



## *FROM THE PRESIDENT*

The Australian Sheep and Wool Show at Bendigo was the venue for strong competition between Corriedales from four States. In marked contrast to the previous year, the greatest depth of quality was to be found in the classes for sheep under one and a half years old. In view of the seasonal conditions prevailing over much of Australia's pastoral region, this is a marvellous tribute to the constitution of the Corriedale and also to the ability and dedication of those who breed and manage them.



*J. A. Nicolson*

Once again the Victorian branch members ensured judging ran smoothly and all exhibitors and supporters were well catered for both at the Show and during our stay in Bendigo. There was a good representation of sheep from both St. Gregory's and Elisabeth Murdoch Colleges and I am pleased to note that classes will be provided for competition between the growing number of college exhibitors at future shows.

My own most lasting impression from the Show will certainly be the personality and

communication skills of "Jim" Sanna, who obliged by judging the rams at exceedingly short notice. Fortunately, Jim knew exactly what he was looking for and handled the very evenly contested classes with confidence and consistency. Geoff Risbey was kept extremely busy, judging the ewes, helping Margaret to operate the barbecue and keeping an eye on Nick Cole to ensure the Stanbury Corriedale rams were exhibited to best advantage.

Actually, Stanbury at West Cloven Hills enjoyed great success, particularly in the senior ram classes. Geoff had no difficulty in finding well presented, true to type Corriedales in all the ewe classes, his main problem being deciding between two superb Gambier View ewes for his champion.

*(Continued on page 2)*

*(Continued from page 1)*

*Major ASBA results:*

**Ram over 2 ½ years**

Gambier View, 1; Quamby Plains, 2; Streanshalh, 3.

**Ram over 1 ½, under 2 ½ years (50/54s count)**

Stanbury Corriedales, 1 and reserve senior champion; Liberton, 2; Stanbury Corriedales, 3.

**Ram over 1 ½, under 2 ½ years (56/58s count)**

Liberton, 1 and senior champion; Quamby Plains, 2; Stanbury Corriedales, 3.

**Ram under 1 ½ years, showing full mouth of milk teeth**

Gambier View, 1 and junior, grand and supreme champion.

**Ram under 1 ½ years**

Sweetfield, 1 and reserve junior champion.

**Ewe over 2 ½ years**

Gambier View, 1 and reserve senior champion.

**Ewe over 1 ½ under 2 ½ years**

Gambier View, 1 and senior and grand champion.

Liberton won junior champion ewe, with Gambier View exhibiting reserve champion.

A Gambier View ram fleece won champion Corriedale fleece, with Streanshalh exhibiting the winning ewe fleece.

**Perth Royal**

The Federal Council meeting in Perth gave us the opportunity to enjoy Western Australian hospitality. Arthur and Wendy Pederick treated us like royalty and I greatly enjoyed being chauffeured to and from the Showground by Gordon Beard. Delegates dined out together on Thursday and Saturday nights. At the first of these dinners Jan Hunt showed me the only sensible way to enjoy eating spare ribs, while on the Saturday Andrew Cosby filled me with admiration with his capacity for eating rice.

Corriedales, the feature breed at Perth Royal Show, were judged by Bruce Hamblin in his customary positive and decisive fashion. Due to lack of space, conditions were not as good for either judging or spectators as they were at Wagin in the autumn. Nevertheless, there was an excellent line up of sheep from three exhibitors. As has been the case at several shows this season, a lot of major awards were won by sheep under 1 ½ years old.

The champion ram, exhibited by Denmark Agricultural College, was a beautifully covered hogget with reserve being one of Corralyn's pair of hoggets. As was the case at Woolorama, Corralyn won the ewe championship with a splendid matronly ewe over 1 ½ that went on to become grand champion. Reserve to her was a very nice type of hogget also exhibited by Corralyn. Terrie Hughes, who won my heart for her sporting attitude and

enthusiasm for Corriedales, also had a number of award winning sheep, lacking only the experience to be able to win her share of major awards.

Perhaps the most enjoyable feature of the day was Wendy Pederick's absolute and undisguised delight when Corralyn became outright winners of the Maluka Trophy.

