wonga Pastoral, Morgan (2 rams @ \$6,500 and \$4,000); Wardle & Co's Colin McFarlane, Pt Lincoln and representing WG Fuss & Sons, and Graeme and Steve Fuss, Cummins (6 rams from \$900 to \$2,800).



Nick Lienert, Ken Maas, Harry Maas, Leith Daniell & Phillip Gutshke.



Max & Brenton Jones, Eba Vale & Elders agent Charlie Rowe.