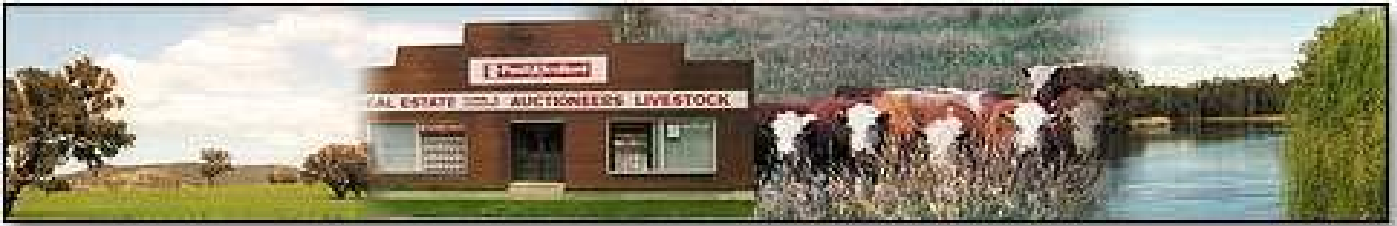


PAULL & SCOLLARD NEWSLETTER

DECEMBER 2009

ISSUE 6



HO HO HO...
Merry
Christmas
Coming Up...

5 December -

Ellesmere Park Clearing Sale (Commencing 9 am)

10 December -

Wodonga Special Store Sale (Commencing 10.30 am)

11 December -

Auction—'Jillamatong' Holbrook. 2pm @ CTC Center Holbrook

8 January -

Blue Ribbon Weaner Sale

21 January -

Wodonga Special Store Sale (Commencing 10.30 am)

More information on these coming events will be available on

www.paullscollard.com.au

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INTRODUCTION - STEVE PAULL

2009 can only be described as a challenging year!

The continuous dry weather up to spring saw further reductions in livestock numbers, with little confidence to restock due to the past years failing to deliver a finishing spring. Those not affected by drought and fire have not missed the effects of the world recession and a very strong Aussie dollar. The result has been a lowering in demand and

price for our rural products, in particular beef exports.

The bright lights from 2009 were lower interest rates and strong lamb and sheep prices. As well, the late spring rains have provided water, feed and grain to ease the effects of the dry.

2010 is looming as a much better year with increased water storage and good feed resources. The improving world economy should result in greater demand

for our products and the ability for overseas buyers to pay for these products.

On behalf of our company we thank you for your valued support and wish you and your family a merry Christmas and a happy and prosperous new year.



COROWA NEWS - RICHARD WYNNE



SHEEP SALES REPORT FROM MID NOVEMBER

The Corowa Prime Market has been strong in past weeks, new seasons lambs returning on average \$75-\$95 and extra heavy to \$120.

A large portion of lambs are now starting to show

signs of seed infestation, with seedy lambs being discounted \$6-\$8 per head. Anyone who has a lamb die from now on, it would pay to skin it and inform your agent if the seed has gone through to the meat. Hooked lambs with grass seeds will be heavily discounted; therefore this action could save you a lot of money.

The mutton job has also been very strong with old ewes returning \$50-\$80 plus, and this looks like continuing through to next year as well.

It is very hard to buy any livestock at the moment to turn over quickly. At this stage it seems joined or scanned in-lamb ewes are the best value. A Merino ewe scanned in lamb at \$120 looks to be the best investment, in terms of buying. It would require lambing down, rearing the lamb & shearing the ewe. You would then have the option to retain or sell the ewe with the lamb being foreseen as the profit. This may change before this article is received.