Although no sheep were exhibited from eastern states this year, Amy Cosby made her journey memorable by winning the junior judging competition.

The Prell Trophy was won by Denmark Agricultural College and is still awaiting an outright winner after twenty-eight years of keen competition.

**Late G. Shepherd and K. Shannon**

2006 has seen the passing of a number of loyal and enthusiastic members and former members. Since the last newsletter we have lost Graham Shepherd and Kate Shannon.

Graham, stud master of Noorla, Kongorong, SA, endeared himself to all who knew him with his enthusiasm for life in general and Corriedales in particular. He was a renowned breeder of Beef Shorthorns, winning the supreme exhibit at Royal Melbourne Show in 2003. He also spent fifty years on the Australian Kelpie Council

*(Continued on page 3)*

*(Continued from page 2)*

and was Clerk of the Course at the Mount Gambier Racing Club for twenty two years. However, it is his enthusiasm for Corriedales that will stay in my memory – he was a welcome guest here at Streanshalh on one of his expeditions around the shows and studs.

Kate Shannon, widow of Alan (Federal President 1983-85) and mother of dynamic member Geoff, was a marvellous personality in her own right. Her vivacious personality and ability to communicate with people of all ages made her innumerable friends. I recall her as the life and soul of a delightful evening in a Lonsdale Street Chinese restaurant.

The Victorian Corriedale Classic Ram Sale at Hamilton Showgrounds on 30<sup>th</sup> October and the Tasmanian On-Property Sale on 20<sup>th</sup> November resulted in very similar overall average prices. At Hamilton 27 rams sold to a top price of \$600, averaging \$426, and in Tasmania 30 rams sold to \$650, averaging \$460.

A less pleasing feature of the Hamilton sale was that, despite the excellent standard of all the rams offered, only three of the vendors recorded satisfactory sales. All of the Tasmanian vendors achieved a reasonable clearance of the rams offered. I know of several sales to stud breeders and no doubt will learn of more in due course. I would like to express my gratitude

to Richard Archer for making Quamby Plains available to Jane Taylor and myself as vendors.

### ***Corriedale World Congress***

It was decided at the recent meeting of Federal Council to produce a Journal, to be published prior to the Corriedale World Congress in March 2007. To be a success this will need the support of all our members with advertising and editorial material. You will be contacted later this month with more precise details of costs etc, as well as final arrangements for tours of Australia by overseas breeders.

### ***Regards Andrew Nicolson***

#### ***Hamilton Sheepvention***

Judging day at Hamilton Sheepvention was unusually fine and mild.

Nearly 90 entries were received from 7 exhibitors.

The judges, Michael Deppeler and Mark Gubbins, both gave a decisive and confident display of judging and gave excellent commentaries thereby keeping the public informed as to why they made the decisions they did.

Mark was originally only commissioned to judge the performance classes, but with the South American ewe

judge nominee not visiting Australia, Mark agreed to do the ewes as well. After the first class Mark said that having not opened Corriedale wool for five years and running a composite flock, it was a pleasure to handle the well presented Corriedales.

After completing the performance classes Mark commented that it was disappointing there was only one exhibitor in the performance classes, which are the commercially viable classes of the show i.e. the real world. There are not enough classes like these, and it is tragic that they are not well supported by Corriedale breeders.

Michael Deppeler said that judging the rams at Hamilton Sheepvention was an enjoyable experience and he was impressed by the quality and size, especially in the young sheep, also the depth in most classes.

Senior champion ram came from the fine wool 2 year old class and won champion for the same reasons he won his class, extra body length and outlook and extra weight of wool, a good all round sheep, with good width at the back end.

Reserve champion came from the strong wool 2 year old class, a ram he really liked a lot, a soft strong wool on a typey sheep, good black feet and set very square behind, but lacked that extra length of body the champion had.

*(Continued on page 4)*

*(Continued from page 3)*

Junior champion ram which was ultimately supreme, was a March shorn milk tooth ram, with tremendous growth for age, an even fleece, a strong sirey head coming off an extremely well set shoulder, carrying through to width of loin and correct high tail setting. An outstanding young ram.

