

# Genetics to enhance on-farm cash flow

TRULY professional prime lamb production is the exciting new kid on the block.

Lamb producers can access high-powered 2015-drop rams from Mount Ronan at its second annual on-property summer sale on Friday, January 29.

Mount Ronan principal Guy Bowen said sheep producers, particularly in the South West, were in the box seat to enhance on-farm cash flow and profitability by making some basic changes to their enterprise decision-making.

"Discerning producers have realised that optimisation of enterprise profitability is the key to sustainability and that adherence to old practices is no longer good enough," he said.

"Comparative enterprise benchmarking analyses in the South West have demonstrated that a self-replacing, professional prime lamb production operation can outperform precision cropping enterprises including wheat,



□ Mount Ronan Maternal blood ewes with winter-born lambs sired by Mount Ronan Maternal rams. This flock achieved 153 per cent at marking for ewes put to the rams (NW Knowles & Co., Kojonup). The photo was taken on August 22.

canola and barley, from a profitability perspective.

"In addition, the lamb production operation carries a greatly reduced risk profile."

The Mount Ronan genetics program has selected sheep for constitutional strength for the past 48 years.

The ewes are run under tough commercial conditions and the outstanding performers are the

building blocks of flock improvement.

It has been involved with LambPlan since its inception.

"However, the research work we are carrying out on individual ewe efficiency is yielding the greatest gains from a producer profitability perspective," Mr Bowen said.

"The breeding program is totally profit based.

"A lot of producers falsely believe a breeding program based on ewes with larger adult sized genetics will yield greater profit.

"Ewes with genes for moderate adult size and fast, early lamb growth rate genetics, are much more profitable, especially when they also possess the genes for mothering ability, muscling, lambing ease, fertility and strength of constitution."

Mr Bowen is convinced producers in the South West particularly, can maximise profit by investing in Mount Ronan self-replacing genetics.

"This region, which has been traditional Merino country, is perfect for our genetics," he said. "Results so far have been truly outstanding."

A Mount Ronan Producer Group forum and field day will be held between March 21 to 23, on prime lamb enterprise benchmarking for greater profit. Details will follow.

## MOUNT RONAN

WHITE SUFFOLKS & MATERNALS

Specialising in the breeding of elite quality prime rams



1yo ewe lambs with newborns (August 26, 2014).  
World class mothering genetics in action.

## MOUNT RONAN GENETICS

### \$ THE MOST PROFITABLE WAY TO CONVERT GRASS TO MEAT \$

\$ Mount Ronan White Suffolk and Maternal Genetics are designed so that producers can maximise the kilograms of lamb per hectare \$

\$ At the lowest possible cost \$

\$ In the shortest possible time \$

Mount Ronan sheep are run under commercial conditions and perform well in all environments after sale. If you are looking for more profitability please give us a call.

### 2nd Annual Mount Ronan Summer Ram Sale

Friday, January 29, 2016 at 1pm

**35 WHITE SUFFOLK RAMS (2015 DROP) • 35 MATERNAL RAMS (2015 DROP)**

On-property 20km west of York on Wambyn Road • \*Brucellosis accredited free flock OV/AC/44\*

Inspection from 11am • Sale commences 1pm • Complimentary BBQ lunch and refreshments provided at sale

Tim Spicer, Elders: 0427 812 914

[www.mountronan.com.au](http://www.mountronan.com.au)

Guy Bowen: 08 9641 1483 • Mob: 0499 856 345

E: [mountronan@bordernet.com.au](mailto:mountronan@bordernet.com.au)

Sale catalogues containing all ASBVs information are available before sale day upon request