

HADDON RIG MERINO AND POLL STUD

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JULY 2019 HADDON RIG STUD UPDATE

DEAR MERINO AND POLL MERINO BREEDERS,

With export lamb prices hitting record highs, it's fantastic to see sheep enterprises moving forward in leaps and bounds in NSW. According to the DPI, wool enterprise returns are increasing by \$9.50 on average per DSE. The 20 Micron wether enterprise saw the largest gain, with the gross margin up \$13.07 to \$49/DSE, increasing the gross margin/ha to \$490 at a stocking rate of 10DSE/ha. Despite another dry year for most Eastern regions of Australia, Haddon Rig is confident in the future of the Merino industry and the performance of the Haddon Rig Merino.

Haddon Rig merinos continue to cut abundant, quality wool and produce a lot of strong lambs. In 2018, after one of our hardest seasons, we weaned 91% of lambs to ewes joined, testament to the fertility and robustness of HR genetics. We are also cutting an average of 7.5 kgs of wool from HR ewes, giving us returns of over \$101/hd at current prices. We have been pleased to see many of our clients achieving similar results for their weaning and shearing. The sheep market continues to improve, with wool prices at record highs of 2000c/kg for 21u and meat at \$9-\$10/kg, buoyed by limited domestic supply and demand for quality food and fibre from our export markets. With prices like these, the sheep game remains profitable even with drought feeding. In fact, we have found the wool cheque alone covers the cost of drought feeding. We are expanding our sheep production, streamlining our operations and maximising our capacity to carry sheep for when it does rain. For our clients, it is a good time to be strengthening the breeding base of Merino and Poll flocks so that when this drought breaks, we can all hit the ground running. For more figures, [click here](#) or head to the ANZ's 2019 "Shear Brilliance" Sheep report.

We have been looking at how to increase efficiency across the entire production line, by re-examining our labour and technology usage, data intelligence, grazing management, weaning, feeding and stocking rates. We invite you to join us at our 2019 Open Day (August 14), as we will be sharing the results of our 2018 early weaning program, feed lotting/centre pivot system and our Stud DNA testing results.

Please note our stud sale catalogue is to follow. Make sure you have signed up to receive our online updates via our website www.haddonrig.com.au. Wishing you all heavy rain and looking forward to seeing you at our 2019 On-Property Ram Sale.

- Sally and George Falkiner

WHERE TO FIND US IN 2019

19 July

Bendigo Sheep Show,
Bendigo Showground

3 August

Nyngan Ag Expo, Nyngan
Showgrounds

14 August

HR On-Property Open
Day and Ram Sale
Preview, Warren

27-29 August

Dubbo National Show
and Sale, Dubbo
Showgrounds

3 September

SWS Stud Breeders
Merino Field Day, Harden
Showgrounds

12 September

Haddon Rig
On-Property Ram Sale,
Warren

2019 HADDON RIG ON-PROPERTY RAM SALE

Inspection: 10 AM
Auction: 1 PM
Thursday, 12
September, 2019

Over 150 exceptional
Merino and 50 Poll
Merinos on offer

Current ASBV's will be
available for all
auction rams

Coffee, tea and lunch
provided

Register your
attendance at
[admin@haddon-
rig.com.au](mailto:admin@haddon-rig.com.au).

2019 HADDON RIG CLIENT NEWS

Sweeney Family, "Pinehurst", Merrygoen

The Sweeney family of "Pinehurst", Merrygoen have had some exceptional results for their 2018 drop wether lambs. After locking up their wether lambs for 8 weeks, the Sweeney family sold them for an average of \$208/hd and shored \$40 of wool off them totalling \$248/hd. The Sweeney family also had a tremendous performance at the 2019 Warren Show.