The reserve junior ram was also an excellent sheep winning the woolly under 1 ½ year class. He was very true to breed type with very good black feet and beautiful head, with a lovely long soft free growing wool which was very well marked and set on a large frame.

Andrew Michael, of Snowtown, SA, a Merino and White Suffolk breeder, judged the interbreed and gave the young Corriedale ram champion the longwool ram exhibit of the show commenting, that the ram was the best maternal type sheep he had seen.

*Detailed awards:*

***Junior and supreme champion ram***

Haven Park

***Senior champion ram***  
Stanbury WCH

***Senior champion ewe***  
Gambier View

***Junior champion ewe***  
Gambier View

***Champion shorn ram***  
Liberton

***Champion Shorn ewe***  
Wye

***SNAPS FROM HAMILTON SHEEPVENTION -***

*Photos courtesy Ian Turner*



*Jan (left) and Tony Hunt, with Ricky Foster (right)*



*John Savage with his junior champion ewe*

*(Continued on page 5)*

*(Continued from page 4)*

***SNAPS FROM HAMILTON SHEEPVENTION -***

*Photos courtesy Ian Turner*



*Ricky and Nancy Foster with the Haven Park junior champion ram and supreme champion, 2006 Hamilton Sheepvention*



*Mark Gubbins (ewe judge) (left), Milton Savage (centre) with his son Giles (aged 9) who is holding the Gambier View senior champion ewe 2006 Hamilton Sheepvention*

***Ballarat Sheep Show***



*Leigh Ellis (left) is looking very happy at the Ballarat Show while Geoff Risby, Bronwyn Ellis and Nick Cole are not so sure – Photo – David Rizzoli*

**Geelong Show**



*Leigh Ellis, Mt. Moriac, Vic. hold Sweetfield "Turbo", his all breeds champion lamb at the Geelong Show.*

*Major awards at the Geelong Show were:*

**Supreme champion**  
Sweetfield

**Champion ram**  
Sweetfield

**Reserve champion ram**  
Liberton (J.G. Venters & Co)

**Champion ewe**  
Sweetfield

**Champion lamb**  
Sweetfield

**Most successful exhibitor**  
Sweetfield

The Sweetfield stud of Peter, Bronwyn and Leigh Ellis, Mt. Moriac, Vic, then capped a great showing with the all breeds champion lamb and most successful exhibitor of the Show.

**SOCIAL DAY**

A Corriedale breeders Social Day will be held at Tony and Jan Hunt's property "Bimbadeen", Mt. Gambier, on Sunday, 4<sup>th</sup> February 2007, at 12 noon (SA time).

Please bring your own meat to barbecue (if not a fire ban day) together with drinks, plus a salad or sweet to share.

Tea, coffee, bread etc. will be provided.

Please let Tony or Jan Hunt know you are coming by 28/1/07 for catering purposes.

**Phone: (08) 8738 4043, mobile 0408 – 086 380 or email [wycorriedales@bigpond.com](mailto:wycorriedales@bigpond.com)**

## *Corriedale Classic*

Seasonal conditions made it very tough for the 2006 Victorian Corriedale Classic ram sale on October 30 at Hamilton Showgrounds with only 27 lots sold from the 78 offered, to average \$425.92 and gross \$11500.

Agents were Elders and Landmark

*Individual vendor averages were:*

*a/c Compton House,  
M.J. & T.L. Savage*  
8 from \$350 to \$600 av.  
\$462.50.

*a/c Gambier View,  
J.M. Savage*  
11 from \$300 to \$550 av.  
\$418.18.

*a/c Bulgandra,  
O. Guthrie*  
6 at \$350 av. \$350.

