

## Another outstanding Woonallee/Waterfront Sale

Edited Report Prepared by Ian Turner

A big crowd of over 300 people, from 5 Australian states and overseas attended the 3<sup>rd</sup> Premier Genetic Simmental Sale, staged by the Woonallee and Waterfront studs at Furner in south east SA on February 9.

Their outstanding sale result was matched by the quality and presentation of the stock by both studs.

For the 3<sup>rd</sup> successive year, this sale achieved a top price exceeding \$20,000; with the 30 Simmental and 3 Composite bulls averaging \$6,159, while 12 unmated heifers sold to \$8,250 and averaged an exceptional \$4,417. Two pregnant recipients rounded out the sale at an average of \$2,875, pushing the overall sale gross to \$262,000 for the 47 lots sold.

Auctioneers, Leigh Allan and Ben Finch, operating for sale agents Elders Ltd, had no trouble extracting bids that came at a rapid fire rate, despite the dry times still being experienced in most of the country.

While the sale was very successful overall, there was still super value buying to be found by commercial breeders. Sixteen of the 33 bulls that were sold (48%) made from \$3,000 to \$5,000, which is great value in any sale, let alone one that offers high quality performance genetics like this one. For example, Dale Bateman, Kanangra Props, Millicent, SA purchased Waterfront's 2006 Adelaide Junior and Grand Champion bull for only \$3,000; an absolute bargain any day of the week!

The sale commenced with 2 young spring drop Woonallee bulls offering new genetics direct from South Africa. These were brought forward from their lots 17 & 18 cataloguing positions; a fact appreciated by the competing bidders.

Gary and Jacqui Rahley, 'Aussie Park' Simmental stud, Clifton, Qld were the successful bidders at \$21,000 for lot 17, Woonallee Kaino A57. They outlasted a Western Australian syndicate of Audrey Weightman (Topweight Simmentals, Margaret River) and Brad and Jenna Patterson (Bullock Hills, Katanning), who operated by phone through Ben Glatz. The Rahleys have been regular attendees at this sale and were determined to purchase this young sire to improve their stud. They said that they considered him to be carrying some of the best performing Simmental genetics in the world.

They also plan to make the bull an Accredited AI Sire in order to market semen throughout Australia and overseas at \$50 per straw.



*Gary and Jacqui Rahley and Tom Baker with the Top Priced \$21,000, Woonallee Kaino A57.*

Also regulars at this sale were Derek and Shelley Piper, 'Orana', Coolah, NSW, who picked up Woonallee Massie A500, the other top young spring drop South African blood sire, for the sale's second top price of \$12,500. They later added a top young heifer for \$3,750 in a great day's buying.

Lot 1, Woonallee Artic A59, by the now legendary BHR Three Sixes, followed and also sold for \$12,500. The successful bidders were top SA commercial breeders and long time supporters of Woonallee genetics, James and Georgie McKay, Egremont, Lucindale. The fact the McKays were prepared to bid to this level, outbidding several stud breeders to purchase this high performance bull, goes a long way towards explaining why they consistently receive top end prices at commercial sales for their young cattle, as well as justifying such a price for a commercial bull.

Also making 5 figures was Woonallee Aspect at lot 5; another top Three Sixes son. This bull was much admired before the sale, with several astute people within the breed predicting he would top the sale. Ian and Maureen Heinrich, Greenways, were the successful bidders at \$10,000; a value purchase price they were able to achieve primarily because of the high number of extreme quality bulls on offer in the sale. The Heinrichs were also prominent bidders last year; being underbidders on last year's \$21,500 top and later purchasing Waterfront's 2<sup>nd</sup> top priced bull (\$9,000) at that sale.

Association President, Bill Almond, Kensileyre, Wagga Wagga, selected a South African outcross bull, Woonallee Africanus A45 for \$5,250.

Bill and Elaine Sleep, 'Billanbri', Woolsthorpe, Vic have been prominent buyers of females in past Woonallee/Waterfront sales. They were back again this year, purchasing bulls for their 230 head commercial herd. They selected 3 bulls, paying to \$7,000 and at a \$6,000 average; all from the Waterfront offering.

Their \$7,000 purchase was the equal top price for Waterfront bulls. While Waterfront did not receive the top stud prices in this sale (which was paid for the newer South African genetics offered by Woonallee) they had very solid and consistent support, especially for their high quality draft of bulls.

Also paying \$7,000 for a Waterfront bull were Corey and Prue Ireland, Onkaparinga Simmentals, Iyrdell, Wagga Wagga, NSW. This was for Waterfront Admiral, a bull with excellent structure, muscling and sire power, yet he still had the great softness that is associated with easy doing cattle. This young bull had been used in a paddock mating situation in the Waterfront herd yet still weighed 928kgs despite the season. Corey and Prue later bought a top young Waterfront heifer for \$2,750.



