

## CALLOWIE'S PROGRESSION CONTINUES

The development of a viable Merino flock into a top seedstock operation holding a successful major annual sale doesn't happen overnight, but the Halliday family's Callowie Poll Merino stud is well on the way.

At only their 4<sup>th</sup> annual ram sale last Monday (18<sup>th</sup>) they cleared 40 high quality rams to a top of \$1,900 and at an average price of \$753.75. This was an increase of \$90 (14%) on last year's average and \$550 (41%) on the top price for the same number of rams sold.

Each year the Hallidays have achieved increased buyer competition and prices, while also slowly increasing numbers offered; believing in only offering rams that reach their highest selection standards.

The very even draft of Callowie rams at this year's sale displayed all the attributes being sought by the industry: size, sound structure, strong carcase attributes, plainer bodies and high quality free growing wools. Stud principal, Richard Halliday, stated that he is not prepared to sacrifice the bale filling capabilities of the Callowie sheep by adopting a radical change, while seeking further improvement in all other selection areas; a point that the repeat buyers present at this year's sale certainly verified as being important to them.

Trevor and Andrea Thomas, Pine Hill outlasted all competition to purchase their one select ram for the sale's \$1,900 top price. They run 1500 adult Merinos and appreciate the returns they are able to achieve with the dual purpose attributes of the Callowie rams in a self replacing flock situation. This was the second year in a row the top priced ram came from the last quarter of the offering; perhaps reflecting the depth of quality on offer.

Shane Rooke, Keilira was the volume buyer on the day, purchasing 8 rams in total in the outstanding value range of \$400 to \$800. Peter Battersby, Pittlochry has been a long time supporter of Callowie genetics and added 5 rams from \$400 to \$600. Ben Dunstall, Cove Station, Serviceton also purchased 5 from \$400 to \$1,100. He is another repeat buyer who has switched back to self replacing Merinos for his total sheep operation; achieving Merino wether lamb sales in the high \$90 range this year, plus the wool income benefits.

A new buyer was Phil Rees, Balmoral. Buying through Arcadian Wool, he purchased 4 rams to \$1,200, after inspecting them at the recent south east Merino field day and being impressed with their quality.

Other big buyers included CJ, BD & DG Mackereth, buying through Landmark Kingston's Rick Wingard (4 rams to \$1,100); RG Brown & Son, through Elders Bordertown (3 rams to \$1,300); and AK & AH Nutt, through Landmark Orroroo (2 to sale's second top price of \$1,500). Agents were Landmark Keith with the auctioneers being Malcolm Scroop and Gordon Wood.

<b>Sale Summary</b>	<b>2008</b>	<b>2007</b>
Offered	50	42
Sold	40	40
Top	\$1,900	\$1,350
Ave	\$754	\$664



*Pictured with Callowie's \$1,900 top priced ram at their annual sale are Richard & Jacque Halliday; buyers Andrea and Trevor Thomas, Pine Hill; Landmark auctioneer Gordon Wood and Callowie stud classer, Paul Cousins.*



*Key participants at the Callowie sale were Peter Battersby, Pittlochry (purchased 5 rams); Callowie principal Richard Halliday; Graeme Cameron, Arcadian Wool, Hamilton; Phil Rees, Balmoral (who purchased 4 top rams through Graeme); Shane Rooke, Keilira (the volume buyer with 8 rams); and Landmark Keith's Adam Bradley.*



*Local upper south east buyers at the Callowie Poll Merino ram sale were Justin Cornish, Bordertown (2 rams @ \$800); Ben Dunstall, Serviceton (5 rams to \$1,100) and Steve Brown, Bordertown (3 rams to \$1,300).*