

Callowie dedication pays off

Strict adherence to a long term breeding objective has paid off for Richard and Jacquie Halliday, Callowie Poll Merinos, Bordertown. At their 7th annual on-property sale they were rewarded with significant increases in the attending crowd, buyer registrations and ultimately the sale result.

50 wonderfully grown and presented Poll Merino rams were offered and 43 sold to a top of \$3100 and a very healthy average of \$1353. This was a 12% increase in clearance on the 2010 result; a 48% increase in top price and a 58% increase in the average price.

Callowie have improved their sheep over an extended period to ensure they didn't lose their flock assets of size, conformation, constitution and wool cut. They have not always received the recognition they have deserved along the journey, but at this year's sale that turned around. The dedicated local supporters of Callowie genetics were joined by NSW and Victorian buyers who are now readily accepting SA sheep; these bidders taking note of Callowie's quality sheep on display at Bendigo and Hamilton.

The top twelve rams in particular attracted a lot of competition with eight of these going to new clients and averaging \$1922.50.

Douglas Menon, Moyston, Victoria won a three state battle for lot 6, Callowie 63, a very impressive son of 'Pugsley', the Halliday's homebred sire that took almost everything before him in the sheep and wool shows in 2009 and 2010. Mr Menon also bought Callowie 151 for \$1700 for his 800 head flock, looking for rams to put over his 'special' ewes to upgrade quality and wool cut.

Peter Routley, Almondvale, Urana, NSW saw the Callowie sheep at Bendigo and was particularly impressed with C63 (top price) and C28, both Pugsley sons. He bid via the phone and while underbidder on C63, he was successful in purchasing C28 for the second top price of \$2700.

Robert Meek, from Shelford in Victoria saw the Callowie sheep at Hamilton and followed up by attending and purchasing four rams to the equal second top price of \$2700 and at a \$1750 average. He was particularly impressed with their size, wool quality and cut and structural excellence.

The regular local area clients did not miss out though. David and Jessame Wagenknecht have regularly picked up Callowie's top rams, but this year their two successful bids at \$2100 and \$2200 got them lots 11 and 13. With the improved depth of quality in the offering, these two rams were still a close match to the top price purchases of \$2100 and \$2000 for the last two years.

Keith Nutt has made the trip from Orroroo for many years to purchase the top Callowie rams and did so again this year. He was not daunted by the increased competition and purchased two of the top eight rams at \$1700 and \$2400 and then topped up with an impressive youngster later in the catalogue for \$1100.

Ben Dunstall, Cove Station, Serviceton was also back again and took the volume buying honours. He purchased six rams from \$1000 to \$1500 and at a \$1317 average to be a very strong contributor to the overall sale result.

Colin and Darryl Mackereth, Kingston were other Callowie regular volume buyers who bid strongly, picking up four rams from \$800 to \$1400 while Pitlochry Station, via Kingston purchased five at \$600 each. They have been one of Callowie's most loyal and long term buyers.

Sale Summary	2011	2010
Offered	50	50
Sold	43	37
Top	\$3100	\$2100
Average	\$1353	\$857

Agents: Landmark Bordertown

Auctioneer: Malcolm Scroop

Photo Captions:

1. Pictured with the \$3100 top priced ram at the Callowie Poll Merino ram sale are Richard and Jacquie Halliday, Callowie, buyer Douglas Menon, Moyston, Victoria and Landmark Bordertown's Graeme Hampel.
2. This group of buyers was very satisfied with their purchases at the Callowie Poll Merino sale. They are Landmark Kingston's Paul Bott, agent for Colin MacKereth (2nd left), Kingston; and Robert Meek, Shelford, Vic (four rams to \$2700) and Ben Dunstall, Cove Station, Serviceton (six rams to \$1500). They are with the Halliday family of Richard (centre back) and children Thomas, Angus and Sarah (front).
3. Pictured after the successful Callowie sale are the biggest volume buyer, Ben Dunstall, Cove Station, Serviceton, Vic and Callowie principal Richard Halliday, Bordertown.