*Key interstate buyers were Derek and Shelley Piper, Coolah, NSW (1 bull @ \$12,500 and 1 heifer @ \$3,750) and Marty Rowlands, Albion, Qld (top heifer @ \$8,250, pictured with Woonallee's Lizzy and Tom Baker (centre).*



*Corey Ireland, Onkaparinga Simmentals, Wagga Wagga, with Waterfront's Matt & Tracy Parker and the impressive Waterfront Admiral A24 he purchased for \$7,000; the equal top Waterfront price at the sale.*

The Marriot family, Murroka Pty Ltd, Foster, Victoria, were back again after purchasing 3 bulls last year, to again be the equal top volume bull buyer (this year shared with the Sleeps). This year they purchased 3 bulls for a \$6,833 average, including two Three Sixes sons @ \$8,000 and \$7,000.

C I & M K Bateman, Millicent, SA, picked up 2 bulls @ \$5,500 and \$4,750, while M J & S M Robertson, Hamilton, Vic, paid \$3,500 each for 2 bulls, to be the other multiple bull buyers.

The 3 composite bulls from Woonallee, all sired by BHR Three Sixes, sold to \$5,000 and averaged \$4,323, with a lot of pre-sale interest shown in them.

Overall 15 bulls went to SA buyers, 10 to Victoria, 7 to NSW and 1(top price) to Qld.



*Sample of the Woonallee Registered Simmental bulls on offer at the sale.*



*The Registered SimAngus Bull, Woonallee Black Express, by BHR Three Sixes, attracted keen interest and sold for \$5,000 to H. Millert.*

### **Females**

The group of 8 Woonallee and 4 Waterfront heifers were much admired prior to the sale, with the results reflecting that level of interest.

Martin Rowlands, Genestar, Albion, Qld, spoke briefly presale about the industry and the Genestar testing system used by these studs. He backed his judgment and what he'd assessed in the genetics, by paying \$8,250 for the top Woonallee heifer; buying in conjunction with Lou Allison, KBV Simmentals, Kallangur, Qld.

This would be the highest unmated Simmental heifer price for a long time and eclipsed last year's \$8,000 top at this sale. She was sired by BHR Mystique and from Woonallee Lady Suzi Z9; offering a unique performance pedigree.

Joe and Joanne Peel, Haliotis Fisheries, Mallacoota, Victoria, were underbidders on this lot, but didn't miss out on any others they had picked out. They purchased 6 stunning heifers, including the only Three Sixes daughter on offer from Woonallee for \$6,500, plus the top Waterfront lot at \$5,000. Their six purchases were secured at a \$5,042 average, giving their stud a real boost. They also purchased 3 top females last year.

Peter and Toni Rauchle, Springside Simmentals, Pittsworth, Qld, accompanied the Rahleys down from Queensland and went home with 3 high quality heifers after also purchasing 3 last year. They paid from \$2,000 to \$3,500 for their successful bids but competed strongly with the Peels on the other lots, appreciating the quality on offer.

Brad Creek, Six Creeks Simmentals, Mt Gambier, was the only South Australian to get a look in on the females when he successfully bid \$3,250 for one of the 2 pregnant recipients on offer. The other went to Fred Schuetze, Buzzard Hollow Ranch, Texas, USA, with whom Woonallee has a strong stud breeding relationship.

### **Sale Summary**

	<b>Bulls</b>	<b>Females</b>	<b>PTIC Recips</b>
<b>Offered</b>	<b>34</b>	<b>12</b>	<b>2</b>
<b>Sold</b>	<b>33</b>	<b>12</b>	<b>2</b>
<b>Clearance</b>	<b>97%</b>	<b>100%</b>	<b>100%</b>
<b>Top Price</b>	<b>\$21,000</b>	<b>\$8,250</b>	<b>\$3,250</b>
<b>Average Price</b>	<b>\$6,159</b>	<b>\$4,417</b>	<b>\$2,875</b>

**Sale Gross**      **\$262,000**

**Sale Agents**    Elders Ltd

**Auctioneers**    Leigh Allan & Ben Finch



*Joe and Joanne Peel, Haliotis Fisheries, Mallacoota, Victoria, purchased 6 stunning heifers, for a \$5,042 average, giving their stud a real boost. They are pictured with Manager, Brett and Anna Cowen.*



*Repeat buyers, Peter and Toni Rauchle, Springside Simmentals, Pittsworth, Qld, selected 3 high quality heifers from \$2,000 to \$3,500.*



*The Heifers created strong interest at the sale, selling to \$8,250 to average \$4,417*



*Matt Parker, Waterfront Simmentals, with repeat buyers, Bill and Elaine Sleep, Billanbri, Woolsthorpe. They snapped up 3 Waterfront bulls for a \$6,000 average*



*An outstanding group of heifers was offered.*



*Fred Scheutz, Buzzard Hollow Ranch, Texas delivered an interesting pre-sale lecture before purchasing a PTIC recipient at the sale.*