

PERSONNEL CHANGES

Jack Meehan has decided to expand his role within the livestock industry under the banner of Peter Walsh Associates.

Jack, who has been 7 years marketing manager with Wairere South, will still be available to promote the sale of the Peters Genetics.

Jack will be on **SITE** at ram selection time and the continuation of his excellent knowledge will be on call during the ram selection period.

* * *

Trevor Wilson, who has been involved in the livestock industry over the past forty years, has been appointed, in an advisory capacity within the group, to investigate, in conjunction with the appropriate expert scientific personal available, to keep abreast of all the latest developments, to ensure that the practicable results can be passed on to our clients.

The Peters Genetics will always be committed to conduct on-going trials for improvement with the livestock breeding industry.

CLIENTS – Watch this space!



digital harvest media
Agricultural Marketing

- Brand Management
- Website Development
- Marketing Strategies
- Market Research

www.digitalharvest.co.nz
0800 476 472

**Our new website will be
live soon**

Check out:
www.petersgenetics.co.nz

Follow us on Facebook and Twitter






PETERS ROMNEYS

1205 Teviot Road,
Millers Flat
RD 2, Roxburgh 9572
Ph (03) 446-6030
Email: atpeters@xtra.co.nz

Romney Client Newsletter - Spring 2012

Ramming It Home

It's the end of an era for Wairere South.

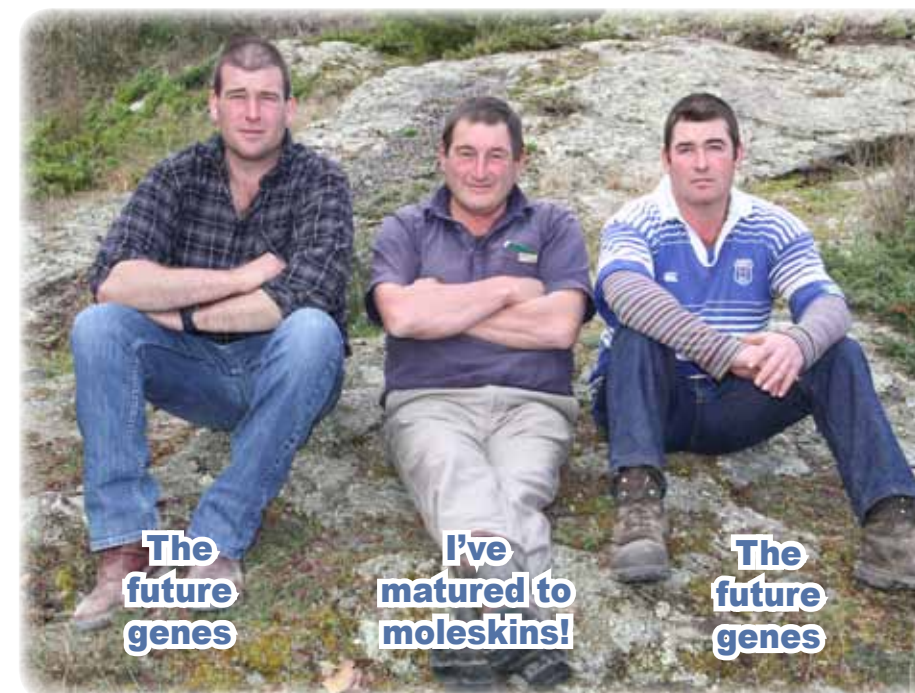
The dynamic ram breeding and marketing partnership between us and Derek and Chris Daniell has come to an end after an amazing journey spanning 20 years and that has done wonders for the sheep industry. Trevor and Karen and their sons Clayton and Morgan will now market their high performing hill country Wairere rams under their new name - Peters Romneys. "Our genetics have not changed. We're still 100 percent Wairarapa genetics," Trevor said.

