



# TEXEL MARKETING GROUP

INTERNATIONAL  
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September 2006

LINKING FARMER PRODUCERS WITH END USERS



*Contented ewes, healthy lambs, grass growing. A time of vivid colours.*

*Burnside, Sept, 2006.*

## OSRS WEST IS RELOCATED

Robert and Suzanne Carter are relinquishing their OSRS West operation this season. They have enjoyed their relationship with OSRS but changed circumstances mean that the workload has grown beyond their resources.

Suzanne has a great career in Tamarunui that she loves and Roberts' right hand man Travis has headed off to Massey University for the next four years or so.

That has left Robert in charge which is a worry to most things.

Reluctantly Robert has realised that he cannot do everything so he will concentrate on breeding FE tolerant composites and acting as a business advisor to us from time to time.

Robert will also keep an eye on our invoicing system so we can avoid some of the hitches we had last year.

**Don Buchanan**, Hikumutu Road, Tamarunui is to become One Stop Ram Shop West. Farmers who last year selected their rams at Kirikau Valley will now do so at Don's. An Openday is arranged at OSRS West, 27 October 2006. Ram selling will take place in November and December.

## REMINDER

- 1 Please bring your trailer or ute trailer to ram selection at any of the three selling venues. Trucking delays are inevitable. Please help us and get your expensive new rams – home fast.
- 2 OSRS has a clear replacement policy. As 'things happen' once the rams are home we accept a degree of responsibility, which is fair. 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.

## Correction for publication 57, Ram Profiles

Facial Eczema Tolerant Composite. page 7, third bullet point.

Should read,  $\cdot 35\text{mg}$  sporidesmin per kg.

*100% of the tested rams passed this test so next testing will be  $\cdot 40\text{mg}$  per kg.*



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## CLIMATE CHANGE

Climate change is a natural phenomenon, which is probably influenced by man-made pollution.

Hometown, Christchurch had icy cold winters. Winter school holidays were days of snow, frosts, and ice skating at Tekapo. Hawke's Bay in the sixties was warmer but there was enough winter snow on the Ruahines for heliskiing. During the seventies the world started to fret; the climate was getting colder. Newspapers were full of the **new ice age**. By the eighties and nineties the climate was warmer. Welcome Swallows arrived along with Monarch butterflies. Ruahine snow never lasted. Cyclonic storms (eg; Alison and Bola) became an annual event.

In 1980. Pinatubo the Indonesian volcano, blew its top and sent masses of ash into the atmosphere. 'Tarata' grass grew long and stayed green all summer but neither sheep, cattle nor grain fattened. Atmospheric dust pollution had cooled the sun's rays. Temperature dropped an average of 1.5°C, over an eighteen month period. Another 3.5°C fall and the world would have entered a **major ice age**.

In the 1990's a university geographer whose speciality was climate, said "with all the satellites and computers we don't yet know when it's an El Nino year in the pacific". This was startling because the old sailors knew, the sardines knew, and the birds knew. Ships never sailed in El Nino years, because it was calm, hot and unreliable.

Science must provide answers. Why have worldwide temperatures risen? Is there evidence of permanent change? Why did the world chill in 1974? Why is the Greenland ice sheet increasing at present? Why is the southern ozone hole decreasing in size? Animals have been emitting methane for eons. Has this influenced climate change? Massive use of hydrocarbons is the **only** major change that has occurred in the last decades. Are hydrocarbons polluting the atmosphere and causing climate change?

*Prediction: Scientists will prove the climate change is a natural phenomenon. Science will prove just how precarious life on earth is with many ecosystems under threat by human activities.*

A group of scientists has written to MP's asking for a royal commission to be established to investigate climate change. The New Zealand Climate Science Coalition believes the public is being given incomplete, inaccurate and biased information about the effects of greenhouse gases in the atmosphere. Claims that the world is threatened with global warming caused by the emission of greenhouse gases cannot be substantiated. *Dom-Post 27-7-06.*

At last, 'qualified people' are speaking out about climate change misinformation. Respected scientists such as David Bellamy and Augie Auer are amongst those voices.

