

**PROVEN—BETTER RAMS BREED BETTER LAMBS**



Lambs by "Blue" dropped April '10 at Orrie Cowie

**TRUE "BLUE"**

"Blue" was the highest price ram at our 2009 on-property sale. He was bought by Scott Kelly for D & WD Kelly, "Northwich Stud", Wongan Hills, WA for \$10,000. He is from our Napoleon family.

His lambs are outstanding for conformation, skin type and growth rate.

Rams from this proven family are available for you to purchase on August 11<sup>th</sup>.

**"BIG BRUCE" has it all**

As expected "Big Bruce" has the biggest ram lambs in our 2009 spring drop, as well as exhibiting high quality wool. He is the son of M222, a family renowned for siring lambs with big bodies and lots of quality wool.

"Big Bruce" was purchased by Bruce McCarthy, Yacka, SA for \$7,000 at our 2008 on-property sale.



"Big Bruce" (at 22m.o.)  
19.9µ FD, 2.6µ SD,  
13.1% CV, 99.6% CF,  
78.9% Yld, 156.0kg

**Wool**

We cut an average of 8kg fleece into the press over all lines (studs and commercial) with a maximum 21.2µ and hoggets at 17.5µ. Yields were down a bit due to a sandy mallee block but staple strength averaged near 40NKT.

CLIP RESULTS: AAAM  
21.2µ FD, 97.5% CF, 1.6% VM,  
70.5% Yld, 98mm SL, 36NKT  
20.0µ FD, 98.7% CF, 3.2% VM,  
64.5% Yld, 83mm SL, 39 NKT



**Feedlot news**

2,000 lambs were purchased for our feedlot this season. Merinos have sold for \$120 at 23.5kg.

Prime lambs using commercial Orrie Cowie ewes mated to Redwood White Suffolk and Poll Dorset rams sold early and averaged \$120 for 24kg

This year we plan to purchase at least 3,000 weaner lambs to grow out and then finish in the Orrie Cowie feedlot. If you are interested in helping to supply these lambs please let me know early. Orrie Cowie genetics are obviously preferred as they do grow out and finish better than most other bloodlines

**Redwood White Suffolks—even better this year**

**Redwood genetics**

have been widely selected and developed with

**YOU IN MIND**

**GOOD DOING ABILITY & FAST GROWTH RATE**

A prime aim, simply means more lambs off the top in the first draft—more \$ for you.



**A GREAT LINE-UP OF YOUNG RAMS**

**FOR SALE AT AUCTION WEDNESDAY**

**11th August 2010**

**BARE HEAD & BARE BELLY** AND the points are white and the wool combs easier.

**MORE MEAT WHERE IT COUNTS**

Selection for high growth rates in the high value meat cuts—more \$ for you.



## Inside Story Headline

This story can fit 150-200 words.

One benefit of using your newsletter as a promotional tool is that you can reuse content from other marketing materials, such as press releases, market studies, and reports.

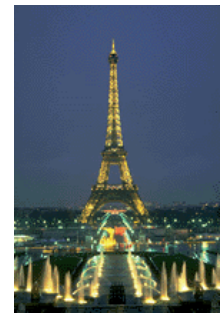
While your main goal of distributing a newsletter might be to sell your product or service, the key to a successful newsletter is making it useful to your readers.

A great way to add useful content to your newsletter is to develop and write your own articles, or include a calendar of upcoming events or a special offer that promotes a new product.

You can also research articles or find "filler" articles by accessing the World Wide Web. You can write about a variety of topics but try to keep your articles short.

Much of the content you put in your newsletter can also

be used for your Web site. Microsoft Publisher offers a simple way to convert your newsletter to a Web publication. So, when you're finished writing your newsletter, convert it to a Web site and post it.



Caption describing picture or graphic.

## Inside Story Headline

This story can fit 100-150 words.

The subject matter that appears in newsletters is virtually endless. You can include stories that focus on current technologies or innovations in your field.

You may also want to note business or economic trends, or make predictions for your customers or clients.

If the newsletter is distributed internally, you might comment upon new procedures or improvements to the business. Sales figures or earnings will show how your business is growing.

Some newsletters include a column that is updated every issue, for instance, an advice column, a book review, a letter from the president, or an editorial. You

can also profile new employees or top customers or vendors.

**"TO CATCH THE READER'S ATTENTION, PLACE AN INTERESTING SENTENCE OR QUOTE FROM THE STORY HERE."**

## Inside Story Headline

This story can fit 75-125 words.

Selecting pictures or graphics is an important part of adding content to your newsletter.

Think about your article and ask yourself if the picture supports or enhances the message you're trying to convey. Avoid selecting im-

ages that appear to be out of context.

Microsoft Publisher includes thousands of clip art images from which you can choose and import into your newsletter. There are also several tools you can use to draw shapes and symbols.

