



TEXEL MARKETING GROUP

INTERNATIONAL
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May 2006

LINKING FARMER PRODUCERS WITH END USERS



Looking NE over Tarata. Maire Hill has a new track at the top. Forests and shelter belts contrast the summer green of OSRS's hills. OSRS has over 40kms of shelter belts and 40 ha for production forest. March, 2006

LOTS OF CELEBRITIES HAVE CALLED LATELY

Bill Clinton - Ex President. Great charisma. Cost the taxpayer plenty. Grinned happily at the thought of all the dollars he received. Answered four questions from Helen Clark. Cuddly.

Entertainment Value 5 out of 5

Wen Jiabao - Chinese Premier. Came to tell NZ which country will have the biggest economy in 2010. Wanted advice from Helen about governance of 4 million people by 120 MP's. (To be similar, China would need 35000 MP's!) He needed entertaining.

Entertainment Value 2 out of 5

Rodolfo Stavenhagen - Human Rights UN 'expert'. Paid to find fault with NZ society and did so. (There are 100's of similar UN 'experts' world-wide; mostly twits).

Entertainment Value 0 out of 5

Mike Johanns - US Agricultural Secretary. "US leadership is committed to free and fair trade". Not very convincing. US paid \$US 148 billion to its Agriculture sector last year.

Entertainment Value 3 out of 5

Tony Blair - British PM. Tired. Worth a kiss from Helen. Likes history, likes wars and not worth believing. "Forget about Iraq" he demanded. (How can any clear thinking person do so?) Cherie learnt that it was NZ, this time, and Australians did not live here.

Entertainment Value 4 out of 5

Alastair Hilson - Expat. Did not get a kiss from Helen Clark. No cost to NZ taxpayers. Talked common sense and wisdom. Planned Mexican motorbike trips for the OSRS helmsman.

Entertainment Value 5 + out of 5

PREDICTIONS MAY 2006

- Tea-room comeback.
- TMG stock trading will grow.
- Robin Hilson will not write children's stories (he is too busy writing adult stories).
- Micro chipping will not lessen dog attacks.
- King Country will become a major NZ grass factory.
- Demand for farmland will increase.
- Reproductive efficiency will become 'the' farmer objective.
- How to keep the price of lamb under \$100 per head will be 'the' processor objective.
- How to cajole farmers to stay with woolly sheep will be 'the' M&W NZ objective.

Texel Suffolk lambs averaged 37.21 kg live weight at weaning; **not** 42.33 kg as written in newsletter 55. This result was excellent and reflected the ability of this breed to grow fast, 350 gms per day for the **whole** mob was achieved at OSRS, Takapau.



Tupping time again. Ewes and rams in excellent condition. Heaps of rain and warm temperatures. OSRS, March 20, 2006

SOUTHLAND

- People recognize RAM4U. Anne Johnstone came back into a dairy at Wyndham just to tell Robin that she recognised the car and that their farm bought OSRS rams. Anne said Robin should write more about Southland. **For you Anne... Why?**
- Everybody waves at RAM4U.
- October 2005. Deer farms with **sheep** were photographed. November 2005. Deer farms with **deer** were photographed.
Hinds had been replaced by sheep.
- Plenty of large new woolsheds and sheep yards.
Everywhere.
- New architecturally designed houses for farm staff and owners. All sited to take advantage of the magnificent scenery.
Colin and Dot's homestead.
- Return of the prodigal sons (and daughters). A new generation of farmers has appeared as 30-40 year olds return to farming after professional, urban lives.
- Southlanders have a great personal values and a deep understanding of stock.
- Southland needs AFFCO (Tally's) to compete for stock aggressively and break the processor cartel which exists. Small works are always small players in Southland. Big processors rule.
- The potential of Southland sheep is only **just starting** to be realised. Future Newsletters will provide evidence of OSRS initiated change, some of which is startling.
- Prediction. A greener Southland with black animals, white animals and **black** (credit) balance sheets.
- Wonderful, wonderful Southland; it **always** amazes.