Its time for qualified answers about climate change.

Pollution is a separate topic and should always be treated as such until scientific evidence proves otherwise.



Sky aflame. Sunsets etch the rugged outline of mountainous north-west Nelson. Nelson port hills, April 2006.



The 'Blowhard Bush Gang', a group of keen, practical conservationists have turned a bush remnant into a place worth visiting. Tracks, signs and shelter are perfect. Judging the Norsewear Conservation Award. 22 Aug, 2006.



Naughty Finn-Texels have squeezed under a floodgate and into a shut off area. Tarata, Aug 2006.



Treat; Saturday sport. Parents teach skills, the value of teamwork; their teams entertain everyone. Amazing community interest. Waipukurau, any fine Saturday.

## FIVE LINERS

- Only 1/32 of the world's surface is available to grow food. Yet each year the US loses 1 billion tonnes of topsoil, and 400,000ha of farmland is paved. 4000 US Farmers Markets sell locally grown food. Farm to plate distances up to 2,400kms are common in USA. Bernadine Prince, Director Fresh Farm Market USA.
- Australian Farmers Markets have a value of 60\$A. Urban communities want to re-connect with the land and appreciate the local produce.
- MAF have 1450 staff. Nobody was available to be secretary for the Walking Access Panel so a contractor was used; cost \$138.690.
- Bio Security NZ. A BSE surveillance programme will cost \$2 M. NZ is required (for WHO) to test 600 cattle brains for BSE. 1,800 were tested 2005-06.  
*This expensive insurance programme which will create plenty of jobs*
- "There is no water shortage in NZ. There is only a shortage of commitment, wisdom and dedication required to harvest water in times of plenty, for times of shortage". Charlie Pederson(FF)  
*Correct. Interested parties need to work together to make water storage possible.*
- Ethanol may be produced from willow cultivars. 10% of NZ's fuel requirements could come from 76,000 ha of willows processed in 30 local bio-refineries. Refineries cost \$50m. 440,000 acres of oats used to be grown for horse **fuel**, when horses ruled.
- Cow Power. Texas panhandle; 'The Saudi Arabia of manure'. 500 million kgs will be refined to make 380 million litres of ethanol. Methane from heating poo will supply 90% of the fuel for production. Reuters.
- Terrorism. 15 rugby fields of new office space is required for the bureaucracy created by Labour in six years. Policy staff has doubled to 6213.  
*Ministerial empire building. Expansion funded by other peoples money (OPM). Terrifying.*
- Labour has not one farmer in the caucus or on its 'list'.  
*No wonder Labour lurches from one rural gaffe to another. Sutton was ineffectual.*
- Canadian Geese are introduced pests and should not be protected.
- Helen Clark presented our new Governor General with a pen and a Bible at his swearing in. How quaint! Is multicultural NZ prepared to condone the use of a Bible at such a ceremony?
- Because the Meat and Fibre section of Federated Farmers has been largely feeble, there is no organisation to scrutinize the effectiveness of M&W NZ for years.
- Bio-security NZ is taking over the role of eradicating the salt marsh mosquito. \$51 m has been spent. First found in Napier in 1998, it is still here.  
*Another bio-security failure; the mosquito is here to stay.*  
*Insects arrive naturally in jet airstreams anytime.*
- NZ stepping stone. Successful CEO's in NZ do not last long before they go to Australia. eg, David Kirk; WNMA to Fairfax. Paul Costello; NZ Super Fund to the Australian Public Service Savings agency
- NZ's marine economy has a value of \$3.3 b.
 

