

Simmentals top \$9500 at Willandra sale

By KANE CHATFIELD

THE Willandra Simmental and Red Angus studs chalked up a solid result at their on-property bull sale at Williams last week.

The Cowcher family again presented a top standard of rising two-year-old traditional Simmental bulls and Red Angus bulls at their 31st annual sale.

Despite the challenges being faced by the WA beef industry, particularly poor conception rates and feed conditions in the South West, the Cowcher family offered an increased number of bulls at this year's sale to offer clients a wider selection of bulls.

Local buyers were joined by southern and Esperance producers and a host of onlookers in supporting the sale.

And after enjoying the Cowcher family's renowned hospitality, the Landmark selling team, led by auctioneer Michael Altus, got the sale underway.

While there was plenty of competition on a fair percentage of the 57 strong catalogue, the absence of some regular buyers took its toll with competition falling away.

This resulted in some overlooked bulls and a number of bulls finding new homes at excellent value for money.

Overall 42 bulls (74 per cent) were sold under the hammer to average \$5548.

This was back \$475 on last year's sale average where 43 of 51 bulls (84pc) sold at auction.

The breed breakdown saw 30 of 39 (77pc) of Simmental



□ With Willandra Noranda N26 (P), one of the \$9500 equal top-priced Simmental bulls at the 31st annual on-property Willandra Simmental and Red Angus bull sale at Williams last week, were buyer Gerald Brown (left), GC & CA Brown, Nannup, Landmark Williams agent Ben Kealy and Willandra stud co-principal Peter Cowcher.

bulls sell to average \$5550 – an extra bull sold but back \$553 on last year's sale where 29 of 35 bulls (83pc) averaged \$6103.

The line-up of 18 Red Angus bulls saw 12 bulls (67pc) sell at auction to average \$5542, dropping \$315 from last year where 14 of 16 bulls (88pc) averaged \$5857.

□ Simmental

Simmentals headed up the sale where two bulls shared the \$9500 top price honours.

First to dive into his pocket the deepest was Gerald Brown, GC & CA Brown, Nannup, paying top dollar for lot three Willandra Noranda N26 (P).

The 842kg polled son of Topweight Jack Arta and homebred cow Evita K9 displayed an even spread of above average BreedPlan figures and indexes including ranking in the top 10 per cent for 200-day weight and northern terminal index (NTI), top 15pc for 600-day weight with positive fats.

The Browns use Simmental

bulls over first cross cows, producing vealers for the supermarket trade and Mr Brown said they looked for softness in their bull selection.

He said they have been buying bulls at Willandra for the past eight years as they have always done a good job.

Two lots later and Shane Kammann, Hyde Park Grazing, Manjimup, parted with \$9500 for Willandra Noland N77.

The 918kg late April 2017 born son of homebred parents Huckleberry and Anita E76 displayed an impressive set of figures.

The average birthweight horned bull ranked in the breed's top one per cent for all indexes excluding vealer terminal (VTI) top 5pc and also top five per cent for all growth intervals and carcase weight (CW).

The Kammann family has been buying sires at Willandra for the past 20 years for their nucleus herd.

Their Willandra blood Simmental herd produces replacement females and herd bulls to join their first cross breeders producing calves for the veal market.

Some other higher prices paid in the Simmental section included DV Brockman & Co, Cowaramup, which secured Willandra Noddy N82 for \$8500.

The 840kg early May 2017 born bull by Willandra Joel also recorded strong indexes in the top one per cent for domestic maternal (DMI) and (NTI) and top 5pc export terminal (ETI), complementing top 5pc 400 and 600-day weights, top 10pc CW and positive fats.

Landmark Margaret River agent Jock Embry representing RH Norman & Son, Busselton, bid to \$8000 for another polled Jack Arta son in lot 17.

The 834kg late April 2017 born bull was also extremely high indexing in the top 1-5pc for all traits with growth and carcase traits in the top 10-20pc.

But by far the most influential buyer of the day was long-time client Gordon Atwell, Welldon Beef, Williams.

Mr Atwell finished the sale with an account totalling 13 Simmental bulls costing from \$4000 to \$6000.

The bulls will join the battery to cover the family's large Angus herd with the April-May Simmental-Angus steer and heifer calves to be finished in their own feedlot.

Several buyers were successful on two Simmental bulls including AM Granucci, Terrica Valley, Hyden, PP & B Smith, Albany, G & TJ Ross & Co, Denmark and RM &

WILLANDRA SIMMENTAL & RED ANGUS ON-PROPERTY BULL SALE (Under the hammer results)

	offered	sold	top	gross	average
Simmental bulls	39	30	\$9500 (2)	\$166,500	\$5550
Red Angus bulls	18	12	\$8000	\$66,500	\$5542
Total	57	42	\$9500 (2)	\$233,000	\$5548