

Orrie Cowie Editorial

Every Orrie Cowie ram sale is special, but this year's is exceptionally important. It is their 50th annual sale, thus it will be a 'golden' celebration. This is one gold rush not to be missed!

There is reason to attend besides the celebrations as Orrie Cowie Poll Merinos and Merinos are renowned for being large framed, heavy cutting sheep carrying waxy, well nourished, white, bright, stylish and soft handling wools; profit making genetics for clients in sheep and wool markets.

Consequently, for stud principals Dennis and Heather Dalla, there is no better recommendation than the success of their genetics in clients' flocks over wide ranging climatic conditions. In last year's sale a total clearance of 137 rams sold to a top of \$11,000 and average of \$1834, with long term repeat buyers from five states in attendance. Orrie Cowie sold over 500 rams from its Poll Merino, Merino and meat sheep studs in 2014.

Another big highlight last year was the successful sale of Orrie Cowie 'Titan'. He was a winner at Sydney & Adelaide, plus Crystal Brook; the latter qualifying him to represent South Australia in the Rabobank National Ram of the Year competition at Dubbo. In the Dubbo sale he sold for the sale's top price of \$25,000.

The Dallas have placed increased emphasis on plainer bodies, higher growth and improved carcase traits over the last two decades, but not at the expense of wool cut and nourishment. Selection for lower microns, staple length and natural nourishment now sees the Orrie Cowie entire ewe flock producing an average of 9kg of 20 micron wool. This average wool cut and quality is phenomenal and clearly highly profitable.

"Breeding for Profit" has been a motto at Orrie Cowie since inception back in 1937. Orrie Cowie has always had a clear and strong focus on this, ensuring they are constantly evolving to produce more productive and efficient sheep. They bring in select infusions when needed which can produce the nourished wools, fast growth and carcase traits for which they are widely recognised.

Visual assessment and breeding experience is supported by actual measurement for fibre diameter, standard deviation, co-efficient of variation, comfort factor, body wrinkle score, wool quality index, bodyweight (growth), fat & eye muscle depth, and scrotal circumference, thus eliminating guesswork and speeding up flock improvement.

"The right wool with the right genetics on the right body" is a line applicable to Orrie Cowie, from the paddock right through to the fashionable consumer. This also fits with the purchase of the magnificent Coddington Poll ram for \$28,000 in 2013. With figures of 16.5mic, 2.6 SD, 15.8 CV and 99.7 CF, his first progeny are very promising and are on offer this year.

Used as a ram lamb, the first 'Titan' progeny are also on offer this year and have clearly been the biggest and impressive in their group. Orrie Cowie's 2013 lambing was outstanding which has led to a wider selection pool. Over 100 rams, with a dominance of Poll Merinos, will be offered in the main auction, while the stud is transitioning towards all rams in the mini auction having the same shearing, despite their different age groups.

Other prominent Poll Merino families represented in this year's sale offering include: 'Duke' (magnificent wools); 'Exceller 556' (best son was the champion medium-strong wool ram at the recent 2015 Canberra Royal); 'Earle' (progeny have magnificent wools and are still big sheep); & 'V8 Supercar' (an impressive infusion from the West Plains Poll stud).

Their Merino (horned) families of special interest include: 'Exceller' - still pumping out rich white crimped wools; Magnif 222 (re-introduced and has some really top progeny); 'Kambali' (a paternal brother to a recent Bendigo champion purchased at on-property sale); and finally Collinville 'Promotor'.

Dennis & Heather Dalla said the demand for semen from their top performing sires, especially 'Titan' and 'Duke', has been very pleasing and they invite further semen enquiries.

Orrie Cowie's 2015 annual sale will be on Wednesday 12th August on-property at Warooka. The Dalla family invites you to inspect their sheep at the field days, or on-property by arrangement.

Further details on semen and sale sheep are available on their website: (www.orriecowie.com.au).



This year marks the 50th annual Orrie Cowie ram sale. The golden anniversary offering has exceptional quality, with Poll Merinos dominating in numbers.