Shipping	\$885 m.
Fishing and aquaculture	\$887 m.
Off shore minerals	\$750 m.
Economic zone and protection.	\$718 m.
- Potato Facts. Potatoes are the fourth largest worldwide crop. 276 NZ growers (2005) produced 500,000 tonnes. \$70 million was earned from export and \$342 million from domestic sales.
- Praise for the achievements of Gladys Reid, the first to offer a practical solution for facial eczema. Gladys died aged 91. Dairy farmer Gladys published 26 papers on a range of subjects
- Climate change is good for business. Goldman Sachs the banking Icon, (where the average wage for the 24,000 staff, which includes cleaners, exceeds US\$520,000 each per annum) invests in risk. Climate change is a risk and a growth industry.  
*Carbon exchanges are just a capitalistic scam.*
- Lean Meats Ltd, has bought Abco Meats. Oamaru is an ideal location for Lean Meats. More competition for SI lamb. Lean Meats does its business well.
- Affco has purchased Malvern Abattoir Ltd. Another NI company spreading south. Affco aims to process lamb for North America. More competition for lamb in SI. producers. Good.
- More sheep, as predicted. Ewe numbers are now 27.3 million; total sheep numbers are 40.7 million.  
*Yet again, sheep increase while their grazing land is reduced.*
- Australian Merino numbers are declining. To sustain the natural flock 65% of Merinos need to be mated to Merino rams. This season only 61% were mated this way. 26.7 million first cross ewes (BL/M) are mated with terminal sires. Male first cross lambs and all the second cross lambs are prime lambs. A swing to non-wool breeds continues.
- OSRS killed male lambs which averaged 23.6 kgs cw. Meat and pelt value \$95.76 per head. 9% graded TH. 1-8-06 PPCS Takapau.
- US Defence budget. During the cold war US spent annually \$150 billion; this reduced to US\$50 billion when it was over. Now \$441 billion (x3.2-NZ GDP.) is spent.

## MYO MAX GENE

Science (biotechnology) has at last proved the 'uniqueness' of Texel sheep. Texels carry the MyoMAX gene which produces leaner, meatier carcasses.

One copy of the gene in a carrier will give half the progeny the trait; a two copy carrier will pass the trait on to all progeny. Over 70% of all Texels have two copies and 90% have one copy of the gene. Of the composites tested (all composites differ; **all OSRS composites have the gene**) 10-30% have one copy; while 10% have two. (Straight Furrow Aug 8.)

"One copy is visible to the eye, but with two even a blind man can see it" (Murray Rohloff, SF Aug 8.)

OSRS has encouraged clients since 1990 to select for this trait (gene).

**"Don't look at the front; go around to the back. If it hasn't got a 'bum' (and is not flat across the crotch) don't buy it"** This is advice hundreds of OSRS clients/farmers will recall.

Selection of OSRS sires has always made this trait a priority. This trait is part of the Texel 'uniqueness' which makes the breed so desirable to the sheepmeat end-user.

OSRS stabilized breeds.

- Finn Texels,
- $\frac{3}{4}$  Texel/  $\frac{1}{4}$  Finn,
- $\frac{1}{4}$ Finn/ $\frac{1}{4}$ Texel/ $\frac{1}{2}$ /Romney,
- $\frac{1}{4}$ Finn/ $\frac{1}{4}$ Texel/ $\frac{1}{2}$  Perendale,
- $\frac{3}{8}$ Finn/ $\frac{3}{8}$ Texel/ $\frac{1}{4}$  Romney,
- $\frac{3}{8}$ /Finn/ $\frac{3}{8}$ Texel/ $\frac{1}{4}$  Perendale,
- Texel Suffolks

**all** have this muscling, leanness trait well established. *This has been present since 1990, longer than any other sheep breeder.* Texel Marketing Group (TMG) was formed in 1992, fifteen years ago, to commercialise this unique Texel trait. TMG has only marketed Texel crosses with this trait

Proof that the trait has commercial value was provided by years of TMG trials. Here are some examples.

