

Order Form 2014-2015 Season

Name: _____
 Phone number: _____
 Email: _____

We would like to order:

Breed:	Price:		Number:
Perendale	\$1250.00	(High Index)	_____
	\$900.00	(Middle Index)	_____
	\$600.00	(Lower Index)	_____
Maternal Texel /Texel x Perendale	\$1250.00	(High Index)	_____
	\$900.00	(Middle Index)	_____
	\$600.00	(Lower Index)	_____
Terminal Texel	\$700.00	(High Index)	_____
	\$500.00	(Lower Index)	_____
Ultimate	\$1250.00	(High Index)	_____
	\$900.00	(Middle Index)	_____
	\$600.00	(Lower Index)	_____

Thank you for your continued support

Selling will be on farm in January

Our Bank Account for Direct Credit payments is

Rabobank 03 1353 0184911 00

Please Post to: **Avalon Genetics** Ph: **03 204 2134**
539 Shanks Road Mobile: **027 220 2672**
RD2 Email: **avalon@yrless.co.nz**
Tapanui
Otago 9587 www.avalongenetics.co.nz

Replies by November 15th would be appreciated



**Avalon Genetics Stud
 Newsletter – Spring 2014**

Welcome to our Avalon Spring Newsletter. With 1 metre snow drifts in the weekend of October 4th at the peak of lambing it feels more like the middle of winter again.

Topics to be covered:

- NZ Perendale Progeny Trial
- Sheep Improvement Limited (SIL)
- Meat Industry Excellence (MIE)
- Wool Levy Referendum



Sunrise at Avalon

NZ Perendale Progeny Trial

After 4 years of progeny testing NZ's top Perendale Rams no one ram has topped every trait but one of our Avalon Rams is the trait leader in the highest returning meat trait.

Our Avalon ram had the highest growth rates of the 51 rams tested, in fact he was 9% higher than the second placed ram.

Growth rate is the most profitable meat trait you can select for and combined with a high meat yield will put extra dollars in your pocket.

This ram is no.2 on our Avalon sire summary. Unfortunately he came back from the progeny trial in 2013 lame with a hip injury and we couldn't use him ourselves. This year he went over 120 stud ewes.

The exciting thing is he is also 38% more worm resistant than one of NZ's most resistant rams and has very high tolerance for facial eczema. He has tremendous meat yield in our flock so just what the industry needs going forward.

Sheep Improvement Limited (SIL)

Back in May I was reported in one of the farming magazines criticising the direction that SIL was driving our industry.

We have been selecting the animals performing best under high inputs while grazing on dairy land in Woodlands, Lincoln and on rolling country at Poukawa in the Hawkes Bay.

So in my mind the animals that respond best to drenching and high inputs on the very best country are driving our genetic progress and selection decisions over the next 10 years..

Since then Beef & Lamb Genetics, the new genetic entity charged with driving sheep genetics in NZ has announced that two hill sites will now also be used for genetic analysis. This is great news but probably 6-10 year late in coming.

I believe that SIL discounts our genetics by 30-40% when comparing them to high input flocks that dominate SIL selection lists.

A good example of this is our progeny trial ram who wasn't in the top 83 sires at the NZ Perendale across flock sire summary turns out to be one of NZ's top Perendales after the progeny results come back. On a level playing field where actual performance is analysed we rate at the top but under a SIL across flock analysis we don't rate.

The take home message is that Avalon are at the top of the pack under high input conditions and under low input conditions perform at 30-40% better than top SIL ranked NZ sheep.



Perendale ewes and lambs

Meat Industry Excellence (MIE)

MIE has made great progress in its goal to drive meat industry reform since kicking off at Gore back in March 2013. It hasn't been easy and the burden has fallen on the team that makes up MIE.

We have finally secured some of our own levy money to research farmer's attitudes to reform, investigate the size of the prize if we all decided to work together and also develop a road map of just how all this can be achieved. This information is currently being peer reviewed and packaged ready for release to NZ farmers. And of course we will be putting up 3 MIE endorsed candidates for the Co-op elections later this year.

After much soul searching I have decided to resign from the MIE executive but have stayed on as a MIE member. The time commitment plus a lengthy and expensive lawyer battle where I was sued for defamation by one of the initial MIE members. I chose to settle out of court. It was a major waste of time, energy, and put pressure on my family, something they didn't deserve.

There is a great team in MIE and I believe they will be successful in bringing in much needed reform into the meat industry.



17 kg weaning draft

Wool Levy Referendum

I voted for the levy. The wool industry continues to underperform in its current state. Imagine wool returning 50% of your income instead of 10-15% it currently does. This levy won't do this in the short term but this industry desperately needs some overall leadership to help drive education and innovation in wool. I see this initiative lifting the base for wool but you will still choose who you sell your wool through.

Just like with our Meat companies our competing wool entities will only look after their own patch. As farmers, if we can't afford a 3c/kg levy, then we will continue to receive dag money returns for our wool. For every \$100 that a dairy farmer invests off farm in their industry, a sheep farmer invests \$5.50. If you take away the dairy returns for this season, which industry has produced the best financial results in the last 10 years has leadership and a vision for the future



10 year old Perendale ewe lambing 2014



Texel 2ths rams

Genetics for 2014-15

Perendale

We have increased numbers of Perendales available this season. Their performance at least equals the top in the country and their hardiness and resistance under a maximum one life time drench is unequalled.

Texel

We are steadily building up our Texel stud and will have both dual purpose and terminal rams available this year. Our top sire is a Mt Linton 1668/08 Texel who is currently the 13th ranked ram in the ACE central progeny trial, for meat and growth. In partnership with another breeder we have brought a Texel ram which has the new fertility GDF9 gene which can increase fertility by around 25% in its progeny. He has left some good looking lambs this lambing and will watch their fertility with interest.

Ultimate

For the best of high performance low input and resistance traits you can't beat the Ultimate.

We started our Ultimate breeding program in 2004 and they now match our Perendales for key performance traits.

We use them as a maternal and terminal option over some of our Perendale ewes. We don't tail 75% of them and on average they stay cleaner than lambs that we tail. We only get one bearing per 400 ewes and this is a big saving in itself. What constraints will animal welfare groups place on how we farm in the future?

The Ultimate is a great for mating ewe hoggets, we use them and so do some of our clients. We have some clients that are putting a generation of Ultimates over their Perendale flock, while some are going down the pure Ultimate track

Ram Selling 2014

Avalon Genetics has a strong team of Perendale Texel, Texel x Perendale and Ultimate Rams for sale this year.

Both the national and our own progeny trials prove that Avalon Genetics is equal to the best for performance trials and leads the pack for resistance and low input traits.

We appreciate your support and wish you well for the 2014-15 season.

We have enclosed our order form for 2014/2015 season.

Regards



Perry Johnston, who farmed Ultimate's in the King Country, but has retired in the past year due to ill health



1/2 Perendale, 1/2 Ultimate ewe



Ultimate MA ram