Pictured right are two descendants of HR Poll Merinos purchased by the Sweeney family at this year's Warren Show:

- Right: Rowena Sweeney holds the Champion Medium Wool Flock ewe, 2019 Warren Show
- Left: Angus Munro holds the Champion Strong Wool Flock Ewe, 2019 Warren Show



(Pictured): Rowena Sweeney and Angus Munro at the 2019 Warren Show with HR blood Polls

McLeish Family, "Thurn Merinos" Coonamble

Congratulations to Dougal and Susan McLeish, 'Thurn Merinos', Coonamble for another outstanding result at the 2019 Warren Show:

- Most Successful Exhibitor - 2019 Warren Show
- Most Successful Exhibitor - Flock Breeders Section
- Champion Fleece - Flock Breeders Section (Pictured right)
- 1st and 2nd Medium Wool Ewe Fleece
- 1st and 2nd Fine Wool Ewe Fleece
- Reserve Champion Fleece - Flock Breeders Section



(Pictured above): Champion Fleece- Flock Breeders Section, 2019 Warren Show

CLIENT PROFILE: MICHAEL AND PAULINE RICKETTS

Haddon Rig loves hearing about the success of our hard-working clients. Here, Michael and Pauline Ricketts discuss the amazing results they've achieved using HR-blood genetics at their self replacing Merino operation, "Tumbleton North" near Young. "Haddon Rig genetics have enabled us to maintain our micron, increase our wool cut and reduce the SD of our flock whilst maintaining the size of our sheep. Our lambing rate was at 130% on ewes joined in 2018. In 2018, we made \$309 gross income per ewe for wool and lamb sales. Our average wool cut was 8.27 kg at 11.6 months wool growth from all ewes aged 6 months and above with an average micron of 20 in 2018. The Haddon Rig team is a pleasure to work with and Andy McLeod has been very influential in the success of our flock."

- Michael Ricketts

[Click here](#) to read more about Michael Ricketts' operation in Young.



(Pictured): Michael Ricketts at Tumbleton North. Photo Credit: The Land

... MORE SUCCESS FOR OUR FANTASTIC CLIENTS



(Pictured): Jono Baker, "Boree", Caragabal

Kath and Jono Baker, "Boree", Caragabal, NSW

Congratulations to Jono (pictured) & Kath Baker "Boree" Caragabal for winning the 20th Caragabal ewe competition following on from their encouragement award last year.

Jono is pleasantly surprised with his scanning this year as 90% of his ewes scanned in lamb despite the sires (purchased from our on property sale) being joined for 5 weeks during that very hot period in Jan/Feb when the temperature was hitting 45 degrees.

WALGETT WETHER TRIAL

Brennan O'Keeffe "Tootha" Walgett

Congratulations goes to Haddon Rig client Brennan O'Keeffe "Tootha" Walgett for an outstanding performance at the 2019 Walgett Wether Trial.

- Brennan won the Champion overall team as well as winning 2nd place in both the Wool and Meat classes.
- The "Tootha" winning team averaged \$100.44/head for their wool, and including their meat value his wethers returned \$180.29/hd

Marion and Ray Pike, Yarraldool, Walgett

Congratulations to Ray and Marion Pike who won both the Wool and the Highest Value Fleece sections

- The Pike's wool returned \$101.55 per head with an average micron of 17.4.
- Yarraldool's winning highest valued fleece was a 16.3 micron wool weighing in at 7.4kg returning \$117.66

Special mention goes to:

Brian and Kay Gibbons "Moongulla" Lightning Ridge who hosted the sheep for the Walgett Wether Trial trial and did an incredible job to present the wethers so well.



(Pictured left): 2019 Walgett Wether Trial

2019 FORBES SALE

Congratulations to Richard, Anna, David and George Green of KG Green and Company, "Olieview", Parkes who achieved the top price for the 4th year in a row for their surplus young ewes in the Merino Section selling them for \$200/head. A fantastic result.

CLIENT PROFILE: TIM ROSSITER

Haddon Rig caught up with Tim Rossiter from "Youngara" about his HR-base sheep operation near West Wyalong, NSW.

"Using Haddon Rig Rams has improved our fertility and the quality of our wool, whilst keeping the carcass attributes that we need to turn our wethers off as lambs. Even in tough conditions, we know that Haddon Rig sheep will still do well, growing plenty of wool and producing a lot of lambs. Our lambing rates have been excellent: with our 5-year average at 114.16% lambs marked to ewes joined.

Since first buying Haddon Rig sires, we have seen a noticeable increase in the size and quantity of lambs on the ground. Haddon Rig sires produce good strong robust lambs that hit the ground running. The wools are bulky and white with reasonable condition in it which aids in keeping the dust out which is critical in our red country. Our 5yr average cut is 8.16 kg per head of 20.12 micron

We are making approximately \$17000 net profit per purchased Haddon Rig ram over the course of the ram's lifetime (4 years). We have found the HR team are very good to deal with, always happy to help anyway they care and are genuinely interested in how the sheep perform at home."