WODONGA MARKETS—TIM ROBINSON**PAST COMPARISONS**

<u>Date</u>	<u>Total No.</u>	<u>Av Wgt</u>	<u>Av cp/ kg</u>	<u>\$ Value</u>
25th Nov 2009	1992 head	420kg	\$1.46	\$613.20
24th Nov 2008	2115 head	434kg	\$1.62	\$703.08
20th Nov 2007	2600 head	387kg	\$1.42	\$549.54
21st Nov 2006	5411head	353kg	\$1.37	\$479.72
25th Nov 2005	1893head	416kg	\$1.79	\$744.66
23rd Nov 2004	3355head	437kg	\$1.78	\$781.13
25th Nov 2003	2173head	410kg	\$1.55	\$637.59
19th Nov 2002	3502head	370kg	\$1.17	\$434.39
20th Nov 2001	3367head	425kg	\$1.83	\$779.35



Due to more typical spring, the quality and condition of the prime cattle has been quite good, with many lines of stock displaying up to 30 or 40kg more live weight than recent years.

However demand and price are struggling to be regarded as satisfactory. A quick comparison of mid November markets from at Wodonga Livestock Exchange for the last three years show the current trend as per table above.

This comparison shows that the market is 10% lower now than the same time last year, but still 3% dearer than November 2007.

There are many apparent causes of the lower market prices, the most apparent are the continued effects of the global economic crises, the high Aussie dollar and the supermarkets stranglehold on our agricultural produce.

I have another view, I believe that the

end product marketing of Australian beef has become complacent and the lamb industry has taken off in its place.

My theory is based on my own experience growing up in an average household 20 years ago where most families would have dined on a meat and 3 veg diet most nights of the week, the meat more than likely lamb chops or sausages, (rarely steak unless home grown on the farm). Steak was a premium product that was popular in restaurants or for special occasions.

Now days steak is no dearer and possibly less popular than lamb shanks, a cut of meat that was quite often thrown to the kelpie on the back verandah. Clever marketing of new and old cuts such as rack of lamb & lamb rump, have revolutionised our lamb industry.

What has the beef industry done to compete with this? I believe that far too much time and revenue is spent in the beef industry with one breed society

competing against another for market share, campaigns and slogans such as "100 day grain fed certified beef", "Hereford Prime", "CAAB", "white face beef" "Grass fed" "MSA graded beef" and the latest "McAngus" have done little to promote the product but have confused the consumer even more.

The butcher doesn't shelve the Poll Dorset lamb away from the white Suffolk or even the humble merino lamb; they just aim to sell a consistent quality product that the consumer understands and trusts. Lamb has used much more general marketing to include all relevant breeds and categories; a good example of this is the Sam Kekovich Australia Day campaign which has been hugely successful.

This strategy has proved effective and I believe that it is time for our beef industry heads to consolidate and simplify the marketing of our Aussie beef to increase the understanding and appeal to the household consumer.

CULCAIRN / HOLBROOK DISTRICT NEWS - SAM MCCULLOCH

As the year draws to a close, the season here has been the best since 2005. Later October rainfall did not eventuate, instead the weather warmed up rapidly – thus the season did cut out quickly. Our rainfall is still well down on average with many dams dry. Large quantities of good quality silage and hay have been cut & stored. Cereal crops had great potential in early spring but lacked good rains. I feel we were very lucky at Culcairn, as north to Wagga & Mangoplah suffered failure.

Livestock

Numbers are down for both sheep and cattle but what a contrast in prices. Mutton and Lamb have

maintained excellent prices through the entire spring, but have come back in the last 2 weeks due to seed in prices for skins. Both categories are up on this time last year by 25–50%.

Cattle markets have steadily declined over the past 6 weeks, with the high US dollar being the major problem. I can understand export meat being a problem but not domestic. Supermarkets and local butchers must have very high profit margins.

I expect store sheep, especially ewes and crossbred lambs, to remain at a premium.

Cropping enthusiasts must be now aware of the need for diversification.

The property market has held up well with several sales being achieved. Five holdings have sold within a 15 km radius of Culcairn over the past 3 months. I expect buyers to be selective and keen to more favourable rainfall country.

We know farmers are very resilient, but how long can they be stretched? A turn-around can happen very quickly, so lets hope a for a big revival in 2010.

Go the Culcairn Lions!

PREGNANCY TEST FOR PROFIT

Farm profits are directly related to breeding stock management.