SOUTHERN FIELD DAYS

15 -17 FEBRUARY, 2006

Excellent organising by Colin & Dot McDonald made the OSRS exhibit ideal. The North Island stock did not wilt. Lots of visitors; plenty of new faces. Strenuous for Colin and Robin who had few spare moments. Waimumu was the culmination of a huge season for OSRS in the South Island, four trips (three with RAM4U) to Southland and 14,311 kms covered.

Robin and Colin loaded the rams into a deer trailer at the end of day three. A lane of hurdles and trellis's allowed pairs of rams to walk out of the tent, round a corner and up into the trailer. All very peaceful. Different breeds were moving past Robin towards the trailer.

Suddenly---

"I would **love** one of those.

Ooh! I **like** that. Could I have one of those?

Ooh Ooh! I **like** that – my ewes would **love** one of those".

A little 75 yr old, 150% sheep enthusiast was **under** Robin's arm. A real 'sheep nutter', she was serious – she wanted a ram.

We sold her a four tooth Texel Suffolk ram which would be 'lovely' for her 48 ewes; some of whom were 18 years old. She was thrilled. Off she went happily. Quickly she was back.

"I bought one of those ride-on mowers today; I'm sick of pushing my mower". She pointed to a John Deere, Buckingham Palace model. Price tag \$11000.

*Golly, we had just sold her a much grander, second-hand lawn mower for **much** less.*

No wonder the Southern Field Days were such a buzz for us.



Waimumu. The start. Ram 4U hiding from the heavy rain.



Layout. Friendly. Easy viewing. Plenty of information. Lots of Photos.



Ready for visitors.

Waimumu



Office. Endless tea and coffee. Yummy Central Otago apricots and nectarines. (arrow)



Rams penned. Seven genotypes did 'not wilt' over three days.



Mist, Tussock, long grass and Finn Texel/Romney hoggets.
Garry Young, Waitahuna, Otago, February 2006



OSRS uses contractors extensively. 70ha were oversown by cross-slot drill. OSRS has a minimal amount of agricultural machinery, eight motorbikes and six utes are the work horses.



A six legged lamb. Two extra legs. Tarata, 2006



Pregnancy testing 300 cows at Tarata. Cows 'clean up' paddocks with excessive summer growth. All cattle are sold prime.



Farmer talk. John Falconer (LHS-ex chairman of Alliance) Robin Hilson, (OSRS Helmsman). Lance Wilson (RHS Southern Field Days - prominent coopworth breeder).



Southlanders, do it so well. Dozens of volunteers the Field Days tick. Helpful, courteous and forever cheerful. Many scooted though the whole area at closing time picking up rubbish. Each new day the place was **spotless**.



Farewell and many thanks. Garry and Jan McLennan are now farming in CHB. Operational Manager for 8.5 years, Garry's skills were fully utilised as OSRS developed into a national and international business. Intelligent, exceptionally capable.



John Little (US- Wwoofer) returned for his sixth visit. Arthur (boar) and Matha (sow), Kune Kune pigs from Heather Dunnage (Dipton West-Southland) will love this home with its neat windows. Another John masterpiece. February 2006

BRICKBATS

- Ovita is 'miles off' contributing significantly to the sheep industry.
- The bulk of levy money collected by M&W NZ gives 'zilch' return to stakeholders. R & D money has been **well spent** this last year.
- The Inverdale gene is a ten year wonder; **a complicated way to stay conservative**. A small amount of Finn (25%) would do everything and deal with bearings also.

Keep things simple, it's easier in the long run.

- MMP (many more politicians) is unsatisfactory. Ousted politicians are still in Parliament (Sutton, Peters). Too many 'no bodies'. *Can you name twenty politicians?*
- Another 'bearings' study - this time at the Catlins monitor farm. **No new conclusions**. If the romdale ewes had 25% Finn, bearings would significantly decline. For dozens of OSRS/TMG farmers there is *no talk about bearings*. Bearings are a **romney** issue.

No more bearing trials please.

Farm Finnsheep

Parliamentary Environmental Commissioner, Morgan Williams suggested Government should use Landcorp profits for Agricultural research.