- i) In 1997, Richmond and TMG contracted farmers to rear 5,000 Texel cross wethers from all over NZ. Slaughtered at 10-11 months they produced an average carcass weight of 25.7 kgs. Except for the Romney control (mob), all lambs had either 75%, 50%, or 25% Texel; a few also had Finn. All lambs were weighed before slaughter. The Romney control wethers gave a yield of 44% for an average carcass weight of 22kg. **All** Texel cross lines (52 lines) averaged 50-54% yield at 25.7kg, except an outstanding Southland line which yielded 58%. *All sheep were approximately the same live weight at slaughter.*
- ii) 1997 John Cornish (Richmond) and OSRS, trialed Texel-Suffolk hogget lambs which were killed at 66 days of age. Their average live weight was 26.7kg; carcass weight of 11.0kg and yield of 44.4%. Lamb

growth rate had averaged 400gm/day. These superb carcasses were 'Texel' type, ideal for Spain, where information was important. *Photo page 5*

- iii) 1998. John Cornish (Richmond) and OSRS processed a 30.8kg Texel-Suffolk carcass, which proved 'ideal' for a heavy weight lamb market. "It had no excessive fat, yielded well and could be processed into individual 'pumped up' muscle portions". *Photo page 5*
- iv) 1998. John Cornish (Richmond) and TMG carried out a large taste trial comparing NZ Whiteface, NZ Blackface grain fed and Texel lamb. 84% of the consumers rated Texel-cross meat best for colour, texture, taste, lack of smell and leanness. For 84% of the panel it was the perfect meat, *Lean, fine grained red meat.*
- v) 1997 and 1998. Large Lean Lamb (LLL) cuts were marketed in San Francisco. North American Lamb Company staff were ecstatic about the response by discerning purchasers of LLL lamb which was presented for sale alongside American, Australian and traditional NZ lamb cuts. *"There was a huge preference(80%) for the bright-coloured, muscular, lean, LLL. We have never seen a better market (end-user) response. When is more available?"*
- vi) 1999-2000. Texel Marketing Group (TMG) exported Texel-cross meat to Europe and USA. Farmers were contracted to produce Texel lambs all year and were paid a premium for doing so. *Texel cross sheep were the only sheep processed by TMG over the years. Farmers received much higher returns with well muscled Texel cross lambs.*

All trials were based on Texel sheep and their unique traits which are linked to the Myo MAX gene. TMG provided a Texel sourcing chain from throughout NZ, for all year supply. TMG rewarded farmers 'extra' for using Texel. TMG and OSRS gained huge commercial experience from these supply chains .

**ALL OSRS** rams sold carry the Myo MAX gene except the pure Finnsheep and some Dorpers.



Large Lean Lambs.

H. Romney. 22kg

F.  $\frac{3}{4}$  Texel. 23.8kg

G. Finn Texel. 26.0kg

E.  $\frac{3}{8}$  Texel. 23.7kg

*Texel genes (MyoMAX?) are obvious in all carcasses except the Romneys.*



Texel-Suffolk hogget lamb carcasses at 66 days. Weights 10.7 to 13.11 kg cw. TMG/Richmond initiative for a Spanish market



John Cornish (Richmond) with a 30.8 kg Texel-Suffolk lamb. OSRS. LW 52.2 kg. CW 26.5, GR 14. Lean, meaty, heavy weight lamb is now possible.



Shorn hoggets feeling naked.

Burnside, Aug 2006.



Ram hogget shear. Wool is weighed and Peter checks each ram. Burnside, Aug 2006.



Texel 'meatiness' is obvious in six Finn-Textel Stabilised composites. All OSRS composites have Texel conformation. Paratu, 16 Aug 2006.

### OSRS HEAVY WEIGHT LAMB KILL RESULTS (A piece of history)

Kill date: 17 November 2002 at Richmond Oringi. Hoggets born spring 2001. Ages 14 to 15 months. 62 days off shears. Pelt prices are included with meat value. Wool value was \$3.04 per kg.