- Tim Rossiter



2019 STUD REPORT

The 2018-drop Haddon Rig rams are doing exceptionally well. The Reserve rams in the shed are also doing very well and good management is evident in the condition of the AI ewes, special ewes and all 2018 drop ewes. We have a very strong sale team this year with shedded rams putting on an average of 270 grams/day and paddock rams putting on an average of 250 grams/day. HR rams are consistently productive and top performers in the commercial and stud environment:

- Haddon Rig rams are fertile with Haddon Rig clients repeatedly reporting excellent lambing percentages
- Haddon Rig progeny have large frames with correct backs, good feet, pasterns and straight hocks
- Haddon Rig rams have a good constitution
- Haddon Rig rams breed to type.

2018 ON-PROPERTY SALE REPORT

Our 2018 On-Property ram sale was a tremendous success with 188 rams sold to an average of \$2356. We are so pleased to see the increasing popularity of our Poll rams with 53 selling to the sale's top price of \$14,000 to average \$2887. Merino quality rams totalling 135 head sold to \$11,000 to average \$2148.



(Pictured above): Scott Thrift, Elders, Dubbo, John Settree, Landmark, Dubbo, George Falkiner and Andy Maclean with \$14,000 Poll bought by Gingie stud, Walgett.

Investing in the Haddon Rig Stud

Key genetic purchases over the last few years include PB 150338 (x WP-003 Real Deal) in 2016, PB 160810 (x Ch 333) in 2017 and PB 170145 (x PB 140948) in 2018 (pictured below). These rams, as well as purchasing semen from top-performing industry sires has strengthened the Poll Stud considerably. These include early growth, fertility and improving wool quality to maximise the profitability of the HR Polls. Haddon Rig continues to invest heavily in our AI and ET programs. In 2018 we AI'd 1600 ewes and embryo-transferred eggs from 15 of our top special stud ewes. Our classing and performance measurements are proving that the money we spend on our artificial program is producing the top 10% of our Stud.



(Pictured above): Andy Maclean and George Falkiner with PB 170145 purchased for \$35,000 in 2018 in partnership with Cora Lynn Merino Stud.



(Pictured left): Olivia Falkiner DNA testing the 2019 drop AI Poll lambs

In 2018, we DNA tested our entire Poll flock for full pedigree data and Poll genes.

DNA profiling will enable Haddon Rig clients to:

- Make better breeding and selection decisions with access to more accurate and reliable data for each animal. This includes full pedigree, growth and wool characteristics
- Identify and select animals based on accurate Poll Gene data: PH (Poll Horn) or PP (Poll Poll)
- Use ASBV's with much more confidence to select sires based on their characteristics. This makes breeding to a specific type or to a certain set of objectives easier for our clients i.e. early growth, fertility, as well as specific wool characteristics.

The impact of DNA testing on the Poll stud has been immense. Our plan is to now DNA test the Merino Stud group for full pedigrees to further develop our data-collection accuracy and improve breeding decisions.

- Andy Maclean.

FEEDLOTING WETHERS AT 10 MONTHS OLD

in our latest trial using the new automated feedlot, we are improving our ability to turn off wethers at 10 months old. We have inducted the lead 1200 merino wether lambs (2018 drop) into the feedlot at 10 months old at around 33 kgs and above (live-weight). After being on feed for 26 days (3.5 weeks), their average daily gain was between 270-346 grams/head/day. in that time, only 10 lambs (or 1%) were pulled out and identified as shy feeders. We will continue feeding these lambs, aiming to turn off a 55kg live-weight lamb. The table below summarises our results: in short, feed consumption stays relatively constant at around 1.5kg/head/day with an average daily gain of 310 grams/head/day.

We are extremely happy with our average feed conversion rate of 4.84 (i.e. to put on 1kg of live weight, each sheep consumed 4.84 kg feed). This is ahead of many “meat breed” sheep and terminal sire cross-bred lambs. We made \$41.27 net profit on average for lambs inducted at 9 months old, fed for 55 days and sold at 50kgs. this equates to a 41% return on investment, assuming the lamb was valued at \$100 per head upon induction. Meat prices have since increased, and grain prices have eased slightly which improves the return even further. [Click here](#) for The Land article.