For Trevor, the time had come to fully involve the younger generation with both Clayton, 34, and Morgan, 33, now established in good scale farming operations. Together they farm more than 34,000 commercial Wairere Romney ewes and 3000 fully-recorded ewes, 1000 commercial cows and 280 Angus stud cows on six properties carrying 57,000 stock units and spanning almost 9000ha – easy to rugged hill country.

The Peters farming enterprise includes Spylaw at Dunrobin which is run by Clayton and his wife Jeannette; Bullock Range at Moa Flat, which Morgan and his wife Megan farm; Clutha Downs at Beaumont, Attadale Station at Middlemarch and the finishing farm Mt Margaret at Waikaka, the area where Trevor grew up. He and Karen have lived on their aptly named Wairere South Station at Millers Flat for the past six years, but it too, is in for a name change as they shed the Wairere brand. "We're not sure what to call the place yet," Trevor said.



Derek and Chris Daniell, and Trevor and Karen Peters



Family Affair: Trevor Peters with sons Clayton, right, and Morgan, left are proud to be the breeders of Peters Romneys.

The Peters family place high value on genetic gain and are constantly searching for improvements in the traits which add the most value to their clients flocks. The rams and ewes have to endure harsh winters, and that environment provides a real testing ground for Peters Romneys. "We want the rams to be tough."

The Peters' have a strict selection policy within their stud ewe flock, aided by their stud master Shane Carter at Teviot, Millers Flat. This has resulted in their clients achieving significant gains in fertility, lambing percentages, lamb survivability, and weight gain. The commercial ewes are mated to Wairere rams for one cycle and then followed up with their home-bred terminal sire, Hotshots, a mainly Texel/Suffolk cross. The Peters' are currently achieving an average 140 per cent lambing unassisted across the six properties. More than 50,000 lambs were killed each year at a target weight range of 17.5 to 19kg carcass weight with around 4000 lambs killed before Christmas.

While Trevor and Karen's 20 year partnership with Derek and Chris Daniells ended in June, but they are looking forward to a new beginning with Peters Romneys. "It's business as usual," Trevor said.

**Enclosed is your ram order form, please fill in and return by
30th October, in the envelope provided.
Cheers from the Peters Team**

The Younger Generation Scanning Achievements for 2012

Spylaw - Clayton & Jeannette

Peters Romneys	914	2-tooths	180%	including triplets
	1062	MA Ewes	206%	including triplets
Commercial Ewes	6595	(including 2-tooths)	179%	without triplets
Over Everything	Drys		1.61%	

Bullock Range - Morgan & Megan

Peters Romneys	600	2-tooths	169%	including triplets
	400	MA Ewes	196%	including triplets
Commercial Ewes	2910	MA Ewes	179%	without triplets
	1100	2-tooths	165%	without triplets
	1350	Early MA Ewes	180%	without triplets
Over Everything	Drys		1.9%	



Yield Achievements

Murray Behrent, Procurement Manager for Alliance, addressed our Annual Conference in June. His wish list: the average Alliance supplier should achieve 150% survival to sale and 19kg lambs of good conformation, which Murray defined as better than 53% in Viascan yield. At Bullock Range (Morgan) and Spylaw (Clayton) the average Viascan yield was 60% from a total of 7500 lambs processed.

Both Spylaw and Bullock Range properties are now the home of the breeding base of the Peters Genetics (Romneys).

New Initiatives and Opportunities to enhance progress

The Peters Group have made considerable progress over a number of years with their overall genetics and associated ram selling business. Their approach of breeding rams for tough Southern Hill country, while still maintaining a strong focus on yield and performance, is in sync with the directions of the Alliance Group.

