

Where can you find SuperBorder\$® first cross progeny?

SuperBorder\$ Plus online sales offer a new opportunity to buyers seeking commercial sheep with higher genetic qualities. Progeny of SuperBorder\$ rams listed may include first cross ewes of various ages, wether lambs for feedlotting and Merino ewes in lamb to SuperBorder\$ rams. These sheep have the genetic ability to perform in the paddock or feedlot. SuperBorder\$ Plus is a national marketing alliance between Superborder\$ Inc. and Elders. Sales are held regularly in conjunction with Auction Plus.

In the Market Place

Breeders have the opportunity to display yellow "Bred from SuperBorder\$ Rams" placards and use SuperBorder\$ trademarked year ear tags when marketing eligible first cross sheep at off shears or breeders sales.

Buyers know the SuperBorder\$ advantage — More Lambs, More Meat and More Profit !

Contact a SuperBorder\$ member or visit our website to order year ear tags and placards.



Identifying SuperBorder\$ progeny gives a marketing advantage
Photo courtesy of the Stock Journal

Contact SuperBorder\$® Ram Breeders:

NEW SOUTH WALES

George & Sarah Carter	'Linton', Walcha	02 6777 2371
Michael & Alma Corkhill	'Normanhurst', Boorowa	02 6227 2889
Graeme, Lyn, Chris Golder	'Kegra', Temora	02 6977 1339
Wes & Julie Kember	'Gleneith', Ganmain	02 6927 6295
Trevor & Debbie Rees	'Sylvandale', Aria Park	02 6974 1499
Phil & Simone Russell	'Tenalba', Canowindra	02 6344 1964
John Semmler	'Bolero', Ardlethan	02 6978 2375
Malcolm & Ian Starritt	'Womboota', Womboota	03 5489 3225

VICTORIA

Jane Court	'Pastoria', Pastoria East	03 5423 5251
Chris Hewitt	'Hewitt', Warracknabeal	03 5398 1955
Dudley, Genny, Clinton Huxtable	'Duencin', Kaniva	03 5392 2375
Ross & Colleen Lomas	'Point Vale', Cavendish	03 5574 9244
Kathy Simons	'Leicester Park', Telangatuk East	03 5388 2248
Bruce & Ann Starritt	'Kelso', Tatura	03 5829 0144

SOUTH AUSTRALIA

Lynnton & Claire Arney	'Inverbrackie', Strathalbyn	08 8536 0031
Ian & Sue Carr	'Castle Camps', Keith	08 8756 6030
John & Judy Dowdy	'Deepwater', Binnamoon	08 8764 2065
Neil & Jeff Johnson	'Johno's', Keith	08 8756 6053
Bob Mumford	'Brontannia', Minlaton	08 8853 2030

TASMANIA

Rupert Gregg	'Rockville', York Plains	03 6255 5124
Brenton & Anne Heazlewood	'Melton Park', Whitmore	03 6397 3458

WESTERN AUSTRALIA

Donald Cochrane	'Louden Park', Duranillin	08 9863 1066
John & Jan King	'Tabago', Ongerup	08 9828 2086
David & Lyn Slade	'Knowle Hill', Mount Barker	08 9851 4144

Our breeding program is driven by performance



For further information
contact info@superborders.com.au or

www.superborders.com.au



www.superborders.com.au

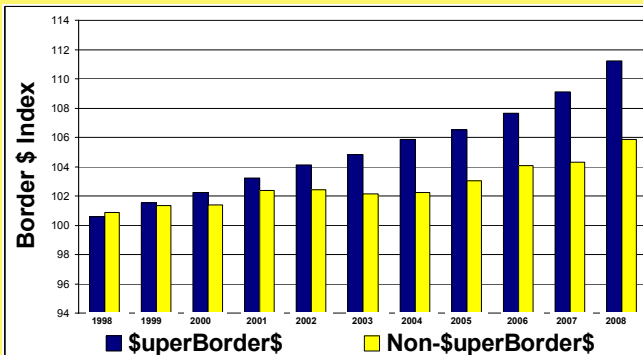
\$uperBorder\$



What are \$uperBorder\$®?

\$uperBorder\$ Inc. is a progressive group of Border Leicester stud breeders who are committed to improving the Border Leicester breed, using LAMBPLAN to achieve rapid genetic gain.

- Marketing approx. 2,000 rams nationally each year
- Committed to regular & accurate data collection
- Sharing the best genetics, for better genetic linkages between flocks to provide accurate assessments
- Participating in Research & Development Projects to hasten genetic progress
- **Take the guesswork out of ram selection by identifying the better rams with special yellow tags**



The annual genetic gain of \$uperBorder\$ member flocks compared with other LAMBPLAN tested Border Leicester flocks.

Dynamic Dams, Dr Neal Fogarty, DPI NSW

“The Maternal Central Progeny Test project showed the range among the 18 Border Leicester sires tested was more than \$40 gross margin/ewe/year in the profitability of their first cross daughters. Lamb producers can benefit immediately from MCPT results by ensuring that their ewe flocks comprise **superior maternal genetics**. This means (using)crossbred ewes by rams with high LAMBPLAN EBVs.....”

More Lambs

More Meat More Profit

More Lambs

- Increased fertility (NLW)
- Better milk production and rearing of lambs (MWWT)

More Meat

- Faster growth at a younger age (PWT)
- Reduced fat (PFAT)
- Increased eye muscle (PEMD)

More Profit

- The Border Dollar Index combines the dollar values of extra lambs, meat & wool produced in each trait into a single index
- The higher the Dollar Index points, the higher the dollar return from the progeny
- Every 5 points of index value above the breed average is estimated to return an **extra profit of \$1,000** over the 4 year working life of a ram
- All \$uperBorder\$ rams are above the average Border Dollar Index

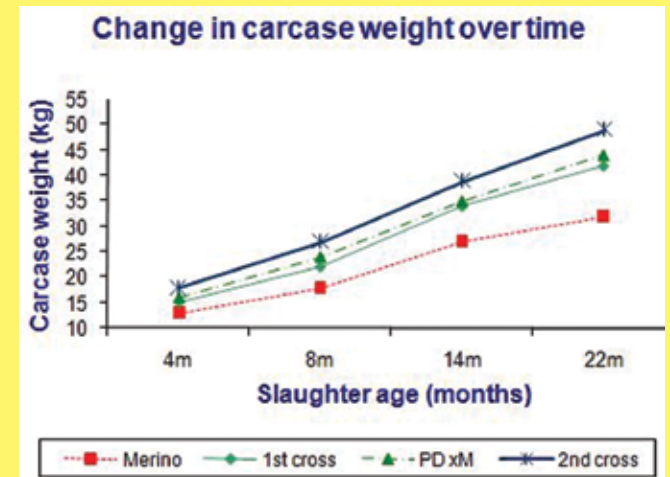
Why buy \$uperBorder\$® rams?

You are assured of buying known, proven genetics

Rams with \$uper figures give \$uper returns!

What are \$uperBorder\$® rams?

- All rams are independently ranked by LAMBPLAN as above average for the breed nationally in August of the year following their birth
- Tagged with the \$uperBorder\$ trademarked round yellow ear tags
- Meet the \$uperBorder\$ standards for fertility, muscle & fat breeding values
- Are of good conformation & quality
- **Have superior first cross progeny that hold the potential to make you more money.**



*Sheep CRC/Practical Wisdom:
Dr Eric Ponnampalam, DPI Vic.*

Take advantage of the hybrid vigour. Lambs bred from first cross ewes reach carcass weights fastest.

*Photo from left to right: PD X M,
2nd Cross, Merino, 1st Cross.*