

Coolawang Border Leicesters

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By Jacqui Bateman (for Superior Selections)

Coolawang quality attracts increased competition

There was a full house with standing room only at the James family's Coolawang Border Leicester 14th annual on-property ram sale, Mundulla on Tuesday the 13th October.

Forty one repeat and new clients packed out the stands in the Coolawang sale shed, seeking a vantage point to bid for their selections from the nine stud and 144 flock rams the James family had on offer in their 2016 catalogue.

Fierce competition on the selected stud rams ensued from the outset. Elders stud stock auctioneer, Tony Wetherall opened up the bidding on Lot 1, Coolawang 150389Tw at \$4000, noting the ram's exceptional growth, structure and frame size. The Graham Family, Glencorrie Border Leicester stud, won the bidding duel at \$10,000, the ram heading to his new home at Maitland on the Yorke Peninsula.

This was only the warm up act for the next stud ram to be offered, Coolawang 150107Tw. With a long list of merits, including the 2016 Royal Adelaide Show Interbreed Longwool Champion Ram, Junior and Grand Champion Border Leicester Ram, 2nd in the Interbreed Pen of Three Rams and Best Border Leicester Ram's Head, this ram was destined to be the star of the sale, with the Coolawang stud retaining 100 straws of semen for their own in-stud use.

Bidding opened at \$4000 and steadily escalated until only 2 parties were left in what Mr Wetherall described as a 'dogfight'. With a final winning phone bid at \$15,250 through Elders Naracoorte, the eventual victor was Jeff Sutton, Wattle Farm Border Leicester stud, Temora who also paid the top price of \$13,500 at the 2015 Coolawang sale.

Lot 8, Coolawang 150257Tw was the next big money maker, with Russell Clark, Deepdene Border Leicester stud, Wagga Wagga NSW winning the bidding at \$14,000, buying through Riverina Livestock. Lot 9, Coolawang 150378 followed, selling to Telang Pastoral Co, through Pinkerton Palm Hamlyn & Steen, Naracoorte for \$8250.

Warra-M Border Leicesters secured Lot 4, Coolawang 150087Tw for \$3000 through Thomas DeGaris & Clarkson, Penola, while the Osborne family, Ryevue stud, Millicent picked up Lot 7, Coolawang 150033, also at \$3000 through Elders Millicent.

All nine stud rams were sold, with both the 2015 stud average of \$5,565 and top stud price of \$13,500, being well exceeded by \$1201 and \$1750 respectively in this sale.

An excellent flock ram clearance rate was achieved with 138 of the 144 offered finding new homes. The draft kicked off with Kalandra Pastoral Pty Ltd, Morton stud, through Elders Naracoorte, having the first pick from the first pair of rams offered. They selected Lot 11, C150146Tw for \$2400, this ram also destined for stud duties.

Very solid bidding continued throughout the sale, the price not dipping below the \$1000 mark until nearly three quarters of the way through the catalogue.

The volume buyer for the day was long term repeat client, Chris England, The Snuggery, Kingston SE. he bought 16 rams from \$700 to \$1300 and paid an average of \$1087 through Elders Kingston.

WG, SE & GRJ Butler purchased 11 rams, paying from \$ 700 to \$1500 to average \$1287, buying through Elders Naracoorte; PS & JA Muecke, Penola purchased 5 rams at the front of the catalogue paying from \$2000 to \$2200 to average \$2100 through TDC Penola.

Return client, Peter Carslake, buying through Elders Kingston, bought four rams from \$1800 to \$2100 to average \$1950; long term client Greg Fisher, Clover Ridge, Marcollat bought eight rams from \$1800 to \$2100 to average \$1912, buying through Southern Australian Livestock, Naracoorte; Pocock Pastoral Co, Lameroo bought seven rams through SAL Naracoorte, paying from \$1600 to \$2000 and averaging \$1800; RG&JK Vogelsang, bought 10 rams from \$700 to \$1000 to average \$880, through Elders Naracoorte

“An outstanding result,” Trevor James said post sale.

“The sale was a great start to our program for the spring which culminates with the first cross ewe sale in Naracoorte on the 10th Nov when we will offer 500 ewes. The most satisfying thing for us was that everyone, especially in the flock ram catalogue had an opportunity to buy and at a price that suited their business and budget,” Trevor said.

“We are very aware of selling rams that are affordable and managing the supply chain to match demand can be a challenge, but it is why we made the decision to add another 10 rams to the catalogue on Monday night. We have a great group of clients who have been coming for many years and we value their support, but it was also very pleasing to see several new clients purchasing rams.

“The stud ram interest continues to grow as our rams have successfully fitted into many stud breeding programs, both here in South Australia as well as interstate,” he added.

Elders stud auctioneer, Tony Wetherall commented the top line up of stud and commercial rams were a testament to the James family, recognizing Coolawang as one of the leading Border Leicester studs in Australia.

He said the strong competition for stud rams flowed through to a top lineup of commercial rams, with the strength of the sale reflecting the quality of rams offered.

	Stud Rams		Flock Rams	
	2016	2015	2016	2015
Offered	9	10	144	122
Sold	9	10	138	122
Top	\$15,250	\$13,500	\$2450	\$2200
Average	\$ 6766	\$ 5565	\$1403	\$1272



Coolawang's Trevor James is pictured with Alan Thompson, Elders Naracoorte and Tony Wetherall, Elders stud stock auctioneer, and the top priced Border Leicester ram at \$15,250, which was purchased by a phone bid from Jeff Sutton, Wattle Farm Border Leicester stud, Temora, NSW.



Coolawang's Trevor James is pictured with Craig and Josh Graham, Glencorrie Border Leicester stud, Maitland, Yorke Peninsula with their new stud sire, Lot 1, Coolawang 150389Tw purchased for \$10,000, held by Lachie James, and Elders stud stock auctioneer, Tony Wetherall.



Key buyers at Coolawang were Chris England, The Snuggery, who bought 16 rams from \$700 to \$1,300 and at an average of \$1,087; Elders agent Peter Downward, Kingston, and Peter Carslake who bought 4 rams from \$1800 to \$2100 to average \$1950.