

identifying to producers only the weight they have supplied, is not the same as creating parameters to reward market specifications.”

“This is fundamental to creating a US export market in WA,” she said. “The loin underpins this market and depth is the only measurement that interests the US. She said if VIASCAN was not to identify and reward the desirable cuts, how could it be expected to generate the supply?”

She said Texels were not at a disadvantage whether assessed under whole-of-carcase or three-value VIASCAN approaches.

In the 2004 Melbourne Royal Show carcase competition judged by Castricum Bros Abattoir using the whole-of-carcase assessment, Texels featured in 9 of the top 15 places, outperforming every other breed in a competition that attracted 16,000 lambs.

“For a breed that supplies only 3-5% of the market for commercial rams this is an outstanding achievement,” Mrs Wood said.

“Texels also hold the top 4 places as the best performing breed in the recent Central Progeny Tests conducted by the Alliance Group in NZ using the three-value assessment of forequarter, loin and hindquarter.”

Perth Royal Show

Six exhibitors with 75 entries celebrated the Texel breed’s feature status at the 2005 Perth Royal Show.

Supreme champion was exhibited by John and Margaret Raymond, Mondray, Moulamein, NSW, and was a lovely older ewe with a lamb at foot.

The ewe had early won her class over 1 ½ years before gaining the award for champion ewe.

Judge, Liz White, from Deniliquin, NSW, said the ewe was a big upstanding ewe, structurally very correct and hard to fault.

The Jimjan stud of Jim and Jan Glover, Boyup Brook, won the first three ram classes with their champion ram coming from the under 1 ½ years class.

The Judge described the ram as an upstanding ram with loads of muscle, that would continue to grow and mature into a big ram.

Champion Ram

J. & J. Glover

Reserve Champion Ram

T. M. Hill

Champion Ewe

J. & M. Raymond

Reserve Champion Ewe

Te Rakau

Supreme Champion

J. & M. Raymond

Detailed awards were:

Ram under 1 ½ years

J. & J. Glover, 1 & 2 & 3.

Ram under 1 ½ years, to be judged both objective and subjectively

J. & J. Glover, 1; Te Rakau, 2; T.M. Hill, 3.

Ram lamb born after March

J. & J. Glover, 1 & 2; T. M. Hill, 3.

Ram over 1 ½ years

T. M. Hill, 1; Te Rakau, 2; R. Temby, 3.

Pair of rams under 1 ½ years

Te Rakau, 1; J. & J. Glover, 2; R. J. Lange, 3.

Ewe under 1 ½ years

Te Rakau, 1; J. & M. Raymond, 2; T. M. Hill, 3.

Ewe lamb born after March

J. & J. Glover, 1 & 2 & 3.

Ewe over 1 ½ years

J. & M. Raymond, 1; T. M. Hill, 2; J. & J. Glover, 3.

Breeders group of one ram & two ewes

T M Hill, 1; J. & J. Glover, 2; Te Rakau, 3.

Group of any three rams under 1 ½ years

T. M. Hill, 1; J. & J. Glover, 2 & 3.

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Kristy Glover (left) with the Glover Family's champion ram, Judge Liz White (NSW), and Brad Hickman, representing event sponsor Norbrook.



Mondray champion ewe and supreme Texel at the 2005 Perth Royal Show. Pictured above are Sophie Clohessy (Farmworks), Judge Liz White (NSW), Peter Stove (Farmworks), and exhibitors John and Margaret Raymond, Moulamein, NSW. (Farm Weekly Photo)



*This photograph really needs no explanation.
 Congratulations to Jan and Jim Glover, Jimjan stud, Boyup Brook, WA, with the champion lamb on the hook, 2005 Perth Royal prime lamb hoof and hook competition.*

Texel Awards – Perth Lamb Competition

Texel sired lambs performed well on the hoof in the Prime Lamb Hoof and Hook Competition at the 2005 Perth Royal Show.

However it was on the hook that the breed really outshone other breeds, with the champion lamb on the hook award going to J. & J. Glover, Jimjan stud, with their Texel/Corriedale-Merino entry.

Detailed Texel awards were:

Lightweight Division

Pen of three lambs-on the hoof 34kg-41kg live weight

- 2nd – Jimjan stud (J. & J. Glover)
 Texel/Corriedale Merino
- 3rd – Tanalan Texel stud (T.M. Hill)
 Texel/Texel Merino

Pen of three lambs on the hook 16.1 kg minimum

- 1st & 3rd - Jimjan stud (J. & J. Glover)
 Texel/Corriedale Merino

Heavyweight Division

Pen of three lambs on the hoof 41 kg – 48 kg liveweight

- 3rd – Tanalan Texel stud (T.M. Hill)
 Texel/Texel Merino

Pen of three lambs on the hook 20 kg minimum

- 1st – Jimjan stud (J.& J. Glover)
 Texel/Corriedale Merino
- 2nd – Tanalan Texel stud (T.M. Hill)
 Texel/Texel Merino

Dam-Merino ewe on the hook 16.1 kg minimum

- 2nd – Jimjan stud (J. & J. Glover)
 Texel

Champion lamb on the hook

- Jimjan stud (J. & J. Glover)
 Texel/Corriedale Merino



The Duyfken, a replica of 17th century sailing ship, with two Texel rams and three lambs on board

The WA Region joined with the Royal Agricultural Society of WA in successfully promoting Texels as the feature breed before the recent Perth Royal Show.

