



JULY 2025

CALLOWIE

Poll Merinos

The beginning of 2025 has proven to be challenging, with prolonged dry conditions continuing from the previous year. However, recent rainfall offers hope for improved prospects as the year progresses. In this newsletter, we provide an overview of our ram sale from last year, share updates on changes to this year's sale and our activities in 2025. We trust you will find this edition informative and engaging.



'24/'25 WRAP UP

We were delighted with our 2024 ram sale, where both long-term clients and new buyers eagerly acquired some excellent rams for their breeding programs. Richard Miller, Nutrien Stud Stock Specialist, remarked, "The Callowie rams were very even in type, with large frames, plenty of carcass, and heavy wool cuts. The sale was supported by regular long-term supporters of the Callowie program, with a new buyer also purchasing at the top end. Cove Station was a volume buyer throughout the sale, indicating the depth and evenness of the catalogue."

Following a dry finish to spring 2024, we began planning for the 2025 matings and managing our ewes and lambs to set them up for the future within the challenging conditions. Breeding-wise, we retained two young rams,

Callowie 23-0467 and **Callowie 23-0640**, while continuing to use Pyramid Poll 220220 in the AI program. These lambs have developed into some very promising young rams, which will be a highlight of our ram sale this year.

Supplementary feeding kept us busy over summer and autumn, resulting in a pleasing lambing season. Although the numbers were slightly below normal, the lambs demonstrated the 5 C's we target within our breeding objectives. The conditions led us to confinement feeding, and the results were very satisfying, with wether lambs achieving a 28.5kg dressed carcass, showcasing the true dual-purpose attributes of our sheep.

JOINT JUDGING APPOINTMENT

In June 2025 Richard and Angus were offered an opportunity to judge at the Victorian Sheep Show at Ballarat. It isn't very often a father and son get an opportunity to judge together so it was accepted with gratitude. Richard judged the medium wools, and Angus judged the strong wools. It was an outstanding line up of merinos, and an experience enjoyed by both Richard and Angus. (Note – they were still talking on the drive home, so there weren't too many disagreements in their decisions!)

*Angus & Richard
Judging at Ballarat*





PRIVATE SELECTION COMMENCES FROM

**14
AUG**

**CALLOWIE POLL MERINOS
INSPECTION DAY
FROM 1:00PM - 4PM**

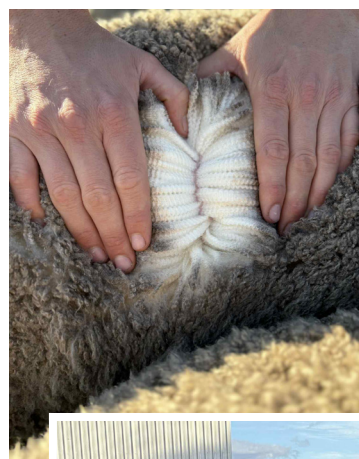
2025 SALE UPDATE

In light of the past drier seasons Callowie Poll Merinos have recently made the decision to return to Private Selection.

Rams have been classed and graded by Richard & Angus along with Paul and Josh from Cousins Merino Services.

Rams will be available commencing from the On Property Inspection Day on Thursday 14th August from 1 - 4pm, and after this day via private appointment or through your agent.

This year's sale rams will feature 70+ paddock-run rams. These rams have impressed with their performance, averaging 80.4kg with 39.75mm EMD and 4mm fat in May. Pyramid Poll 220220 has many promising progeny coming through, all displaying the 5 C's we value.



2025 Sale Team wool



2025 Sale Team with Angus & Josh Cousins

"They are a very good lineup of dual purpose of Poll merino rams, that show great maturity and growth for their age that will add plenty of wool to your flock."

Wade Broadstock, Nutrien Stock Agent

"It's a real credit to the Halliday family's breeding program to see such evenness, quality, and genetic strength right across the 2025 sale team".

Josh Cousins, Cousins Merino Services

**On Display
IN 2025**

**17-20
JULY**

**AUSTRALIAN SHEEP &
WOOL SHOW
BENDIGO. VIC**

**23
JULY**

**SE MERINO FIELD DAY
KEITH SHOWGROUNDS, SA**



Where are we?
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