



ASHMORE
WHITE SUFFOLKS
Genetics that Perform

NEWSLETTER

August 2015

Ashmore rams deliver on industry profit drivers

We select our rams to match key profit drivers for the lamb industry, or in other words, to help improve your bottom line. Alongside this, we see it as essential for our sheep to be easy care and thrive under any circumstances the season throws at you.

Constantly improving in particular traits is a challenge because often they work *against* each other – eg. muscle and marbling generally work against each other, the more muscle, generally the less intra muscular fat.

Through careful selection over many years finding rams that break these trends, we are breeding sheep that tick most or all of the boxes for key profit drivers for the industry. A breakdown of the profit drivers that our rams can influence appears below.

Growth – High growth rams will produce progeny that grow faster and are heavier at young ages which lowers your cost of production and produces more kilos of lamb/hectare. It is also insurance in tough feed seasons, giving you the best chance at

turning lambs off with what you have in the paddock.

Muscling – more muscling means better shaped carcasses plus more weight in the expensive cuts like the rack and loin. This delivers value to the processor and retailer.

Eating Quality – to ensure the consumer gets a consistently good eating experience, intramuscular fat and shear force are very important. We test all our sires using DNA to determine their breeding value for these traits. Ashmore have some of the best eating quality genetics in Australia across all terminal breeds.

Parasite resistance – worm burdens can have a big impact on production (e.g. growth rates) and cost of production (e.g. drenching). Rams with good worm resistance will produce progeny that can withstand the challenge of worms better.

A breakdown of key sires in the 2015 sale relative to key profit drivers appears below. Look out for sons of these key sires in this year's sale.

Sire	*Top in Australia for:			
	Growth	Muscle	Eating Quality	Parasite Resistance
Ashmore 130269	✓✓✓	✓	✓✓	✓
Ashmore 130305	✓✓✓	✓		✓
Ashmore 110116	✓✓	✓✓		
Ashmore 080179		✓	✓✓✓	✓
Pollambi 110451	✓✓✓	✓✓		✓✓
Felix 100998	✓✓		✓✓	✓✓

*✓✓✓Top 1% of LAMBPLAN; ✓✓Top 5% of LAMBPLAN; ✓Top 10% of LAMBPLAN

2015 Sale Preview

Our annual on-property ram sale will be on Monday 28th September. We will present approximately 150 flock rams bred by the top performance sires in Australia.

Our top 150 rams average 199 on the Carcase plus index which put them all in the top 10% of 2014 drop rams in Australia. This represents one of the highest performing flock ram sales in Australia!

Keeping abreast of all the LAMBPLAN ASBVs and indexes can be a challenge given that many clients only revisit this information once a year. With this in mind, if you would like some help interpreting the information or identifying which rams would best suit your situation, we would be only too happy to assist, please just give us a ring.

All of the information you see in our sale catalogue is publically available information and appears on the Sheep Genetics website. Additional indexes can also be found on the Sheep Genetics website or we can produce a customized catalogue with the specific information you are after – just let us know.

Catalogues will be posted out in early September and uploaded to our website. For those keen, there is now an app to help you select your rams – it's called "RamSelect" (see article below). Once we have shorn our rams and finalised the sale order, we will upload our sale team to the RamSelect app if you would like to have a play. We hope to see you on 28th September.



The 2015 annual sale is going to be our biggest and best ever lineup!

RamSelect – Ram Selection App

A new app has been developed to simplify the ranking and purchase of rams, based on Australian Sheep Breeding Values (ASBVs) and assist commercial producers in finding rams that match their breeding objective. The app has been launched by the Sheep CRC.

The address for the web based app is www.ramselect.com.au and it is accessible on a computer, tablet or smart phone. It will search the LAMBPLAN databases to quickly identify and rank rams for a given breeding objective.

For example, if growth and worm resistance were most important to you, you can put a large emphasis on those traits and it will rank animals according to those selection criteria. Animals can be ranked within stud offerings (e.g. Ashmore sale), across all studs, or across a specific geographic spread e.g. 300km radius of your farm. Studs have to upload their ram sale team first for you to be able to search them, so once our rams are catalogued, we will upload the sale sheep.

RamSelect
.com.au

Win \$1000 to purchase a WS ram!

The Win a Ram Competition is on again and open to all commercial producers. The prize of a \$1000 ram voucher will be awarded to the successful entrant to use towards the purchase of a White Suffolk ram from a registered stud anywhere in Australia. Entry and details of the competition are available at www.whitesuffolk.com/win-a-ram



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