Pregnancy test for management efficiency & higher lambing/calving percentages.

The ultimate goal of managing breeding livestock is to maximise profits and minimise costs.

- ◆ Identify & cull non-breeding or slow cycling stock and save excess feeding costs
- ◆ Rejoin non pregnant stock as soon as possible to increase lambing/calving percentages
- ◆ Identify twins to significantly increase lamb survival and minimise ewe mortality by providing increased nutrition to the twinning ewes

Pregnancy testing allows you to make informed management decisions and

take out the guess work and assumptions.

Even when a producers stock have a history of high fertility, detecting one poor joining season and then taking steps to either rejoin or cull empty females can cover a lifetime of scanning from the results of the Pregnancy Testing and gain peace of mind by knowing their next drop of lambs/calves area assured.

Sheep & Goats

- ◆ Scan for twins 84 days after rams go in
- ◆ Scan a minimum of 42 days after the Rams come out. Any ewes joined less than 42 days before being scanned may be undetectable
- ◆ It is preferable that all animals should be locked of feed at least 6 hours before scanning

- ◆ Three way draft available. Producers needs to supply panels
- ◆ For twinning it is possible to scan 250-350 sheep per hour. For wet & dry scan only it is possible to scan 450-550 sheep per hour

Cattle

- ◆ Scan 8 weeks after bull comes out
- ◆ Ageing of the Foetus is possible up to 6 months after Bulls go in
- ◆ It is preferable that all animals should be locked of feed at least 6 hours before scanning
- ◆ Depending on each set up it is possible to scan 60 cows per hour

**Roberson Pregnancy Testing
Sheep - Cattle - Goats
Brendan Roberson 0427 400 885
brendan.roberson@bigpond.com**

NLIS TAGGING - LUKE DEIMEL

Agents are encountering some issues in regard to sheep NLIS tagging, hopefully this will help you.

As of January 1, 2009 all sheep must be NLIS ear tagged before they are moved from property to property, to a saleyard, or direct to an abattoir. The tag must be printed with the property identification code (PIC) of the property the sheep are moving from unless the sheep are

brought in sheep and have already been tagged.

A national vendor declaration (NVD) must be fully completed and accompany the sheep. If the mob is non vendor bred mixed and contains tags with different PIC's, all PIC's must be written on the NVD or a pink post breeder tag must be applied, with the property's PIC to match the NVD.

You can also arrange other management information to be printed on the tags, for example your property name, surname, etc.

NVD & NLIS compliance for sheep is becoming more heavily policed and some vendors have been forced by the authorities to send stock home to be correctly tagged.

RURAL REAL ESTATE MARKET- ANDREW MCINTOSH

As another year comes to an end we reflect on what has happened over the past 12 months. The year has been tougher than the past few years with fewer out of district inquiries, possibly due to the global financial crisis. Most of the sales of larger type properties have been selling to neighbouring or local based buyers, but in saying this the life style and small acreage properties are selling well when priced correctly.

The much improved season & anticipated upturn in the world financial circles indicate quality properties, particularly in favourable rainfall areas will be sought in the year.

We currently have a number of quality properties for sale as follows

"Jillamatong" 2,247ac Mountain Creek / Holbrook District

"Allambie" 380 ac Upper Sandy Creek District

"Mount Kerry" 100 ac Walla Walla District

"Springbank" 1274 ac Burrowye Upper Murray District

"Spencers" 886 ac Tallangatta District
Andrew McIntosh - M: 0407 400 822.

HOWLONG REAL ESTATE- CLINTON FRANKS

Well it has been over twelve months since we ventured into the Howlong Property Market offering our services, and we have had an excellent response.

We currently have on the market properties in all prices ranges, along with an industrial allotment in the up and coming Howlong Industrial Estate. Some of the properties that we currently have available are:

39 East Street, Howlong

Modern 4BR home with 2 bathrooms, directly opposite Howlong Country Golf Club, landscaped gardens, dbl garage, excellent family home. **Price \$369,000**

77 Kennedy Street, Howlong

GREAT FIRST HOME OR INVESTMENT OPPORTUNITY. Quaint 2BR home, open plan living, rear verandah for entertaining, 1/2 allotment. **Price \$156,500**

7 Billy Day Court, Howlong

3409m² industrial block, fully fenced,

with 4 bay 29x9m lock up color bond shed.