BREED	NO.	LIVE WEIGHT KG	CARCASE WEIGHT KG	YIELD %	WOOL VALUE PER CARCASS	LAMB VALUE PER CARCASS	% GRADING
Pure Finn	23	49.8	25.23	50.7	\$3.92	\$98.90	83%
3/8 Texel 3/8 Finn 1/4 NZ	32	56.1	25.29	45.08	\$3.77	97.28	70%
FinnTexel	16	48.8	24.88	50.98	\$3.86	\$95.91	50%
Texel	21	68.3	30.12	44.1	\$3.55	\$106.85	10%
Finn Romney	38	60.9	25.11	41.23	\$3.79	\$93.36	46%

### SUMMARY

- (1) There was a difference of 5.24kg between carcass weight for the heaviest (Texel) and lightest (FinnTexel)
- (2) Texel carcasses returned \$13.49c per carcass more than the least value carcasses (Finn Romney)
- (3) Finn pelts gave the greatest wool return (ie weight)
- (4) Yields. FinnTexel and Finn breeds had 9.75% greater yield than the lowest group; Finn Romney
- (5) Grading differences reflect the inadequacies of a system useful only on carcasses at lower weights.
- (6) Pure Finn hoggets yielded second best, and graded well for the best return per kg.

## QUOTES

"Thanks for the newsletters. They always make interesting reading. Liked your catalogue of Ram Profiles, very professional and beautifully presented". NSW, farmer.

"I always enjoy reading your newsletters, learning about farming in NZ. It seems you have similar problems with bureaucracy as we do. I was absolutely astounded to read about your shearing 6000 sheep for \$19,000. I've just sold my wool off 1000 sheep flock (1/3 merino : 2/3 BLxM) for \$17,000". Victoria, farmer.

Dear Roger, (Robin) Received your newsletter and letter today. Thank you ever so much. Thanks also for other publications. I have received earlier. Now I decided to answer immediately. I do apologise for being so quiet. I am OK. Full of energy and harmony. Do you have any more photos to send me so I could add to my article. I do want to tell about your brilliant work with these breeds in NZ. Scientist, Finland.

"I do enjoy the newsletters and reading what you have been up to" Taihape.

"Hello Possums, I always enjoy your OSRS newsletters, although I'm not into sheep. But love your passion and agree with all your political sentiments! The web-surfing habits of NZ men are fascinating. Rugby and Porn ---- yes that's OK. But sheep? You're having us on?"

Yours, very Gullible, J---" CHB.

(Source:Google search) Web surfers are female too!

"Hi Robin, enjoy your newsletter very much thanks! I breed Dorpers too and sold my first ram to a professional shearer!!—a sign of the times huh? J---Te Aroha.

### SCARY 'FREE WORLD' LEADERS CONTINUE TO FRIGHTEN US.

- 1950, they spoke of the Asian **yellow peril**.
- 1960, they **knew** about the nuclear bomb threat.
- 1970, they fought North Vietnam to **stop communism**.
- 1980, they **encouraged** Muslim Iraq and Muslim Iran to fight.
- 1990, they talked about Gadaffi and Hussein as **threats** to peace.
- 2000, they informed us about **Muslim fanatic** (Never Christian fanatics)
- 2002 they **confirmed terrorists** were amongst us and then they invaded a sovereign state which had **weapons of mass destruction**.
- 2003 they told us about Asian **bird flu**.

*Always the West identified the treat.*

*Always Western big business benefited from these scares.*

Western leaders are the most frightening of all.

### WHO BEST REPRESENT FARMING INTERESTS IN WELLINGTON?

- (1) Elected producer board directors.  
or (2) Federated farmers.