"Absolute sciences have not enough investment and graduates are not encouraged into agriculture allied science"

*There is not enough R&D investment in agriculture science. If producer levies were not used for subsidising processors marketing **their** product and **paying for** trade negotiations (which are Government activities) there would be plenty of money for expanded R&D of benefit to stakeholders.*

Remember. Where NZ agriculture goes, NZ follows. NZ's real economic growth tracks NZ's terms of trade.

"We anticipate an upward trend in terms of trade for the next several decades!"

Doug Steel, Westpac, economist
(R.News. March 2006)

MICRO CHIPPING DOGS

"Over time, making micro chipping compulsory will reduce the number of unregistered dogs.

NZ Vet Association, Straight Furrow April 2006

How?

At present 7% of all dogs are unregistered and they are responsible for 50% of the attacks on people.

Benedict Collins, R.News, April 2006

Registered dogs (93%) still cause 50% of the vicious attacks. Anderton took farmer's concerns to cabinet, which "after careful discussion and deliberation" did not support farmers.

Ignorance!

Irresponsible people don't register dogs for \$10-20; they are less likely to pay \$50-100 for microchipping.

How do you recognise a microchipped dog?

*Will microchipping make owners **more** responsible?*

Cabinet have got it all wrong - again.

BIO-SECURITY IS A PR., EXERCISE

There is absolutely no possibility that NZ with globalisation and people travelling everywhere will not get plenty of unwanted visitors. 360,000 containers arrive on our wharves annually. 5% are totally inspected and another 8% 'partially' inspected (whatever that means). We already have new invaders; Varroa mite, Argentinean fire ants, and a range of moths and mosquitoes. Many of these animals should **not** have reached NZ.

However, NZ is continually bombarded by insects which enter the westerly jet stream above Australia, only to be unceremoniously dumped in the Tasman or Pacific Oceans or occasionally onto NZ. So all Australian insects, which fly, sooner or later get to NZ. Some species host very nasty viruses. New invasions will be newsworthy on a regular basis.

Climate change has worked for most of these northern invaders because NZ is hotter and more attractive.

Why is the Agriquality logo displayed in sport stadiums?

LET'S KEEP HISTORY ACCURATE

During 1960-70, farmers were desperate to get more money. They were enthusiastic about increasing production when the National Government exhorted them to do so. Various incentives were available; Supplementary Minimum Price, Land Development Loans and the Stock Retention Scheme. History now says these policies were wrong and farmers did not go along with them.

Farmers did agree. The policies were mostly good for NZ.

The schemes were initiated by Muldoon and McIntyre to ensure full employment. For every farm person, an income was provided for sixteen down-stream wage earners. These policies never forced farmers off the land;

those of Roger Douglas in 1985 did that!

AGRICULTURAL SUBSIDIES IN 2004

\$300,000 in NZ.

\$1.1 billion in Australia.

\$US, 46.5 billion in US (18% of the total farm income).

\$133.4 billion in EU (33% of the total farm income).

Since subsidies went in NZ, productivity has risen 6% annually while farming value to the economy has risen 40%
(Reuters)



Heavy machinery turning large areas of the Selwyn River plantations into farmland. Trees were planted to protect the Canterbury soils.

*Don't the plains need shelter now?
Dunsandel, February 2006*

POLITICAL CORRECTNESS (CREEPING INSTITUTIONAL CENSORSHIP)

UK: Baa baa black sheep has been banned in nursery centres (eg, Oxfordshire) "To avoid causing offence. Nobody should be pointed out because of their gender or race".

Sheep are black and white.

NatWest and Halifax Banks are banning 'piggy banks' because they may offend Muslims.

Next: Christmas trees?

(BNZ is uses advertisements with 'piggy banks').

BC (Before Christ) has become BP (Before Present) e.g. Somerset Museum exhibits.

British Muslims don't object to B C. Who does?

NZ: Dog owners have to give their date of birth when registering dogs as required for the National Dog Database.

What nonsense. Micro chipping owners next?

Meat & Lamb adverts showing dancing butchers has been canned. *It is insulting to Hare Krisnas!*

OSRS: 'P.C'. morning.

Joy and Robin on their P.C.s at 6.30 am.