Visit www.haddonrigmerino.com to learn more

Haddon Rig Feedlot Benchmark		Sale Weight Scenario		
		42kg Lamb	50kg Lamb	
Sheep Purchase Price (on-farm)	A	\$ 100.00	\$ 100.00	per head
Sheep Liveweight IN		33.00	33.00	kg
Sheep Liveweight OUT		42.00	50.00	kg
Liveweight gain		9.00	17.00	kg/hd lwt
Days on feed		29	55	
Average daily gain		0.31	0.31	kg/hd/d
Feed consumption		1.50	1.50	kg/hd/d
Feed conversion		4.84	4.84	kg
Ration Cost (per tonne - mixed)		\$ 505.95	\$ 505.95	per tonne
Ration Cost (per head per day)		\$ 0.76	\$ 0.76	/hd/d
Ration Cost (per head per week)		\$ 5.31	\$ 5.31	/hd
Ration Cost - Total Period on Feed	B	\$ 22.01	\$ 41.74	per head
Ration Cost - Total Period on Feed		\$ 0.52	\$ 0.83	per kg lwt so
Ration Cost - Total Period on Feed		\$ 1.20	\$ 1.92	per kg cwt so
Operating costs	C	\$ 18.71	\$ 21.24	per head
Sale proceeds				
Sheep		\$ 124.24	\$ 152.25	per head
Wool		\$ 42.00	\$ 42.00	per head
Skin		\$ 10.00	\$ 10.00	per head
Total Sale Proceeds	D	\$ 176.24	\$ 204.25	per head
Net Profit / (Loss)	(D-C-B-A)	\$ 35.52	\$ 41.27	per head
Net Profit / (Loss) Margin		36%	41%	

VALUE-ADDING WITH DRY-AGED LAMB - HADDON RIG MERINO

In 2018, Haddon Rig launched our Haddon Rig Merino product, by dry-ageing, packaging and selling it directly to restaurants and consumers on the East Coast. Haddon Rig Merino meat is now stocked in several restaurants and butcheries in Sydney, Brisbane and the Sunshine Coast. In April this year, Haddon Rig was named a State Winner for the 2019 Harvey Norman Delicious Produce Awards for its dry-aged merino hogget. [Click here](#) for full article or [here](#) to see the video produced by MLA earlier this year.

These awards celebrate new, innovative, native and consistently outstanding Australian ingredients grown, caught, sourced or produced with dedication, passion, knowledge and regard for the environment. Delicious. editor-in-chief Kerrie McCallum said of the prize, “These awards influence what you may see on restaurant menus for the next year to come, but most importantly give credit to the people who care for the produce that lands on our plates.”

Haddon Rig is thrilled to be sharing a product that we have believed in for so long. Over the next few months, we will be focussing on increasing our market reach and streamlining our supply channels to minimise costs. To learn more, please head to haddonrigmerino.com.au or chat to us at the Haddon Rig Open Day.



FORBES MURDOCH AWARDED OAM

Congratulations to Forbes Murdoch who was awarded an Order Of Australia Medal (2019 OAM) in January. Forbes Murdoch is highly deserving of this award, for his dedication to the Australian Merino Industry and his role in the continued improvement of wool as a fibre and commodity.

Forbes' contribution to the economic and social character of Australia can not be understated - he has mentored hundreds of the country's leaders, leading by example over decades and has improved the quality of Australian wool beyond measure, always with the values of integrity, quality and hard work at the fore. Haddon Rig is proud of our continued association with Forbes Murdoch - a true leader and industry legend.

Pictured (right) is Forbes Murdoch with Fashion Designer Jenny Kee - Jenny Kee is a strong supporter of merino wool & said her association with wool is what kick started her career in the mid 70's. [Click here](#) to learn more about Forbes Murdoch OAM or visit our website.



(Pictured): Forbes Murdoch with Designer Jenny Key at Government House at the 2019 OAM Ceremony

2019 HADDON RIG ON-PROPERTY OPEN DAY

10 AM - 2 PM: Wednesday, 14th August, 2019

Preview Haddon Rig's top young sires and the 2019 Sale team at our On-Property Open Day on Wednesday, 14th August, 2019.

