

Newsletter March 2011

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The right choice!



9 m.o. Ram lambs
- outstanding for growth
For sale on-property
10th august 2011

As quality replacement ewes are becoming more scarce and more expensive, a more sustainable situation requires you to breed your own replacement merino ewes. Just by purchasing good ram genetics, then retaining the best ewe lambs, not only will your flock improve but so will your profits.

Merino lambs with Orrie Cowie genetics outperformed other bloodlines in our feedlot in 2010, reaching heavier weights at an earlier age.



Congratulations to everyone who has stayed with sheep. 2010 has seen a great season with amazing sheep prices. With lamb prices reaching over \$200/head it is tempting to sell all the lambs dropped. Export lamb demand is predicted to remain high so where will the lambs come from if all the ewe lambs are sold for meat?

Benchmarking workshops by Holmes and Sackett and Rural Directions have shown that a self-replacing merino flock can still be the most profitable enterprise.

Having sheep in a production system reduces cash flow variability and reduces overall risk from seasonal variability. (TR Hutchings (MSA Consulting) 2009/10 Grain and Graze project)

And now the cream with a 30% increase in wool prices in early 2011, (and predicted to stay that way for a while) - a self-replacing SA merino flock never looked better.

AND we have just finished shearing and no lines exceeded 20µ.

Important Dates:

- SA MERINO EXPO-BURRA
22ND MARCH 2011
- ASWS, BENDIGO
15TH-17TH JULY
- HAMILTON SHEEPVENTION
1ST-2ND AUGUST
- PRE-SALE INSPECTION
9TH AUGUST 2011
- PRE-SALE PARTY
9TH AUGUST 2011
- **ANNUAL RAM SALE
10TH AUGUST 2011**
- **DON'T MISS IT!**
- YP FIELD DAYS –
PASKEVILLE 29TH SEPT-1ST OCT 2011



Also breeders of
RW Redwood
WS White Suffolks

National
John's
Program
MN3V

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

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

Come and see for yourself

Next Annual Sale - Wednesday 10th August 2011 -

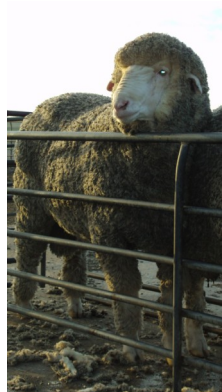
Dennis & Heather Dalla ♦ Phone: (08) 8854 5250 ♦ Email: orriecowie@bigpond.com

Dennis: 0419 032 824 ♦ Heather: 0417 898 474

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

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Outstanding line-up for 10th August



Exciting new sires



Several new sires were purchased in 2009 and are performing well. Their progeny is available at this year's on-property ram sale

Watchout for sons of :
Alfoxton, Belka Valley,
Kolindale, Regent 66 &
Nepowie : easy-care
rams with plain bodies,
quality wool.

OC "BIG BRUCE" has it all.

As expected he has the biggest rams in our 2009 spring drop as well as having high quality wool. Well his father is "M222" known to sire sheep with large bodies and lots of quality wool.



WHERE
QUALITY IS
JUST THE
BEGINNING

.....

Orrie Cowie is addressing the total needs of sheep producers by applying rigorous selection pressure on early growth, carcase and maternal traits as well as maintaining the frame, wool weights and wool quality they are renowned for.

Orrie Cowie rams are guaranteed to perform or you get a replacement. The large, robust meaty bodies are designed for today's meat market. The white, stylish, nourished wool helps protect the fleece from dust and rain as well as reducing the risk of flystrike. Our last clip showed no line greater than 20µ.

Orrie Cowie

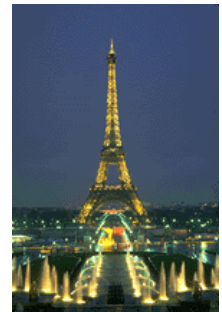
Where quality is just the beginning. We care about your breeding programme and your wool clip. Just talk with us about specialist advice.

Big is better

When weighing CFA ewes from commercial lines we had bought and Orrie Cowie ewes, the Orrie Cowie ewes weighed up to 20 kg heavier..Heavier ewes means heavier lambs for sale.

We made a decision two years ago to shear in February. It has paid off with both reducing work load.

Careful pasture management



Caption describing picture or graphic.

New Website

Inside Story Headline

Orrie This story can fit 75-125

words.

Selecting pictures or graph-

Orrie Cowie is addressing the total needs of sheep producers by applying rigorous selection pressure on early growth, carcase and maternal traits as well as maintaining the frame, wool weights and wool quality they are renowned for.



Caption describing picture or graphic.

Your business tag line here.

DENNIS & HEATHER DALLA, BOX 178, WAROOKA SA 5577

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.

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

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.