Who **pays** for trade negotiations? Jim Sutton and Susie Reynolds gallivant worldwide with a whole team of negotiators. Most fail. Any success is hailed by our Government. Trade negotiations are Government to Government, discussions and not the responsibility of the primary sector. Negotiations should be funded by Government, not from farmer levy money.

Isn't it all very quiet now at the WTO without 'our' Mike Moore?

MORE COMPLIANCE (MORE COST TO FARMERS FOR LITTLE GAIN)

Animal Status Declaration forms.

Their structure and questions change and everyone gets confused.

Why are we asked to declare that stock have never been fed ruminant proteins when these feeds are banned in NZ?

Next it will be compulsory ID for all sheep and 100% traceability. All this for clean, green NZ which does **not** have major animal health issues.

Traceability is a northern hemisphere problem where stock changes hands often nine or ten times before slaughter. In NZ, most animals do not change hands. Those that do move, usually have only one extra shift.

Farmers face ever increasing interference from a non-rural world.



Ross Berry – Manager of 'The Glen', 688 hectares. Now breeding stock for OSRS. Pauatahanui, Wellington.



One Stop Ram Shop — The Glen.

Pauatahanui Inlet.



Glorious views of Porirua and Pauatahanui Inlets from 'The Glen' tops. February, 2006



Very steep greywacke hills, rise up 500 metres from sea level. Fencing this country is difficult. Very dry pastures from spring until March. Tough farm, steep. 'The Glen', February 2006



Peter Reveley (Mt Somers) and Robin toured OSRS until it was quite dark. Dorper talk. 15 March, 2006

QUOTES

OSRS Wool Woes. 5480 ewes and lambs were shorn for \$19780.98. 43 Bales (50% lambswool) realised \$14002.91. "Attractive, clean, wool." Priceless

"Never before with over a hundred years of farming Venlaw Station, has the value of wool sold not exceeded the shearing costs". Russell Goatley, Venlaw Station, Southland

"Cutlet". Cutlet weighed 8.4 kg at birth (5-8-05). Oxford Suffolk father; FinnTexel mother. Live weight 45kg (25-10-05). 22.1 kg carcase weight. Growth rate 451gms/day. Bev Anson, Flemington, Waipukurau

"Survivors." 1145 hoggets weighing 35 kg, were mated on 15 May 2005. 1030 conceived. 920 lambs were docked. Ewes: Finn 40%, Texel 30%, Perendale 30%. October rainfall during their lambing was 265 mls. Wairoa was dreadfully wet. Paul Read, Wairoa

"A really brilliant result". 500 romney hoggets where mated to Texel Suffolk rams. 460 lambs were docked. Only two hoggets died. Greg Stewart, Manawatu

A TRUE TALE, JANUARY 2006

Questions asked by a second year Massey Veterinary student getting work experience at OSRS

- "What is lambing?"
- "Why do you let sheep into the vegetable garden?"
"Which vegetable garden do you mean?"
"The one by Garry's house"
The vegetable garden was 8 ha of kestrel kale.
- "What is a steer?"
Robin explained thus "calves are either bulls or heifers. If we put rings on bull calves they fatten better and are not so sexy, (Dorper lambs had been docked the previous day).
"What do I get if I put a ring on a bull calves' balls?"
She said "A **cow**" *correct answer – a **steer**.*
"If I dock ram lambs, what do they become?"
She said "A **ewe**" *correct answer – a **wether***



Fencing. Kilometres of new fences, repair fencing and tracking has been completed at Tarata. Five fencers have given the farm a new look. Steep Stuff, Come and see.



A Magpie fence.

Cave, November, 2006

DORPER EWES

"Show a dorper ewe a photo of a ram and she will conceive".

Dorper.

Dor - from Dorset sheep

Per - from Persian sheep.

Prolific - two lambs per ewe per mating.

Survive – no breed yet farmed by OSRS has better survival attributes. 7% losses from scanning to tailing is typical.

Longevity.

Low maintenance sheep.

Strong resistance to internal parasites.

Non-seasonal mating – easily handle three matings in two years.

Excellent carcase characteristics.

