

Orrie Cowie

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Dear Sir/Madam

Hi from everyone at *Orrie Cowie*. We trust that this letter finds you in good heart and health, and that your season is going along well. At the time of writing, the season in South Australia is off to a good start.

Considering the almost unprecedented strength of the wool and meat industry I would like to bring you the dates of our forthcoming annual ram sale. This year's sale team look particularly well and we are extremely happy with them. If you have been impressed with the *Orrie Cowie* sheep in the past, we feel confident that you will like the quality of the offering.

The rams prepared for you this year are well-grown and as always carrying quality medium wool fleeces. It is this same medium wool that has been sold down to a position of extreme short supply since the near depletion of "on-farm" and "in-store" stocks.

Despite the extreme dryness of last year and the difficulties for rearing rams we at *Orrie Cowie* are especially pleased to be ticking off some significant milestones in breeding.

1. That the body weights, scale, good fleshing carcass traits, correctness and great constitution are all on the way up.
2. That the whole ewe flock has settled at 20.5-21.0µm and the hoggets at 18.5-19.0µm.
3. That the fleece weights and wool quality traits are holding or improving in particular:
 - a) outstanding brightness and whiteness is commonplace, with crimp definition excellent.
 - b) freeness of skin and absence of complicating body wrinkle is progressing nicely, evidenced by longer and yet longer staples.

c) microns are good sound middle of the road and stable.
d) almost best of all, CV% measurements are lower on average than ever before and,
e) best of all the nourishment vs. yield story is finally close to how it should be. We have achieved a significant lift in fleece yield both in shed-prepared woollies, summer shorn half wools and autumn shorn rams whilst still and most importantly putting the nourishment onto the fibre for protection, rather than seeing excess deposited on the tip or the skin.
And lastly the outstanding success of both stud and commercial breeders around Australia using *Orrie Cowie* rams and semen is sufficient encouragement to forge ahead, continually striving for improvement and trying to meet the ever-demanding market place changes for both wool and meat.

The rams will be noticeably plainer in line with grower demand, but still boasting high fertility, well structured meaty carcasses and heavy cutting fleeces thus ready to make you **more money easier**, from your merino breeding enterprise. And in case you were wondering, every *Orrie Cowie* ram sold is guaranteed to perform.

For those of you in the wetter districts (and let's hope it is wet this year) the *Orrie Cowie* wool is still considerably more "waterproof", stain and dermatitis resistant than many realise. Every ram in the catalogue comes with a very specific rating on its fleece indicating potential performance in the wet and/or extreme dusty conditions (both of which ironically require very similar fleece structure, geometry and fibre coatings to perform well for you).

If your need is for stud standard rams this year you will be pleasantly surprised. Once again *Orrie Cowie* has committed to "in stud" artificial breeding methods thus releasing for sale some outstanding sires for your consideration and purchase. Some of these top rams have been on public display and show this year already with consistently excellent appraisals and results awarded at places like KI, Karoonda and SA Merino Field Days; Angaston, Mount Pleasant, Maitland Shows and more recently at the major Riverina Stud gathering at Hay (NSW).



Taken by Penny Watts
"The Land"

*RESERVE CHAMPION MEDIUM WOOL RAM at the HAY SHEEP
SHOW June '07*

On sale day

Regarding the deletion of the mini-auction and expansion of the grade ram section, we trust you will enjoy the self-service.

Selection of grade rams can be made at anytime throughout the day and recorded at the agent's desk. Depending upon the auction outcomes for you, a reduction in the number of grade rams previously selected of up to 50% can be made up until the deadline of 3.30p.m.

And not to forget our **annual ram sale** details. It will commence at **1.00 p.m. sharp at Orrie Cowie on Wednesday 18th July 2007**. If you would like a good feed, a few drinks and a good time come along to dinner in our shearing shed the night before; just our way of saying "thank you for buying *Orrie Cowie* rams."

And before you ask, the answer is YES!

You can preview the sale team from 1.00 p.m. on the day before the sale, Tuesday 17th July 2007 or visit our website at

www.orriecowie.com and pick up lots of information, including a full copy of the catalogue.

If you are coming to preview the rams and are staying for dinner please let Heather know. At this stage there is still plenty of accommodation available and she would be happy to arrange that for you also, especially if you are travelling from afar. Any other way we can help; just ask.

As always we hope you have a very good year and will be thrilled to help, if you choose to buy your rams from *Orrie Cowie* or even just come to visit. Naturally the quality of rams we are able to supply is directly related to the level of support we get from you our customer. In case you are not aware; information and support through out the year, including classing, ram assessment, ram selection and delivery of your purchases is always part of the service, just ask.

Kindest Regards

Dennis and Heather Dalla
ORRIE COWIE

P.S. I have decided to treat you to two preview pictures of some of this year's sale team leaders taken from the angle where it seems to count the most. Remember to ring Heather re catering and/or accommodation for the inspection day. **And** be sure to check the health, age and reproductive parts of your workers before sale day. See you there!