



## *Selling*

# **GENETICS NOT COSMETICS**

## *Breeders of Top Quality Stock Rams*

### *For the Commercial Prime Lamb Producer.*

#### **‘Genetics not Cosmetics’ ....remains our maxim!**

We are really proud to present this years’ crop of lambs – and we think it’s the best yet. The feed back that we are getting seems to be testimony to the fact that we are producing rams that are fit and fertile and able to serve many more ewes, siring lambs with real ‘get up and go’ and tremendous growth rates and carcasses. We expect all our rams to be able to thrive without special intensive ‘after care’ and the reports coming back confirm that they are living longer.

**Most of our rams have been awarded Gold or Silver Order of Merit awards from the Eblex Better Returns Programme, certifying that they are in the top 10% or 25% of the breed for growth rates and muscling.**

Our rams sheets are now coloured so that you can select Gold , Silver or Bronze for each of the main traits.

#### **Rams reared entirely on grass.**

For several years we have been reducing the dependency on supplementary creep feed. Over the last four years we have been introducing some New Zealand blood to our Suffolks and recording the effect on ease of birth and lamb vigour along side their ability to perform solely off grass. Last year again we reared all our ram lambs without supplementing with any creep or concentrates. This means that all their own performance records are measured against their ability to grow whilst sucking a ewe, fed purely on grass, and then, after weaning, they themselves are selected for their ability to forage and continue to grow and over winter largely on grass.

#### **Worm resistance**

In addition to performance recording we are one of the few flocks who are selecting rams with natural resistance to worms. As a result of the progress which we have made we are now increasing the interval between drenches for our own stock, thus saving on both time and drench.. It’s interesting to note that the majority of lambs on the farm have not yet been drenched this year.

#### **So what next?**

As always we welcome your feedback on our rams. It’s always great to hear they are performing so well, but in order to keep breeding so successfully we need to hear about rams you feel did not achieve your expectations and why.

We are **in this business for the long term**, for us to succeed we must produce the best rams possible to suite your requirements. Your comments, therefore, are valuable and we will continue to factor them in to our future breeding policy.

**We continue our pledge** to supply fit healthy active rams, reared on grass at sensible prices for commercial prime lamb producers. All rams come with a complete set of EBV’s for growth rate, muscling, fat and FEC added to this as we have mentioned, we now have data on ease of birth lamb vigour and dagginess.

**More recently we are working towards the ultimate ‘easily managed’ ewes.** As part of the SIG programme we are breeding wool shedding easy lambing milky ewes with good mothering ability, resistance to worms and foot rot whilst capable of producing fast growing lambs with good carcasses.

‘Too good to be true? Well, .....‘Watch this space’!!.

*Peter and Louise Baber*  
*June 2009*

## Some More Facts and Figures

### Ram Costs

The number of lambs sired by a ram can vary enormously from just 50, if a ram lamb is only capable of serving 35 ewes and only survives one year, up to over 500 lambs if he is capable and used on 75 ewes for 5 years. We are successfully mating over 100 ewes to some of our rams.

### Number of lambs produced in ram's life

Ram's working life	Nos. of ewes per ram		
	35	50	75
1 year	53	75	113
3 years	158	225	338
5 years	263	375	563

The costs per lambs can then be calculated

### Cost per lamb produced

Ram's working life	Nos. of ewes per ram		
	35	50	75
1 year	£7.05	£4.93	£3.29
3 years	£2.35	£1.64	£1.10
5 years	£1.41	£0.99	£0.66

Our target is to reduce the ram costs down, well below £1.00 and possibly near 50p per lamb; looking to be within the green area of the table above, not pushing into the red!

### Rams...should be a good investment

We are convinced that rearing rams more slowly on grass rather than forcing them on concentrates results in fitter, more fertile rams which are easier to look after and live much longer.

The table below shows how much more profit a ram can produce when you combine better rearing and better genetics. We expect our rams to all be in the green area.

### Lifetime Profit/Cost of Ram

Years	Unrecorded ram		Performance recorded Ram		
	35	50	50	75	100
2	-£318	-£295	£49	£258	£467
3	-£291	-£258	£258	£572	£886
4	-£265	-£220	£467	£886	£1,304
5	-£239	-£183	£676	£1,199	£1,723

Assuming that High Index ram produces lambs worth an extra £2.75 per lamb



**GENETICS, NOT COSMETICS!**