**Clinton Franks
M :**



INVESTING IN OUR FUTURE

LIVESTOCK

Stephen Paull
- 0409 578 283

Mike Scollard
- 0408 578 059

Tim Robinson
- 0408 868 582

Luke Deimel
- 0439 775 112

Sam McCulloch
- 0428 578 489

Dan Ivone (Myrtleford)
- 0427 480 548

Richard Wynne (Corowa)
- 0427 899 438

Jeff Brindley (Corryong)
- 0428 762 554

Nick McKimmie (Tallangatta)
- 0408 576 546

John Lang
- 0408 576 446

SALES

Andrew McIntosh (Rural Property) - 0407 400 822

Barry Edmunds (Real Estate) - 0409 037 646

Kellie Cooke (Property Management, Albury & Surrounds)
- 0488 017 996

Clinton Franks (Howlong Real Estate & Property)
- 0412 454 065

MYRTLEFORD

Bernard Ivone (Myrtleford Real Estate & Property)
- 0428 522 572

Tereisa Sinclair (Property Management, Myrtleford)

Paul & Scollard is proud to announce Tim Robinson has won the prestigious ALPA Rural Press Mike Nixon Award, an award that recognises excellence in all facets of agency marketing, including livestock, rural property & merchandise.

Luke Deimel competed in the Victorian Young Auctioneers Competition

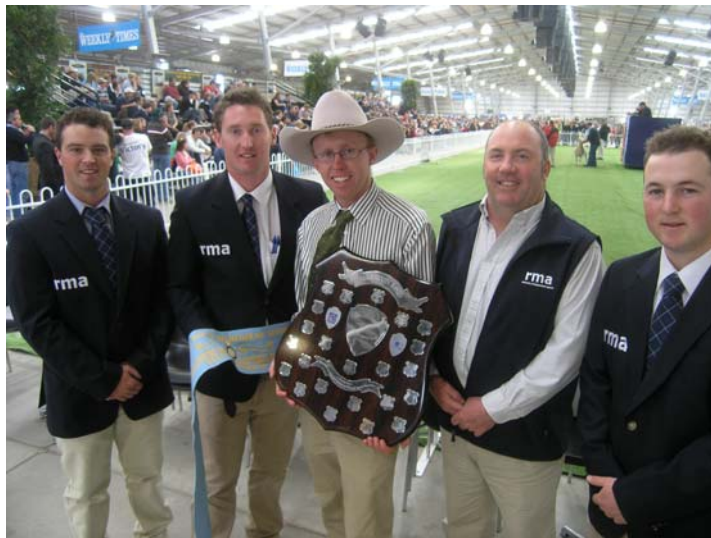
missing the top 2 placings but gaining much valuable experience in a high standard field.

Pictured below are the RMA Victorian Young Auctioneer finalists with RMA CEO Michael O'Brien & our own Tim Robinson.

The RMA network is the only association of privately owned and

operated stock & station agents in Australia that services the rural and regional community. The RMA network in Victoria and South Australia has over 175 active agents with more than 750 years experience.

Paull & Scollard are proud to be active members.



Pictured from left to right: Tyson Bush (Foster O'Brien, Sale), Tom Madden, runner up YAC, (Charles Stuart & Co, Ballarat), Tim Robinson (Paull & Scollard Pty Ltd), Michael O'Brien (RMA CEO), & Luke Deimel (Paull & Scollard Pty Ltd)



WE WOULD LIKE TO TAKE THIS OPPORTUNITY TO WISH YOU ALL A MERRY CHRISTMAS & WE LOOK FORWARD TO

SEEING YOU ALL IN THE NEW YEAR! FROM STEVE, MIKE, TIM & ALL THE STAFF AT PAULL & SCOLLARD