Once you have chosen an image, place it close to the

article. Be sure to place the caption of the image near the image.



Caption describing picture or graphic.

**Your business tag line here.**

T O S H I B A

Primary Business Address  
Your Address Line 2  
Your Address Line 3  
Your Address Line 4  
Phone: 555-555-5555  
Fax: 555-555-5555  
E-mail:  
someone@example.com

*This would be a good place to insert a short paragraph about your organization. It might include the purpose of the organization, its mission, founding date, and a brief history. You could also include a brief list of the types of products, services, or programs your organization offers, the geographic area covered (for example, western U.S. or European markets), and a profile of the types of customers or members served.*

*It would also be useful to include a contact name for readers who want more information about the organization.*

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**We're on the  
Web!  
example.com**

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## **Back Page Story Headline**

This story can fit 175-225 words.

If your newsletter is folded and mailed, this story will appear on the back. So, it's a good idea to make it easy to read at a glance.

A question and answer session is a good way to quickly capture the attention of readers. You can either compile questions that you've received since the last edition or you can summarize some generic questions that are frequently asked about your organization.

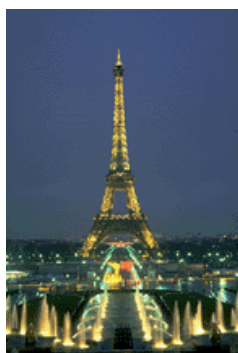
A listing of names and titles of managers in your organization is a good way to

give your newsletter a personal touch. If your organization is small, you may want to list the names of all employees.

If you have any prices of standard products or services, you can include a listing of those here. You may want to refer your readers to any other forms of communication that you've created for your organization.

You can also use this space to remind readers to mark their calendars for a regular event, such as a breakfast meeting for vendors every third Tuesday of the month, or a biannual charity auction.

If space is available, this is a good place to insert a clip art image or some other graphic.



Caption describing picture or graphic.



# Newsletter June 2010

**RW Redwood**  
**WS White Suffolks 661**  
**Poll Dorsets 4474**

DENNIS & HEATHER DALLA, PO BOX 178, WAROOKA SA 5577.

Ph 08 88545 250, fax 08 885 45 306, mob 0419 032 824

Email: orrie\_cowie@bigpond.com  
 Website: www.orriecowie.com.au

## Orrie Cowie rams – they're guaranteed!



2010  
 Sale rams at on-property sale

Our on-property ram sale is fast approaching—only a month away. So while you are going round and round to get that crop in, mull over these examples of great rams available, something just right for you.

- **RIGHT WOOL**

White, nourished, crimpy  
 Decreases dust penetration  
 Fleece rot resistant  
 Flystrike resistant

- **RIGHT GENETICS**

Consistently selecting profitable production traits for over 45 years



- **RIGHT BODY**

Large, robust, meaty bodies, designed to meet today's meat market

- **GUARANTEED**

To perform or you get a replacement

Ovine brucellosis free

OJD vaccinated

Drenched with Cydectin Prior to sale

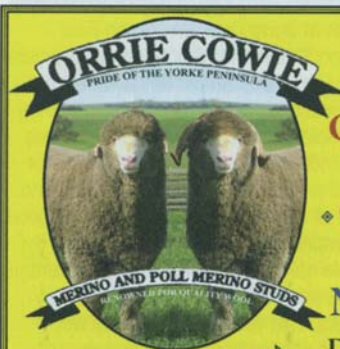
Glanvac 6 up to date



*"it is our desire that you purchase **profitable, easy-care sheep**, capable of taking you quickly along the breeding path we have already forged"*

### IMPORTANT DATES IN 2010

- **11TH AUGUST: ON-PROPERTY RAM SALE**
- 10TH AUGUST: PRE-SALE INSPECTION DAY
- 10TH AUGUST: PRE-SALE SHED "PARTY"
- ALL WELCOME
- 16TH-18TH JULY: ASWS, BENDIGO
- 2RD -3RD AUGUST: HAMILTON SHEEPVENTION
- **FLOCK RAMS AVAILABLE**



Also breeders of  
**RW Redwood**  
**WS White Suffolks**



**Better rams breed better lambs -**  
**The right wool from the right genetics on the right bodies**  
**Orrie Cowie continues to be one of the nation's leading flocks**  
 Visit our website: [www.orriecowie.com.au](http://www.orriecowie.com.au)

♦ **Quality robust Merino & Poll Merinos backed with full & factual performance data** ♦

**Come and see for yourself**

**Next Annual Sale - Wednesday 11th August 2010 -**

Dennis & Heather Dalla ♦ Phone: (08) 8854 5250 ♦ Email: [orriecowie@bigpond.com](mailto:orriecowie@bigpond.com)

Dennis: 0419 032 824 ♦ Heather: 0417 898 474

Call us to receive our newsletter &/or sale catalogue when available