

Quality Rams at Affordable Prices

It's hard to believe it's that time of year again! The late seasonal break and the extensive supplementary feeding through the extended dry has let the year slip away quickly. We experienced one of the driest starts to the season ever recorded, which significantly impacted our region in the Autumn. Pastures were slow to establish, and producers who lambed pre-July faced the challenge of needing to feed ewes through lambing.

July brought much-needed rainfall and a wetter than average month was very welcome across western Victoria. Although it wasn't instant relief to the "green drought" it certainly put some moisture back in the soil profile. A warm week in August certainly fired the grass into gear and the consistent rainfall has kept things ticking along nicely at present. Hopefully, the rain continues, allowing us the opportunity to replenish some hay and silage reserves.

Looking at the red meat outlook, the future appears very positive over the next few years. With global beef supplies tightening, fewer sheep in Western Australia, and a reduced lambing across much of southern Australia, well-finished lambs are expected to be in high demand. Some forecasters are predicting prices around \$8 /kg or better this coming season. Going forward into next year and beyond looks even better with lamb predicted to hit \$10 /kg by 2027.

Meat Eating Quality Trial

As part of our ongoing commitment to advancing and benchmarking our genetics, we entered two rams in an extensive meat-eating trial facilitated by Coopworth Genetics Australia, with support from MLA and the trial participants. The lambs were all managed commercially as a group and slaughtered in early Feb 2024. This trial provided a valuable benchmark for our two sires entered, both of which performed above average on most measured traits, including carcass weight. Remember that while as an industry we need to look at maintaining market share for our product, at the grass roots, lamb producer level - **weight still pays.**

Given the low prices offered last spring, we opted to take all our own commercial lambs to the next level. A testament to the quality of our breeding, our maternal-bred wether lambs were well and truly among the top performers, with our total consignment sold over the hooks averaging just under 27kg CWT.



Sticking to our guns

Here at Chrome, we're dedicated to maintaining a balanced approach to our Maternal breeding program, balancing phenotype and genotype while continuing our aim of breeding uniform lines of ewes. There is no doubt there has been a percentage of ewes that are a bit on the larger side, and whilst we've been aware of push from some sectors of the industry to reduce the size of composite ewes, we are subtly putting selection pressure on the extremes. We support the reduction of excessively large frame score animals, but we're also being mindful that a moderate frame ewe that's fat will also be heavy. So, concentrating on doing ability and barrel on a moderate framed ewe is the key. This approach will produce easy-finishing, high-yielding lambs from these ewes. Remember, the ewe contributes half the genetics to terminal sired lambs.

Our MA ewes consistently scan in the 170 to 190 % range in normal years, which we believe is the sweet spot. Any higher, and the percentage of those harder-to-manage triplets becomes too high.

Chrome maternal clients regularly comment on how well the maternal wether lambs perform, whether on grass or in a feedlot.

Wishing you all the best for the season ahead. Feel free to call anytime to chat on anything, sheep or farming in general - our lines are always open.

MATERNALS

Update on Our Chrome Sheddors

It's been exciting to see the development of our new breed, the Chrome Sheddors. This year we've welcomed our second generation of F1 shedders along with a new crop of F2 shedder lambs that are hitting the ground this Spring. We are keenly watching their progress as they develop and have tried various genetic lines to determine what best suits our goals.

Our Embryo Transfer shedder lambs contain a few elite F1's and several full-blood embryos, that look very impressive, exhibiting some great phenotypes. Our aim is to breed a sheep with stronger emphasis on carcass shape and constitution than the options currently available. This is crucial as we want our wether lambs to match or surpass our traditional Chromedale lambs in quality on the hook.

Of all the commercial shedder lambs sold last season we have not received any discounts in regard to price per kg received, a testament to their quality.

We have a limited number of F1 shedder 1 yo rams available for private selection upon request from mid-October, which will be displayed at our upcoming open day. Additionally, we expect to have a small number of our 2024 drop F2 shedding ram lambs available after Christmas.



F1 ewes with F2 shedding lambs 5 weeks old



ET surrogate ewe with full blood shedding lamb

“Love the Chrome lambs, the yield, shape and overall carcass quality stands up against any lambs that I see”

Rob Cross – Tatura Lamb Co

TERMINALS



Warrawindi 21.0099 has many top end progeny in this years sale

This year, we're once again offering three terminal sire options for purchase, with similar numbers to last year. The Poll Dorset lineup features the first drop of rams available from the Warrawindi 21.0099, purchased at Adelaide Elite Ram Sale 2 years ago for \$19,000. His progeny is impressive, displaying plenty of growth and muscle, much like their sire.

The rams have come through a tough summer but will present well in early October.

The ICON Southies and ICON 25s continue to perform well for our clients aiming to market early finished lambs that are a bit shorter in the leg but have great carcass, or for those seeking an easy lambing terminal sire for ewe lambs. These lambs are particularly easy to get to 22-24 kg with minimal feed.

Private Sales

This year, the following lines of rams will be available for private sale starting in mid-October, rather than at our October Sale:

Perendale

F1 Sheddors



F1 July 2023 drop shedding composite ram lambs

LAMBEX 2024

Thanks to a scholarship from the South West Prime Lamb Group, Jake had the opportunity to attend Lambex in Adelaide this August. Together, Matt and Jake embarked on a three-day event packed with insightful presentations by industry leaders, a wide array of products, information, programs, innovations, and equipment, all capped off with plenty of lamb to sample. They even had the chance to meet the famous “Lambassador”, Sam Kekovich!

Jake shared his experience, saying:

“I would like to thank the South West Prime Lamb Group for the opportunity to attend this year's LambEx in Adelaide. I found the event to be a great way to talk to people within our industry about things that were happening in the current market and what the future may hold for us as breeders and farmers.

One notable innovation was the facial recognition cameras used in lambing paddocks, which help pair ewes with their lambs by frequently identifying them together. This technology has potential to free up labour and reduce mismothering for a stud business like ours.

One of the highlight speakers that caught my attention was an American by the name of Brett Stuart from Global AgriTrends, who talked about the promising future for red meat. He spoke about global market trends and the various factors that influence our markets.

In a nutshell, as beef prices rise, other red meats will follow the same trend.

Overall, LambEx was a great event for networking with like-minded people and gaining insights into the future of our industry.”



Photo From left: Matt Tonissen, Sam Kekovich, Kym Staude (KD Sheep Studs), Jake Tonissen

CONTACT



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Chromedale® • ELF • Perendale • Coopworth • ICON Southie® • ICON 25s • ICON Poll Dorset

OPEN DAY

Monday 30th September 11am – 4pm

SPRING RAM SALE

Thursday 3rd October

Inspection 9.30am Sale commences 11.30am



Ram sale catalogue will be available on our website in PDF and Excel formats. If you would like a catalogue posted, please email us.



EVERY 10TH
RAM
FREE



CHROME GENETIC EWE SALE

December 2024

SUMMER RAM SALE

13th January 2025



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