*a/c Stanbury WCH,  
N. Cole*  
1 at \$500

*a/c Sweetfield,  
P.V. & B.P.L. Ellis & Son*  
1 at \$600

*Head Office will be partly closed for annual holidays from December 23<sup>rd</sup> to January 19<sup>th</sup>.*

*Please leave a brief message on the answering machine or send a fax/email.*



## *Corriedale Feature Show at Dubbo*



*Tony Manchester (left), Roseville, Kingsvale with Sandy, Jess and Jeff Prell, Gundowringa, Crookwell; judge Neville Mangelsdord, Cootamundra and associate judge Matt Brown, St. Gregory's College, Badgally, Campbelltown, with the Gundowringa champion ram and supreme exhibit and reserve champion ram at the Corriedale feature show at Dubbo. – (Photo – The Land)*

## *Snaps From Perth Royal*

Exhibitors and spectators seemed to have enjoyed the Corriedale judging at the Perth Royal Show and Andrew Cosby from Elisabeth Murdoch College, Langwarrin, Vic., forwarded these photographs to Head Office.

*Arthur Pederick  
and  
Andrew Nicolson*



*Jim Venters, Liberton  
stud, Vic (left)  
Stuart (centre) and  
Arthur Pederick*

*(Continued on page 9)*



*Snaps From Perth Royal*



*John Savage (third from left) Gambier View stud, Vic. with Arthur and Stuart Pederick*



*Andrew Nicolson (left), judge Bruce Hamblin, Arthur Pederick, Brenton Lush who is holding the Prell trophy for Arthur, and a student from Denmark College*

## ***The Marketing Of Corriedales And Their Products***

At the recent Federal Council meeting in Perth, a recommendation was put that “Federal Council investigate and take action on the issues of marketing Corriedale wool, prime lambs and all Corriedale sheep.” According to the Collins Concise Dictionary, marketing is ‘the provision of goods or services to meet consumer needs’. This prompts three questions for us to answer:

1. What are the goods and/or services we are providing?
2. Who are our consumers?
3. How do we identify and meet their needs?

Rather than launch into a long, boring and opinionated analysis of these questions, it may be better to summarise the approach of Federal Council as addressing the Three Needs:

- The Need to Identify,
- The Need to Promote, and
- The Need to Improve.

The Need to Identify - It is easy enough to identify our products - Lamb, Wool, Rams, Ewes, etc - but we need to identify what it is about Corriedale Product that stands out from the crowd. And we need to not only satisfy ourselves that Corriedale Product is best, we need to be able to satisfy our consumers and potential consumers (We also need to identify them and their needs).

The Need to Promote - Corriedale Product may be

the best thing out, but if no one knows about it, they won't buy it. Promotion is communicating with our customers that Corriedale Product meets their needs.

The Need to Improve - Anyone in business can tell you that if you stand still, your competitors will go straight past. We need to not only keep improving our products, but be seen to be improving, by our consumers, our industry and our competitors.

Please keep all of the above information in mind as you read the following list of projects. Federal Council is encouraging its members, either individuals, groups, schools or state committees, to tackle a specific project that they are particularly interested or passionate about. For more information on these projects contact Brenton Lush or check the ACA website

### ***Possible Projects To Help Improve And Promote Corriedales***

#### **Marketing Options For Corriedale Lamb**

Corriedale lamb is a good quality, consistent product. Can markets be found that appreciate these qualities, and what do we have to do to supply any of these markets?

#### **Marketing Options For Corriedale Skins**

Much of this work has already been done. What opportunities need to be created to follow on and make things happen? Can this be tied in with the supply

and marketing of Corriedale Lamb?

#### **Marketing Options For Corriedale Wool**

Branded as AAFFX, Corriedale wool is just a commodity. We think differently, but can we find other sectors of the wool chain that agree with us. At some times, no. But markets change, and we need to have marketing options in place ready to take advantage of any opportunities that may arise.

#### **Feedlot Assessment Of Corriedale Lambs**

If we are to find markets for Corriedale lamb, we will need to maintain supply. Feedlots will be part of this supply, but how do Corries perform in a feedlot? The more information we have the more we can use it.

#### **Publishing Strategies To Grow Out Weaners**

One of the obstacles some farmers have to running a self replacing flock is how to run the replacement ewe weaners. If we can document the options for running weaners, we may be able to use that information to change some farmers from buy-in to breed- your own with Corriedale. By having this information at our fingertips we can present the options to any prospective clients to help them consider Corriedales as a self replacing option. This information could also be used by existing clients to help improve the profitability of their business.

