

# THE GREAT BRAND Vs COMMODITY DEBATE

With ewe values all time highs and the crucial need to restock to take advantage of stellar world lamb prices, producers are finding it's a brave new world for branded progeny.

For Womboota Pastoral stud master Malcolm Starritt, a 4th generation Border Leicester breeder, the answer is in choosing a production system that leverages successful brands to make healthy profits.

"Today your sheep must stand out from the other mobs. Producers need to do everything they can to make that happen," Mr Starritt says.

Joining merino ewes to Superborders rams so you can use the highly visible and respected yellow sale cards at sales is a proven way to make your stock stand out.

"The yellow card instantly identifies for buyers that these ewes have sires with better breeding values on production traits that really matter.

"Having branded progeny means that you can sell off wethers as suckers and then sell first cross ewe weaners as highly valuable breeding stock – that means more profit for you.

"If you stick with choosing terminal sires over Merino ewes, you're producing prime lambs with nothing to make them demand a premium price – a commodity not a branded product," Mr Starritt said.

When specialist prime lamb producers want to buy replacement ewes they need a surety of quality when they are spending big money.

Superborders was set up to provide that surety. Superborders are Border Leicester rams ranked by LAMBPLAN to have superior genes for lamb production. LAMBPLAN has independently ranked every ram sold under the Superborders brand as above the average for the breed using the Dollar Index. The Dollar Index and ASBVs of each ram show how they can produce significant extra returns and improved maternal traits.

Superborders president Lynton Arney, said there is an increasing number of sheep breeders who are collectively making a huge investment in livestock following an above average year.

"This investment has to be underpinned by proven genetics," Mr Arney said.

"The genetics will still be in the flock in ten years time so why not get the best you can? When people start getting choosy again, and it is not as buoyant as it is now,

"If you are using excellent proven genetics you can maximise your profitability with no more work," Mr Starritt said. "That is certainly worth investing in."

**- Malcolm Starritt**

it is those who invested in great genetics who will benefit from a strategic move right now," Mr Arney said.

Superborders was set up because our members wanted their clients to know that they're buying improved Border Leicester genetics," Mr Arney said.

"We are also breeding rams with a great constitution because there is no point having good figures without a good, balanced frame."

The overwhelming response from all Superborders members' clients is that relying on visual traits and guesswork is too risky a proposition for the investments that are being made today," Mr Arney said.

Mr Starritt said the group's stud breeders have benefited from the understanding that "it is the traits that you can't see that make the money".

"Visual traits are important but you can't base your total return on investment on those alone," Mr Starritt said.

"There is so much money being spent on rebuilding the Australian flock that we all need to buy with the confidence that we are going to get better results than just buying rams with no genetic information, no "warranty".

"Good genetics make money while you are sleeping; there are so many things that can go wrong in primary production and as managers wherever we can minimise risk we try to. If you are using excellent proven genetics you can maximise your profitability with no more work," Mr Starritt said. "That is certainly worth investing in."

Mr Starritt said while grain prices are so volatile around the world it is vital Australian farmers maintain diversity on their land by strategically increasing their sheep flock.

"Keep your sheep, join some of your merinos to Border Leicesters and you will cash in on the huge demand for maternal genetics," he said. Why?

Joining Border Leicesters to Merinos is about choice – and we all need to be able to adapt at a moment's notice these days because of market pressures and cash flow requirements, Mr Starritt said.



**WOMBOOTA  
PASTORAL**

**HISTORY-** Womboota Pastoral has a 97 year history of breeding some of the best Border Leicesters in Australia

**THEY USE THEIR OWN -** Womboota Pastoral benefits from superior stud genetics in their own prime lamb operations

**PROVEN PROFIT-** Womboota Pastoral has proven results, and so will you ...

**SuperBorder\$ are  
Border Leicesters  
ranked by LAMBPLAN  
to have superior genes  
for lamb production.**



[www.superborders.com](http://www.superborders.com)

- **TOP OF THE CLASS:** Predictably higher quality progeny
- **\$\$\$\$:** Higher prices at the sale yards
- **FUTURE'S BRIGHT:** The next generation has been proven to have:
  - higher number of lambs weaned
  - faster growth
  - better muscling

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## INFORMATION

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[www.sheepgenetics.org.au](http://www.sheepgenetics.org.au)

**RAM SALE - THURSDAY 29th SEPTEMBER 2011, 1.00pm**