Woolless.

What is their tolerance to facial eczema?

Should Finn and Texel genes be added?



Kilmog, Dunedin. 450,000 kms. Ram4U. 22 October, 2006



The Bottom End. Riverton/Longbush. Healthy, country which grows excellent Texel-Perendales.

Sandy Gillett's farm, 19 April, 2006

5 LINERS

- How to stop conversations. Hand out the latest newsletter in a OSRS woolshed.
- Why don't motorcyclists have to 'belt' up?
- Lighting strikes for the week ending, Jan 7, 2006. 6676 were recorded around and over NZ.
Why can't this energy be harvested?
- US has 776 cars per 1000 people. NZ has 550 per 1000. 22000 Auckland households have more cars than people. Transport consumes 86% of the oil used in NZ.
Effluent NZ
- Oil is cheap. Oil at US \$65 per barrel is about **10c** a cup. Bottled water is **80c** per cup.
- By 2010, Chinese wine production will exceed the combined output of Australia, NZ and SA.
- Why are 90% of diggers painted **orange**?
- High Commissioner Jonathon Hunt is helping stem any glut in NZ spirits production. His first year alcohol bill was \$19236.
Diplomacy is thirsty work.
- Slow earthquakes in Manawatu and Wanganui caused the region to sink 30cms in 18 months. (Dom-Post),
- Ski runs for Maire Hill, OSRS. At 800m asl; there are places with 2m of soil. This indicates that the soil laid down by grasses and trees is **not** eroded as the Ruahines rise 5 mm annually.
- **In 440 generations of Hilsons, Maire Hill will be higher than Mt Cook, hence---ski runs are planned.**
- Recently a Canterbury farmer visiting the Far North spied a farmer near Te Kopuru and stopped for a gossip. Both were surprised to learn that the other bought rams from OSRS.
They shouldn't be surprised. Jan 2006
- Sheep shanks are on the menu again. Shanks take three hours to cook! 'NZ' shanks are pre-cooked in China.
Stewart Barnett, CEO, PPCS
- Sheep numbers are rising. In 2003 Otago/Southland had 11 million, East Coast/HB 10million, Marl/Cant, 10million. 39.9 million is the present tally.
- Farmers should not be critical of lifestylers, after all, it was farmers who sold them land.
*Lifestylers farming one species
eg., sheep or cattle, succeed most often*
- Peter Kettle (OSRS, Operations Manager) walks 24 kms each ram selling day. In the first 45 minutes (sort-up time) he opens 74 gates.



Feral cats are common throughout all the OSRS wet lands. Farmers need a simple method for killing these disease carrying pests.

A LIFESTYLER'S STORY

(Upon calling at a farm merchandise depot to collect fencing materials) The manager said.....

"Your ram will need replacing next year" (I sold the Finn Texel ram four seasons ago. He is not mine now). "He tups all our ewes (30) then goes to another block for more ewes (10-20) then on again to another place. He is so good. --- as good as"

Male lambs I sell in the Dannevirke yards, mid-November and they always top the sale.

Ewe lambs are all replacing the dorset/romneys bought from Flock House. They (Finn Texel ewes) are so much better.

I love the newsletters-poor old Ra; they're so informative.

Now what did you want again?"



NIWA and Ag First ran a field day about sustainable farming, for local farmers. Water quality of this spring, (120,000 litres per hr) was faultless; pure.
Burnside, 21 March, 2006



Phil Brooks, Tuapeka manager, with ¼ Finn ¼ Texel ½ Romney ram hoggets a mating trial at Massey University. Feb, 2006



Old enough to know better? Garry McLennan photographed the culprit. A total fire ban was in place. Paratu, February, 2006