There are significant opportunities in the future for the Alliance Group and the Peters Group to work collaboratively for the progress of both organisations. Two initiatives which are being planned for the 2012-2013 season are outlined below:

1. Alliance Group and Germinal Seeds are collaborating to evaluate Germinal high sugar ryegrass in lamb production. There is considerable scientific evidence as to the potential value of the HS ryegrasses including some New Zealand (AgResearch) trials; there is also considerable farmer support for these ryegrasses. This is planned as a 2-year trial and AbacusBio has been contracted as the technical provider to design, manage the trial, then report on findings.
 - a. Sites have been selected for the trial work with the Peters Group providing sites. This will entail grazing management of lambs on high sugar and ryegrass treatments, monitoring performance and collecting data at slaughter. Benefits for both parties include an independent assessment of high sugar grasses in a Southern environment and agronomic and performance support.
2. Alliance Group, in conjunction with AbacusBio, has developed an environmental software programme "Hoofprint". The core of the Hoofprint programme centres around carbon footprint determination which is important for international markets. Hoofprint is now available to select Alliance Group shareholders. A key development of the Hoofprint programme, currently in progress, is the inclusion of farm performance analysis and benchmarking (using the same data). Over the next season we will be working with the Peters Group to develop useful and practical tools for farm performance assessment.

A Tribute to Ross Lyders (Hebron Farm, Mt Stuart, Lawrence)

Ross has been a long-standing loyal ram client of ours and will be sorely missed for the good bugger he was. He was passionate about his farming, his family, contracting business, rodeo, sound systems and his community.

His boys, Jason, Richard and Craig quoted at his service "Never judge a book by its cover", "Practise what you preach", "An hour in the morning is worth two in the afternoon"; to mention a few. The latter reminds me of when Ross and Jason came to select their rams, usually too busy farming or contracting in the morning. They eventually came at the end of the day - perhaps it was to spend a couple of hours having a yarn and a beer, never in a hurry to leave.

For us, he was also renowned for his top music – he played as DJ for Clayton's 21st, Jeannette & Clayton's wedding dance and Trevor's 40th, etc... Occasionally we had to tell him to turn the volume down as it always seemed to have a habit of creeping up again, eh Rossy!

To Sonia and family, our hearts go out to you all and Ross will definitely be remembered in our world.

*God give me work till my life shall end,
And Life till my work is done*



The TV Stars

Yeah Right!

RURAL CHANNEL 99 – PGG STUD 2012 TOUR – See enclosed DVD

Enclosed is a copy of the DVD made back in February this year and screened in March on the rural channel. This DVD gives an outline of our history, from when it all started.

In July 2012 we became PETERS ROMNEYS – under the Peters Genetics brand.

Our genetics have not changed – still all 100% Wairarapa Genetics.

Note: In the film, Duncan McRae (from Wanaka) is interviewed and as you'll hear, he has been using Wairere Rams for a number of years. He purchases his rams both from Wairere North (Derek Daniell) and from our southern breeding base, now Peters Romneys (Trevor Peters).

Duncan has definitely got himself a double whammy of good genetics.

Shane's Report – Stud Master Peters Genetics

Mild winter conditions here at Teviot this year has been a blessing for all stud stock, heading into an early growthy spring in good forward condition.

All ram hoggets this year were wintered on grass/turnips and oats, with next to no supplementary feed and holding good body condition all the way through and coming out of wool well at shearing time in the last week of August.

Good grass covers and fine weather is seeing the rams moving well ahead for ram selling in November/December.

All ram hoggets have EID tags in them this year. This has been a huge learning curve for us, but has proved effective in the selection and monitoring of our ram hogget growth and performance.

Terminal stud ewes have finished lambing here at Teviot, with good numbers of lambs on the ground, due to a kind early spring.

We've just completed our 3rd Annual Spring Bull Sale with a sale of 22 bulls on a beautiful day. The bulls looked great, thanks to the help of our young local employee, Leon Pierce. With a good gallery of buyers, our bulls are getting out there and getting the job done. For two years' work, a labour of love, they are done and dusted in less than an hour at auction. Everyone is looking forward to the progeny of Kaiwara 440 at next year's sale.

The next job being tailing. We look forward to a good season in the farming industry and will catch up with everyone at ram selling.

Shane Carter

