



Nerstane Merino News

January 2011

The Latest Information on Nerstane Merino Stud's Proven Results and Performance

From "tough" to "bullish" in just two years... how things change!

"No one can dispute that it's difficult to always stay optimistic and future-focussed at the moment. World markets are doing just about as well as the wool market and, put simply, things are tough."

... these were our words about the wool and sheep industry in our 2008 Nerstane Newsletter. This year, however, Nerstane's thoughts on the future for 2011 and beyond are hopeful to say the least.

The fine wool market is on a roll and supply is at a low. Even grower stockpiles have now apparently disappeared after the recent sharp rise in the market in late spring. This will make buyers aware that to fill their orders they may not be able to find the wools that they are looking for so easily, and therefore have to pay more.

Even though the price for fine wool is excellent at the moment, we feel there is still room for improvement. For the first time for many years, the prices of our competing fibres (cotton and synthetics) are very high. Hopefully this means that designers and manufacturers will choose our quality natural, versatile, and renewable fibre first which in the past has been far more expensive than these inferior materials.

The new 20 million dollar "no finer feeling" project initiated by AWI and its partners sounds extremely positive. The aim is to reposition wool, increase awareness and promote its fibre benefits to all levels of the fashion world and its consumers.

The merino ewe must come into its own with the way the meat job is going. Whether it is for a self replacing flock or a first cross enterprise, the merino is still the backbone of the industry and it looks like finally we all might be in a very good position to reap the rewards.

With the season the way it is, the focus should be on getting back the breeding numbers as the future looks extremely bright for the merino producer.

Achievement reflects ewe's pedigree

Nerstane N1022 (pictured below with John McLaren) was judged Grand Champion Fine Wool Ewe in early 2010 at the Sydney Royal Easter Show. N1022 is a daughter of the prolific sire N409 and is out of Nerstane's first Grand Champion Fine Wool Ewe N888, who went on to become Supreme Ewe. N888 was also the mother of N34 who was sold to Borambil Stud for \$14,000 and is breeding well.



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On Property Sale
Friday 28 January 2011

Dubbo National rams go again to TAS and NSW

Nerstane had a very good sale at Dubbo this year selling all three stud rams to repeat clients to average \$6800.

N126 and N125 were twin ram lambs and both were sold to different Tasmanian clients through stud consultant David Champion.

N125 went to Paul and Jean Weeding of

Okehampton Merino Stud and N126 went to Tim Johnson.

Our number one ram for the day was N13 who was sold to long-time clients Terry and Kath Dolbell for \$10,000. Terry has bought some very good rams in the past from Dubbo, Armidale, Hamilton, and our on property ram sale including

the 2008 sale topper (N150) who bred extremely well at Terry's property "Milton Vale" near Rockley, NSW. He recently lost the ram and was on the lookout for another sire. We hope N13 does as good a job for Terry as the last one he bought.

...See Page 4 for photos of these rams sold at Dubbo National 2010

The start of the Nerstane Polls

Over the years, an incredible amount of people have asked if Nerstane has any poll sheep for sale.

Well, Nerstane can now say that the ball is rolling. The consensus was to start with our horned ewe base instead of going out and buying some poll ewes somewhere. We realise that by doing it this way progress towards a true poll will be a lot slower, although production traits may not be.

Nerstane has used 4 poll sires that we considered to be outstanding on sire evaluation figures and in the show ring. They include Billandri 142 who was the top sheep on the SG 10% index and was in the top 1% for fleece weight and top 5% for body weight. This ram also is exceptional in Merino Superior Sires having many outstanding progeny measured before he died.

Toland 1448 also has very good SG figures and sire evaluation data. Toland 1070 again is proven both in sire evaluation and SG.

And last but not least was Coromandel Sir Thomas (or Coromandel ET 2) who

at the time of using him did not have any figures. After seeing him win Grand Champion Poll Ram at Bendigo as a hogget and then the following year as a 4 tooth we had to give him a try. Now this ram is a highly proven sire with outstanding figures both in sire evaluations and the SG database.

At this stage, Nerstane will have 25-30 sons of these 4 poll sires in the sale team. You can judge them for yourselves at our on-property sale on the 28th January and we look forward to hearing your feedback about them.



RIGHT: CORAMANDEL SIR THOMAS, GRAND CHAMPION POLL MERINO RAM BENDIGO 2008 AND IN 2009

Top average at Hamilton Sheepvention

Nerstane achieved for the first time the top average at Hamilton Sheepvention this year with a \$9,000 average.

This included the second top price ram, N525 at \$14,000; N28 who was sold to Las Rosas Stud in Uruguay through Gustavo Peinado at \$12,000; N148 who was sold to Roley and Judy Paterson from Wirrinourt Merino Stud for \$10,000; and the last two, N50 and N320 to Coryule Merino Stud for \$4,500 each.

This is also the first time that every one of our team of five rams has been sold to studs.



HAMISH MCLAREN HOLDING N525 WHO SOLD FOR \$14,000 TO THE WINNING SYNDICATE OF (LEFT TO RIGHT) ROGER MATHEWS OF BORAMBIL STUD, CRAIG TRICKEY OF CORYULE STUD, BRUCE ANGEL OF BROULA STUD AND JOCK MACRAE OF EILAN DOLAN STUD

“What you have done with these sheep in such a short time is amazing. The fleeces off your hoggets were some of the best we have shorn in the district for a long time.”

- The Hodgkinson Family, “Vale View”, Yass NSW

Comments received from their shearers this year after only the second cross of Nerstane genetics were used.

*The McLaren Family
hopes that your
business enjoys every
success in 2011*

Something small in China could be something big for Australia

The largest wool marketing program ever undertaken in China is underway.

The story and heritage of Merino wool as a premium natural fibre is being told through a co-ordinated media and retail campaign. Luxury European fabric and tailoring brands have united under a common banner for the first time in a century to sell the message.

The Woolmark Gold campaign simply states that to dress with style is to dress with wool.

Woolmark Gold will be shown on ‘The Style Focus’, China’s only luxury lifestyle channel. This series is expected to be viewed by 60 million consumers. The audience size reflects the rapid growth of

wealth in China, which is set to become the world’s largest consumer of luxury goods by 2015.

China's domestic consumption of higher fashion woollen-based apparel will only have to increase slightly before a significant shortage of quality wool will emerge.

... Continued from page 2 Dubbo National Results



LEFT: JOCK MCLAREN HOLDING N13 WITH TERRY DOLBELL WHO PURCHASED THE RAM FOR \$10,000 AND HAMISH MCLAREN

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BELOW RIGHT:
JOCK MCLAREN HOLDING N125, PAUL WEEDING FROM OKEHAMPTON MERINO STUD IN TAS AND STUD CONSULTANT DAVID CHAMPION

Why Nerstane genetics will make a difference to your business

Nerstane is one of the only studs that benchmarks itself against the rest of the industry in every possible way.

We enter our genetics in Central Test Sire Evaluations, the show ring, wether trials and fleece competitions. We do this so that you, our clients, can buy Nerstane genetics with confidence and know that you have maximised the profitability for your breeding enterprise.

Rest assured that we want to see you make money and do well in 2011 just as much as you do.



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