

Orrie Cowie – Breakout Story



Above: Orrie Cowie co-principal Heather Dalla is with Kate Bond, Mannum. Kate was in attendance as part of the Superior Selections Marketing Scholarship she won at the 2018 SA Sheep Expo in April.

A very interested visitor to the Orrie Cowie ram sale was 17 year old Kate Bond from Mannum.

Last April, the Unity College Murray Bridge Year 12 student attended the SA Sheep Expo at the Royal Adelaide Showground in an endeavour to broaden her sheep knowledge. Kate has a passion for sheep, but coming off a total cropping property her opportunities at home are limited, so the Expo was one of her biggest involvements with the industry to that point.

There were four scholarships being offered at the Expo to participants, who had to submit written applications if interested.

“My teacher, Margaret Wright strongly suggested I apply for the marketing scholarship that was kindly donated by Superior Selections and to my delight I was lucky enough to win,” Kate said.

Kate received permission for release from her Year 12 studies for three days to enable her to experience two of the state’s bigger Merino industry ram sales, attending this sale at Warooka on the bottom of Yorke Peninsula, then going on to the White River sale at Poochera on Eyre Peninsula the next day.

“Orrie Cowie was a great place to start my two weeks of work experience with Superior Selections, being able to observe great quality rams and a well set up sale day,” Kate said.

“Seeing how a ram sale is run and all the little things that are so important from a marketing and presentation viewpoint is very insightful for someone with minimal experience in the sheep industry,” she added.

While Kate admits to limited knowledge of the industry, she clearly has an eagerness to learn and gain experience that will hold her in good stead for the future.

She followed and collated the whole sale as would be required to be able to compile an extensive sale report, but to also give her more insight into why certain sheep make more than others, why the vendors would promote the overall sale, or individual sheep in the way they do, and what sheep suited different regions of the state and country.

“The knowledge I had gained at the Expo and through some limited experiences at school, or at country shows on what to look for when selecting a ram was helpful while looking at the Orrie Cowie sale rams,” Kate said.

“Since this was my first real exposure to the sheep industry on a property, almost everything was new to me, which gave me the opportunity to look at it with fresh eyes, taking in as much as I possibly could.”

“At the SA Sheep Expo, we had a marketing session that went through a stud’s presentation and preparation for an annual ram sale, so that is why I am at Orrie Cowie; to gain first hand experience of this marketing aspect of the sheep industry.”

“I have really enjoyed the Orrie Cowie experience and thank the Dalla family for their hospitality. I am looking forward to the future opportunities this scholarship offers,” Kate concluded.