'Nice Guys' voted onto M&W NZ boards are well-paid and provided for. Directors allocate the expenditure of levy (tax) money. Frequently boards are successful in leveraging government funding for worthwhile projects. Political doors are always open (quote—Jim Sutton) to the farmer representatives. They do not agitate. Directors work closely with government.

*The value of the expenditure of levies and the taxpayers funds spent on 'worthwhile' projects is never proved.*

Federated Farmers is a major lobby group. Feds spend most of their time attempting to alter legislation and proposals emanating from Wellington, (eg; carbon taxes, walking access). Huge quantities of wonky paperwork is created by politicians and their bureaucracy. In challenging this flood of paper Feds always present a negative picture; never are they able to come at a proposal positively. Feds are too strident, too argumentative, so doors are closed to them (acknowledged by Sutton). Denied political access Feds resorted to clever campaigns which have succeeded and made politicians more wary.

*Feds will always have a difficult task because they are prepared to argue with politicians. Well paid, producer representatives work hard with politicians and to retain their directorships.*



People respond to newsletters. A Bluff farmer sent this hat and key ring in appreciation for being on the mailing list. Thanks from TMG/OSRS. Aug, 2006.



Final clue. The 1991 Maxima reached 470,000 kms on the odometer on 23<sup>rd</sup> Aug 2006. Fuel consumption; 11.06 kms/litre of petrol, is satisfactory.



*New lanes for Paratu Isolation block.*



*Post out. Newsletters are only sent to specific contacts, but seem to reach strange places. Joy, Sebastian (German) and Gayle Falconer wearing out their fingers. 15 Aug, 2006.*



*60% of the Texel-Suffolk ewe hoggets mated, for two weeks, conceived. Ron Falconer is keeping the sheep up to the scanner.*



*Finn-Texel ewe lambs.*

*Tarata, Jan2006.*



*20,000 brass and plastic tags are used annually. Peter Kettle and Bernard Arends are tagging hoggets. Paratu.*



*Winter and still green. Cool and fine.*

*Tarata, Aug 2006.*



*In the dog box. Bernard's dog eyes the action. July 2006*



*Fit ewe mob politely 'hinting' at a gate.*

*Finn-Texels, Aug 2006.*

## PREDICTIONS

- Warm spring.
- More comment about 'food miles' (the distance between producer and end-user)
- Increased demand for OSRS rams which already carry the Myo MAX gene (since 1990) and reduce the incidence of bearings as well.
- Recognition of Texel meat as a speciality meat.
- If OSRS sends \$150,000 to Paris Hilton she will come to our Spring Open Day. PS. Don't talk to her about politics or sheep.
- Using nitrogenous fertilisers can jeopardise stock performance by upsetting animal metabolism.
- More hilarious suggestions about RAM 4U's life after 500,000 kms.



Stabilised 3/8 Finn, 3/8 Texel, 1/4 Romney, two tooth ewes, March.



Stabilised 1/4 Finn, 1/4 Texel, 1/2 Romney, two tooth ewes, March.



Stabilised 1/4 Finn, 1/4 Texel, 1/2 Perendale two tooth ewes, Tarata



Finn-Texel ewes with their lambs.

Tarata, Jan 2006.

Dan Wheeler (Rangiora) is OSRS Mid South. Dan a professional scanner has widespread experience in both NZ and Europe. His interest in sheep breeds, genetics and crossbreeding has developed into a long association with OSRS.

Don Buchanan (Taumaranui) is OSRS West. Always a top Perendale breeder and stockman, Don takes pride in performance. Don and Robin have known one another for years.

These two important appointments will allow OSRS/TMG to have even better co-ordination in their regions where business activity is increasing rapidly.



Peter Kettle (Operations Manager, LHS) and Daniel Wheeler (Finn Breeder, OSRS Mid-South, RHS) inspecting a Dorper ram hogget. Paratu, Jan 2006.



Texel-Suffolk ewes and lambs.

Burnside, Nov 2005