

# Coolawang Rewarded For Quality

Produce a good product and market and present it well and inevitably sales will follow. That is an old law of business and it was certainly applicable to Trevor and Judy James and family's Coolawang Border Leicester sale last Thursday at Mundulla. They offered ten stud rams and 100 flock rams of very high quality and these were certainly appreciated and snapped up by an eager buying gallery made up of many regular clients and supported by some significant new clients amongst the 88 registered bidders.

In a rapid sale result, the ten graded stud rams sold to a top of \$6100 and averaged \$3380, then the 100 other rams continued the upward trend, all selling to \$3400 and averaging \$1748.

In describing the result Trevor James said they were delighted with the confidence shown in their sheep.

"We are fortunate we have a core group of clients who are really good sheep breeders who have the skills to gain the benefits our genetics potentially offer, and who continue to support us which is both humbling and gratifying," Trevor said.

"We have aimed to grow the stud sales at this sale rather than rely on special regional sales, although we still plan to offer three select rams at Horsham this year. It is pleasing to see that area of our sale grow with ten going into ram breeding enterprises this year," he added.

While a top sale result always brings some vendor fear of buyer reaction, sound analysis and buyer confidence would indicate these prices were very much in line with the thinking of those who have adjusted their budgets to current lamb industry levels. While the sale's average price was very good, over one third of rams were still in the very affordable \$1000 to \$1300 range.

"We plan to offer a few more rams next year to keep supply and demand in balance and thus retaining affordability for all clients," Trevor said.

The sale commenced with the ten stud quality rams that were wonderfully presented and supported by very good Lambplan figures, including worm count breeding values.

Martin, Stuart and Natalie Hann, Nampara Pastoral Co, Penola got the result off on a top note by placing the successful \$3800 bid on lot 1 for their internal ram breeding program. They added rams at \$3600, \$4400 and \$2400 in a great buying spree at the top end.

Ian & Sue Carr, Castle Camp stud, Keith grabbed lot 2, C100012Twin for a great value \$3700, this ram being the reserve junior champion at this year's Adelaide Royal.

Kathy Simons, Pembroke stud, Telangatuk East, Victoria outlasted all other potential buyers by bidding the sale's top price of \$6100 for Coolawang 100252, a massive late August drop son of Coolawang 050136 and supported by an excellent balance of Border Leicester Lambplan figures. She also paid \$3600 two lots later for a son of Coolawang 090154 with even more impressive figures.

Anthony Geue, Kingston, KJ & MP Hamilton, Colac & Will Schilling, Nhill were also successful stud breeder purchasers, getting rams at great value for \$2000, \$2000 and \$1900 respectively.

Long time Coolawang supporter, Pat Lawlor, Marjong Park, Furner and buying through Dennis Manhood Livestock again operated very strongly purchasing 14 rams in total including two from the stud offering. He paid to \$3400 and averaged \$2843 in a wonderful vote of confidence in Coolawang genetics. The sale topping results Marjong Park regularly achieves at the Naracoorte first cross ewe sale are evidence of the wisdom of buying the best.

Darren Jenke, buying for the RH Woodward & Co was a very significant newer client, purchasing 12 rams in the \$1300 to \$1600 range.

Alan Goldfinch, Padthaway and buying through Elders Lucindale was another significant new client who also competed very strongly in the middle range of the sale, purchasing ten rams from \$1100 to \$1300.

Greg Fisher, 'Clover Ridge' paid from \$1500 to \$2000 for eight rams, while long-time supporter Fred Green, buying through Elders Naracoorte bought six top rams from \$1500 to \$3100. He is another who has had great success at the Naracoorte first cross ewe sale by seeking the highest quality rams.

Phil and Jackie Muecke also operated at the very top of the sale, purchasing four rams from \$2900 to \$3100, while Trevor Day, Padthaway purchased four rams from \$1500 to \$1900, breeding ewes for his own prime lamb enterprise rather than sale.

Others who were significant buyers on the day with 4 rams each included Phil Kealy, Edenhope (to \$1500); Tom Butler, Naracoorte (to \$1400); Barry Smith, Millicent (to \$1300); & John & Glenda Kidman, Penola (to \$1600).

<b>Sale Summary</b>	Studs 2011	Flock 2011	Overall 2011	2010
Offered	10	100	110	102
Sold	10	100	110	102
Top	\$6100	\$3400	\$6100	\$4100
Average	\$3380	\$1748	\$1896	\$1136

**Agents: Elders Naracoorte**  
**Auctioneer: Laryn Gogel**



*Pictured with the \$6100 top priced ram at the Coolawang sale are principal Trevor James, purchaser Kathy Simons, Pembroke stud, Telangetuk East, Victoria; her Rodwells Horsham agent Dale Dridan; and Colin Andrews, Virbac sales manager and sale sponsor.*



*Coolawang principal Trevor James is with Denis Manhood, Dennis Manhood Livestock, Furner and agent for Pat Lawlor, Marjong Park, Furner. Pat was the major buyer, purchasing 14 rams in total at the top end of the sale, paying to \$3400 and at a \$2843 average.*



*Fred Green (right) and his daughter Natasha are pictured inspecting the Coolawang Border Leicester rams before the sale. Fred is a long time Coolawang client and has had great success at Naracoorte with their ewe progeny. He bought 6 rams to \$3100 this year.*





*Jackie & Phil Muecke, Penola are pictured making ram selections before the Coolawang sale. They have bought at Coolawang for the last 4 years and this year bought 4 top rams from \$2900 to \$3100.*



*Regular Coolawang buyer, Phil Kealy, Edenhope is pictured making pre-sale ram selections with his agent Scott Richards, Elders Naracoorte. He bought 4 from \$1200 to \$1500.*



*Anthony and Nathan Geue were at Coolawang to purchase a stud sire for their Kingston based Border Leicester stud. They were successful in purchasing one at \$2000.*



*Trevor Day, Padthaway is a long time Coolawang buyer and was back again making pre-sale selections. He purchased 4 rams to \$1900.*





*Ian Mason, Elders Lucindale is with his client Alan Tregoweth at the Coolawang Border Leicester ram sale. Alan purchased 2 top rams, paying \$2100 and \$2300.*



*Coolawang Border Leicester stud principal, Trevor James discusses the sale with Kathy Simons, Pembroke stud, Telangetuk East, Victoria. Kathy purchased 2 stud rams at the sale including the top priced ram at \$6100.*