ONE STOP RAM SHOP HIGHLIGHTS

- OSRS provides rams annually for 6% of the national ewe flock.
- Farmers like to buy mature rams. OSRS sells two tooth rams.
- Most lines of rams were 'sold out' this season.
- Sales started in November and finished in May.
- A flurry of new orders came at the end of the season. Traditional sheep gave miserable returns when compared to Finn Texel flocks and this prompted changes. Traditional rams had **already** been purchased by these farms.
- Increasing interest and use of Dorper rams.
- Clare Callow's (SIL & Animal Breeding Trust) presentation of our records was simple, clear and appreciated by staff and farmers.
- OSRS is Tulloch's Transport second largest client for SI ram delivery.
- Off-shore semen sales are steadily growing to Australia and South America.
- An isolation block of 20 ha, required for semen and embryo collection, is completed at Paratu.
- More visitors have come to OSRS sites this year. Four open days were run in spring. Visits by schools, university groups, overseas and NZ farmers kept us busy. Colin took many farmers around OSRS South; a highlight.
- A new stimulating ram catalogue will be ready for spring mailing.
- OSRS experienced, this past ram-selling season, the greatest number of new enquiries ever.
- OSRS sold rams to the greatest number of clients ever.
- More farms were visited this season than ever before.
- The greatest number of animals were sold between client farms. Chris, Robin, Colin McDonald and Robert Carter each participated in this task.
- **Waimumu, Southern Field Days, finished the 'season' on the right note.**

My personal thanks goes to all the managers and staff at OSRS who along with Colin and Dot McDonald, Robert and Suzanne Carter, Chris Southgate and Joy made this years business so pleasant. Thanks also to the farmers for driving OSRS activities, supporting TMG and buying into OSRS genetics.

Robin.

FARMERS ARE PRICE TAKERS

Disinformation is being fed farmers by processors and M&W NZ.

- Demand for sheepmeat **cannot** be satisfied.
- Sheepmeat shortages are **permanent**.
- Sheepmeat is a **health food** from the world's **greenest** country. (UN report).
- Sheepmeat is sold on forward to contracts which do not reflect exchange rate blips.

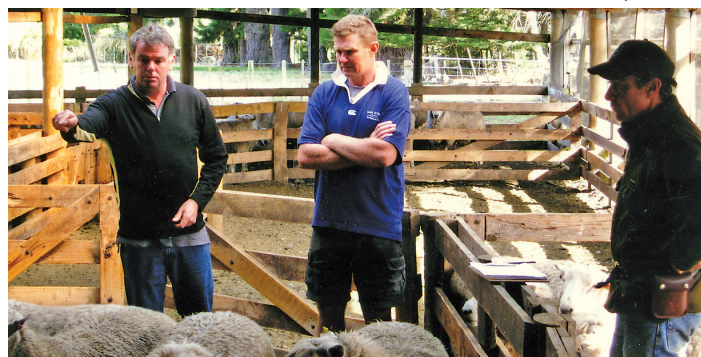
Companies are **skimming**; filling their coffers; putting some aside for shareholders; paying a wee bit to farmers.

Farmers are price takers not price makers.

Essential fatty acid omega-3 reduces the risk of heart disease. This acid is present in sheep at levels which are hereditary. Selection for increased omega-3 will make lamb an even more important health food. NZPA, 20 April, 2006



Pierre Syben with Robin Hilson. Pierre selected Finn Texel rams for Wairere (Derek Daniel). OSRS February, 2006



Peter Chamberlain and Don Mold with Peter Kettle selecting Finn Texel rams for Man-O-War station, Waiheke Island, Auckland. OSRS February, 2006

www.onestopramshop.co.nz

The OSRS website has been running for a year. It is regularly updated with newsletters, articles about OSRS/TMG and topical sheep information. This site is visited by people worldwide (13% from Finland.) Visitors check out the site thoroughly, averaging 4.5 pages per visit.

We are very pleased with the response.



Starlings grandstanding. Waipara N Canterbury, Feb 2006

1. Please bring your trailer or ute to ram selection at any of the three selling venues. Trucking delays are inevitable. Please help us and your expensive new rams - **get them home fast.**
2. OSRS has a clear replacement policy. As 'things happen' once the rams are home we accept a degree of responsibility. Ailing stock should be checked out by a vet. If it is our responsibility we replace rams immediately. OSRS is only a phone call away.
3. Please get a vet to palpate your rams every year. We go to huge lengths to keep our animal health status perfect. Do not mix your aged rams with young sires if you have any animal health issues.