

Exceptional Waterfront quality undervalued

Anyone who took the time to inspect the terrific quality Simmental, Red Angus and composites on display at the Waterfront field day on the 8th February couldn't help but be impressed.

There was great quality right through the offering for last Friday's 3rd annual Premier Genetic Simmental sale, with all the bulls and heifers showing exceptional growth, muscling, temperament and structural excellence, while also being more moderate and softer than any Waterfront draft in the past.

Therefore the result that saw 80% of the bulls clear for a \$3,046 average may be a 'satisfactory' result for many sales this selling season, but for this quality that result was a considerable undervaluation.

The Hodge and Parker families could feel justifiably proud of their cattle offered and to see them attract only moderate bull competition was disappointing. However, the offering of females was far better supported and provided a brighter end to the day. Their 5 stud heifers sold to \$4,000 and averaged a solid \$3,100, while an excellent run of 35 Simmental x Red Angus commercial heifers sold to \$655/head and averaged \$622.29

Making the most of the bulls buying value were Jim and Stuart Childs, buying through TDC Penola. Stuart got in early and grabbed lot 1, Waterfront Dempsey, for only \$3,000 and then added lot 8, Waterfront Duke at \$3,500. These weighed 874 and 900 kg at 20 and 22 months of age and grassfed. Jim then added lot 14A, a late addition to the catalogue for only \$2,500.

The top price of \$6,000 was paid by RD & HV Baker, through Landmark Naracoorte. This was for the 882kg and 21 month old Waterfront Domenic, one of the standout quality bulls in the offering.

Matt Nicolle, Jockwar, via Taillem Bend and buying through Landmark Strathalbyn, was again the volume bull buyer at auction; purchasing 4 from \$2,500 to \$3,250 in wonderful value buying; adding to the 7 he purchased last year and the 4 the year before. Also purchasing 4 bulls this year were LS Johnson & Son through Elders Naracoorte. They bought 3 at auction to \$3,500 and added another straight after at \$2,500.

SS & JA Robertson, buying through Elders Kingston also made the most of the great buying opportunities at this sale and purchased 3 bulls; 1 Simmental and 2 Composites at \$2,500 (x2) and \$3,000.

Wooding & Co through TDC Penola paid \$4,250 for the super impressive 17½ month old Waterfront Domingo at lot 11; arguably the bargain of the day.

Interstate support came from Victoria and Queensland. AW McClelland, buying through Elders Warrnambool purchased the second top priced bull, Waterfront Dakota, an impressive bull carrying New Zealand blood on both sire and dam sides, for \$5,000.

Scott & Cliff York, Billa Park stud, Dulacca, Qld and buying though Elders Roma were able to pick up the very impressive Waterfront Digby for only \$3,750 to make their trip down really worth while.

This figure was also paid by Bill & Elaine Sleep, long time supporters of Waterfront genetics for the younger bull, Waterfront Doncaster. They followed up by being the volume buyers of stud heifers, purchasing 3 at \$3,000 each from the 5 offered.

Elders Naracoorte agent Tom Dennis paid the top price for heifers when he bid \$4,000 for Waterfront Deanna, an ET daughter of BHR Mystique, on behalf of Hayden Chappell, Koopa Creek Simmentals, Tennyson, Victoria.

The commercial heifers were in their prime and met good demand. Landmark Strathalbyn agent Bradley Walker successfully bid the \$655 top price for 10 heifers on behalf of his parents, MW & WA Walker.

Darren Maney, TDC Penola accounted for the other 3 lots of 8, 8 and 9 heifers, paying from \$590 to \$640. 17 of these went to Les and Anne Colbert, Lake Mundi, Vic to add to their earlier \$2,500 bull purchase while the balance went account Ian and Lyn Teakle.

Sale Summary	2010	2009
<u>Bulls</u>		
Offered	35	31
Sold	28	28
Top	\$6,000	\$8,500
Ave	\$3,027	\$3,455
<u>Stud Heifers</u>		
Offered	5	6
Sold	5	4
Top	\$4,000	\$5,250
Ave	\$3,100	\$3,625
<u>Commercial Heifers</u>		
Offered	35	(Sold at Naracoorte in 2009)
Sold	35	
Top	\$655	
Ave	\$622	

Sale Gross: \$123,000
 Agents: Elders Ltd
 Auctioneer: Larryn Gogel



Volume buyers of bulls at the high quality Waterfront sale were Jim and Stuart Childs, Penola (3 bulls to \$3,500) and Matt Nicolle, Jockwar, via Tailem Bend with son Brandon (4 bulls to \$3,250).



The impressive stud heifers met good demand at the Waterfront sale. Waterfront studmaster Matt Parker (right) is with Elaine & Bill Sleep, Warrnambool who bought 3 at \$3,000, and Tom Dennis, Elders Naracoorte, who bought the \$4,000 top priced heifer for Hayden Chappell, Koopa Creek Simmentals, Tennyson, Vic.



Waterfront stud manager and co-principal Matt Parker (right) is with Cliff and Scott York, Dulacca, Qld who bought a top young stud sire for their Billa Park stud for \$3,750.



Matt Parker, Waterfront co-principal (left), Naracoorte is pictured behind the impressive line of commercial composite heifers sold at the Waterfront sale and is with TDC Penola agent Darren Maney (right) and clients Les & Anne Colbert, Lake Mundi, Vic who purchased 17 of the 35, paying to \$640.