You will hear from our guest speakers about:

- The process and benefits of confined weaning – Andy Maclean
- Weaning nutrition – Luke Harrison
- HR branded meat project "Haddon Rig Merino" and feedlot enterprise - Charlie Blomfield/Mark Knaggs
- Mark Knaggs from Dubbo Meat Centre cutting display/butchering tips
- HR Merino lamb sandwiches and tea will be provided.



(Pictured): Checking out the automated feedlot at the 2018 Open Day

Register your interest in attending by 1st August with Paula Blake: T: 02 6847 4405 or E: admin@haddon-rig.com.au



On-Property Stud team: Oscar Philip, Will Hacker, Will Southon, Stuart Murdoch, Charlie Blomfield, Andy Maclean & George Falkiner

HADDON RIG MERINO: BREEDING FOR PROFIT

“Rams have the fastest influence on your flock and are the most vital part to your merino sheep enterprise.” Paul Kelly, HR Stud Representative.

It has been proven that rams have the single largest impact on genetic gain. So at Haddon Rig, we have been focussing on what we do best - breeding productive and profitable sheep for our clients by strengthening those characteristics which distinguish HR Merinos from our competitors:

- **Fertility and High Lambing Rates:** Despite 2018 being one of the driest years on record, we weaned 91% lambs to ewes joined in 2018. Only 6% of mixed-aged Stud ewes scanned dry, 41% bearing single lambs and a massive 53% carrying twins, although still below our normal performance of above 60% twins. With these scanning results, a HR sire can be expected to sire an average of 50 lambs a year at a joining rate of 1.5%
- **Early Maturing:** HR-blood lambs are fast-growing due to our focus on long, plain, well-sprung bodies
- **High Yielding:** HR ewes cut up to 7.5 kgs of wool (at 12 months) and wethers cut approximately 6 kgs of wool (at 8 months growth). This means annual returns for wool of \$101.40 for 7.5kgs (ewes) and \$80 for wethers (assuming wool price 1350c/kg greasy).

With returns like these, we have been pleased to see farmers across NSW and QLD increasing the size of their sheep flock, highlighting the relative strength and reliability of sheep as an enterprise versus other commodity classes. Despite the cost of feeding, the majority of our clients consistently report solid returns for their sheep, with growing margins per head for their flocks.

MERINOS MORE PROFITABLE THAN CROSS-BREDS

We have also been looking at the performance of Merinos relative to cross-breds at Haddon Rig and have found Merinos are significantly more profitable - with first cross ewes making \$38/DSE and Merino ewes making \$62/DSE in our 2018/19 study.



(Pictured): Jackaroos Ollie Jaap and Will Southon with 5 week old 2019 drop AI lambs at lambmarking in June '19

EXCITING NEW MOVE FOR ELEANOR & CHARLIE

After a fantastic 18 months at Haddon Rig with their daughter Raffaella, Eleanor and her husband Charlie have recently stepped out on their own and purchased 'Boridgeree,' a mixed farming property located on the Belubula River, near Canowindra NSW. At 'Boridgeree,' they will focus on producing high quality, irrigated Lucerne hay, fodder, dual-purpose cropping and prime lambs. During their time at Haddon Rig, Charlie instigated the HR dry-aged Merino project and established a second pivot as well as project managing the construction of the new feedlot. Whilst living in Canowindra, they will remain involved with the Haddon Rig business, Eleanor as a non-Executive Director on the Haddon Rig Board and Charlie advising on operational, production efficiency and technology matters. Eleanor and Charlie recently purchased some Haddon Rig ewes, scanned-in-lamb and will join them to Haddon Rig poll merino rams.

El and Charlie said, "We're looking to produce quality, prime lambs and also take advantage of the current wool market. Our experience at Haddon Rig has shown us that the Haddon Rig merino performs well in both markets, and has a good cash flow. Eleanor and I loved our time out at Haddon Rig and now we're only 3 hours away. We are also very excited to have Haddon Rig merinos coming to enjoy the cold weather with us at Canowindra!" Thank you to everyone that welcomed us into the Haddon Rig and Warren community. We look forward to catching up with you at the Haddon Rig ram sale.



(Pictured): Charlie, Rafaella and El at Borridgeree, Canowindra

KEY CONTACTS

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HR Merino website: www.haddonrigmerino.com.au

Instagram: www.instagram.com/haddonrigstud/

Facebook: [Haddon Rig Merino and Poll Stud](#)