*(Continued on page 11)*

*(Continued from page 10)*

### **Finding Corriedale Sheep With Feed Efficiency Genetics**

As advocates of the self replacing flock, Corriedales need to be at the forefront of technologies that will allow its producers to increase their production per hectare. Sheep that are genetically feed efficient can be more than 10% more productive than those that are not. Research into this is well and truly underway and we need to be able to utilise this to develop Corriedale sheep. How do we do this?

### **Finding Corriedale Sheep With Resistance To Worms**

If we can reduce cost of production for our clients, then we will help them stay loyal to the Corriedale breed. By finding sheep that are resistant to worms, we can help our clients reduce costs of drenching and avoid development of drench resistance. What are the options for finding these sheep and how do we report their resistance?

### **COST COMPARISON : Self-Replacing vs Buy-in**

What is the cost of breeding your own replacements and how does that compare to buying in replacements? This could be useful information in our promotions.

### **Conducting A Commercial Corriedale Ewe Trial**

We've run ewe trials before, but can we run a commercial ewe trial, comparing Corriedales of various genetics, Corriedale x Merino, Corriedale x first

cross for instance as a means of gaining information. With this we can go to sheep producers and tell them what a Corriedale ram can do for them.

### **Sponsorship Development**

Develop long term relationships with companies by finding out what they need from us to enable them to sponsor the ACA either federally or on a state basis, with the aim to improve funds available for promotion.

### **Commercial Articles For Newsletter**

Much of our present newsletter is focussed on stud issues (show reports, personal news etc) which would have limited appeal to commercial producers who receive it. Can we develop articles of a more commercial nature (Commercial producer stories, market reports, new technologies etc) that will encourage our clients to stick with Corriedales and make them better producers? If 3 or 4 people could organise a story or two per year, then we would be on the way to having some good content for the newsletter.

### **Anything You Are Already Doing**

If you are already working on something that you think will help out the development of the Corriedale in Australia, let us know and we will try and use it. Or if you have any other suggestions for potential projects, bring it to your State Committee or Federal Council.

### **Why These Projects?**

There are a number of reasons to get some of these projects up and running.

1. They create stories, which gives us something to promote.
2. We can learn more about who our customers are and what it is that they need.
3. They can improve the genetics of the Corriedale flock.
4. They can help improve our clients profitability.
5. We may give our clients the opportunity to get a premium for a premium product

### **Many Hands Make Light Work**

If everything is left to a few people, not much will get done. If individuals or groups or state committees can focus on one project as their contribution to the future of the Corriedale breed, then we may be able to improve our situation. To that end, it is suggested that each state branch of the ACA choose a project that utilises their expertise. Also if any individuals or groups want to tackle one according to their skills, then have a go. If you can focus on your area of enthusiasm then you should reach a helpful outcome. It would be the role of Federal Council to oversee any of these projects and ensure they have been developed and can be used in a creditable way.

***Please contact Brenton Lush for further information - (08) 8598 5281 or [bjlush@chariot.net.au](mailto:bjlush@chariot.net.au)***



## ***WANTED***

### **Corriedale Breeders for the Future**

What sort of sheep will we need to breed to be productive and profitable in 10 years time? As Corriedale stud sheep breeders, we need to start breeding that sheep now! If you are interested in pooling your knowledge and information about genetics and management to help yourself and other breeders then join CORRIE-10 - a network of Corriedale breeders who are prepared to work together to achieve their breeding goals.

### **AIMS**

**To help breeders:**

*Clarify their breeding objectives.*

*Plan their breeding programme.*

*Identify the right sire for AI.*

*Improve their management.*

*Improve profitability for their clients and themselves.*

### **CORRIE-10**

Working together to improve Corriedales in their production and profitability.

*For further information contact:*

*Brenton Lush*

*Phone: (08) 8598 5281*

*Email: [bjlush@chariot.net.au](mailto:bjlush@chariot.net.au)*