Region Secretary, Maria Wood, and her husband Robert took two rams and three lambs onto the Duyfken, a replica 17th century sailing ship which is part of the Australia on the map celebrations.

The \$4.2 million Duyfken is moored on the waterfront in Perth and the promotion stunt made channel 9 and 10 TV news, the West Australian newspaper and both rural media.

The WA Region provided a fantastic display as feature breed at the Perth Royal Show.

The Royal Agricultural Society was delighted both with the display and the promotion, with the RAS councillor in charge saying it was the best he had been involved in during his time.

Other visitors and exhibitors said the same.

Major Texel sponsor was Farmworks, whose \$2000 sponsorship provided 23 posters, one metre long, of carcasses from breeders all over Australia hanging above the Texel pens.

Perth Royal Sales

Jim and Jan Glover, Jimjan, Boyup Brook, WA, sold a stud ram for \$1500 to A.R. Temby & M.A. Clune, Morranging, Dumbleyung, at the all breeds sale at the Perth Royal Show.

Tanya Hill, Tanalan, Esperance, sold two stud rams at \$1500 to J.L.W. & C. Della Vedova, Esperance and to A.J. & C.A. Van Dongen, Warner Glen.

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Some of the 23 Texel posters, 1 metre long, at Perth Royal

Tanalan Averages
\$724

Tanya Hill, Tanalan, Esperance, WA, offered 25 Texel flock rams at the Esperance Prime Lamb Sire Sale, WA, in September and sold 21 to \$900 for an average of \$724.

John Wallace, Wallbrook Farms, bought two rams at the top price.



Vendor Tanya Hill, Tanalan stud, Esperance with John Wallace, Wallbrook Farms, buyer of the two top flock rams at \$900.

Quality Grading for the Prime Lamb Market.

The present lamb marketing system has no means of connecting producers with retailers and consumers. At the same weight and GR measurement all carcasses return exactly the same to the producer— regardless of quality of cuts. As a result of viewing carcasses at abattoirs and cooling rooms on numerous occasions, and her experiences in direct marketing, Mrs Maria Wood of Te Rakau, Bindi Bindi, believes the Prime Lamb industry needs a carcass classification system to bring lamb marketing into line with other primary production enterprises. VIASCAN has been suggested as providing the solution but will be too expensive for many abattoirs

Mrs Wood said WA producers now had access to comprehensive research to improve prime lamb production and quality. But she said as long as their lamb product disappeared into the great averaging system of the processing industry to be sold as “Lamb”, there were few incentives to make changes.

“Nobody would dream of selling wheat by the tonne with no distinction between feed and noodle, or wool by the kilogram with no micron parameter - yet this is the principle used to

market lamb,” she said. Mrs Wood believes that with few exceptions, most prime lamb producers see wool and grain as their main enterprise and go back to wool when that market improves even slightly. She believes this cycle will continue until prime lamb production is given the equivalent of the comprehensive descriptions available to the grain and wool industries to extract a premium from the market.

She said in the 1960s the UK recognised the need to introduce a carcass grading system to reflect consumer preferences back to the lamb producers. The points are equally relevant in Australia 40 years later.

The UK- Everdon Smith Report from the Committee of Inquiry into Fatstock and Carcass Meat Marketing and Distribution (1964) concluded that a carcass grading system would:

- Provide an effective means of reflecting consumer preferences back to the producer. The resulting price structure should stimulate the supply of those kinds of meat most in demand.
- Provide a more reliable means of reflecting the costs of production and marketing different kinds of meat through the marketing system to the producer.
- Reduce marketing costs, since retailers could buy by description over the telephone without a personal visit to inspect carcasses.

- Encourage long term contract trading directly between producers and retailers as the existence of standard descriptions would enable contract specifications to be more readily described, adhered to and checked.

Meat and Livestock Australia has spent millions of dollars on lamb promotion, but its surveys identify the consumers’ inconsistent eating experience as a major hurdle to increasing sales. “In recent years producers have come under increasing pressure to become involved in ‘marketing a branded product’, ‘value-adding’ and ‘supply chain management’ to overcome these problems,” Mrs Wood said. “These marketing arrangements will always present difficulties, as there will always be stronger and weaker partners - that’s the nature of partnerships”.

“Potential partners have different priorities. For an abattoir, it is throughput; for a wholesaler it is margins; for a retailer it is profit and consumer satisfaction. For producers it is a fair reward for the effort.”

“Until the producer and retailer have a common language even the labelled product remains vulnerable in this chain.”

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