



Lisa and Simon Walsh with Primaries Kojonup representative Peter Sheridan.

Prime Kojonup Lambs Top \$120

A decision by Simon Walsh of Knutsford, Kojonup and Peter Sheridan of Primaries late in May to take out a WAMMCO contract to supply 200 lambs on June 23, resulted in a bonanza for the Kojonup breeder.

The contract was taken out at WAMMCO's then guaranteed minimum price of \$3.40 per kg dressed weight.

But the delivery coincided with WAMMCO's highest contract price on record \$4.52 for the week - indexed to high lamb prices in the East - pushing the average price of the 200 Kojonup lambs to \$120.72 per head.

The lambs averaged 26.11 kg, with more than 80 percent of them in the preferred fat score category 3.

Averaged to \$4.43 per kg, the 207 lamb carcasses returned \$115.72, with an extra \$5 for the skin.

Peter Sheridan said the lambs were White Suffolk/Merino cross. He said Simon and Lisa Walsh's breeding programme was based on White Suffolks from Bronte Gardner's Ida Vale stud in a breeding operation producing around 600 lambs per year.

Previous drafts of lambs from the programme have also scored extremely well.

Des Sheedy said the price paid for Simon Walsh's lambs signalled new opportunities for producers.

"There should be consideration for mating ewes later to drop lambs later in the season, either to feed on, or to supply as stores to commercial feedlotters," he said.

"The position in WA needs to change from the present where we have an oversupply in May/June, then a shortage of prime lambs in July/August, and the risk for feedlotters that the store lambs they buy will show teeth before they are ready for slaughter."

"Woolplan" Launch soon

Primaries is ready to launch another innovative service for woolgrowers to further increase the ease and accuracy of their wool marketing strategies.

WoolPlan will offer the facility for growers to more accurately forecast and budget for the sale of future wool clips, and to take better advantage of rising forward prices when they occur.

Philip Roberts of Primaries said WoolPlan would provide clients with daily forecast price updates, to assist them with their wool sale decisions as well as a new Forward Cover Programme.

He said the new forward cover system would be available via Primaries' Internet service. There would be a small annual charge for the new WoolPlan service.

Phillip said WoolPlan would be continually updated and streamlined to ensure that it reflected the responses and needs of clients.

Matt Pedersen said WoolPlan was another new tool in the armoury of services being provided by Primaries to assist clients.

"The facility is designed to ensure that Primaries' clients have the best available advice at their fingertips so that they can achieve their annual wool budget both by physical sale and locking in forward cover when prices are at their best," he said.

New Southern Focus For Primaries

Primaries has increased its commitment in the Lower Great Southern with the appointment of Maurice Moulton to assist cattle auctioneer Terry Zambonetti and Donald Pentz, as wool representative for the Albany region.

Trevor Pedler said the team was performing extremely well, with more and more producers in the region asking Primaries to market their wool and livestock.

"Primaries' is rapidly expanding its presence at the Mt.Barker cattle sales, which is an important outlet not only for producers in the area, but also for our cattle clients as far away as Esperance," Trevor said.

"We regard the lower Great Southern as an important growth area, not only for wool and livestock, but also for other services including fertiliser."

Trevor and Primaries' Marketing Manager Matthew Pedersen visited Esperance, Jerramungup, Katanning, Mt.Barker and Geraldton last month and are intending to make regular trips throughout the State keeping in touch with clients and staff.

New Era begins for Primaries

July 1 marked the beginning of a new era for Primaries - with founder Des Sheedy stepping back from full-time management and principal ownership of the company.

Des will remain a director, shareholder and adviser to the company he founded with Jim Craig and Simon Joel in 1981, handing over to new Managing Director Trevor Pedler, and Marketing Manager Matthew Pedersen on June 30. Trevor, Matt and other senior members of Primaries' staff have purchased portions of Des's shareholding, with Tasmanian partner Roberts Ltd, holding the balance.

Des gave his views on the future direction of Primaries at the annual staff conference at Busselton in June.

"No one expected that we would come as far as we have since 1981," Des said.

"The growth and success of Primaries has been achieved with highly personalised, professional service, by our ability to respond quickly to changing circumstances, and by our readiness to try new ideas."

Des said he was delighted to see Primaries holding and increasing its market share in every commodity during 2004 - especially in cattle.

It was also pleasing that Primaries had been able to keep all of its commissions at current levels into the new financial year.

The Managing Director of Roberts, Miles Hampton told the staff conference that there would be no changes to the way Primaries operated in WA.

"We have taken a great deal of notice in Tasmania of the way Primaries is focussed on service and innovation and Roberts now also follows the WA example where possible," he said.



Matt Pedersen (left) and Trevor Pedler (right) with Roberts Ltd Managing Director Miles Hampton and Des Sheedy.



Carl Poingdestre, one of Primaries' staff of longest standing recalls the early days with Des Sheedy.



A visit to the Mt.Barker cattle sale by Primaries' new Managing Director Trevor Pedler and Marketing Manager, Matt Pedersen updated the company's new management with Primaries' growing success in the South. Trevor (right) and Matt were pictured with cattle auctioneer Terry Zambonetti and Maurice Moulton.

NLIS BRIEFING

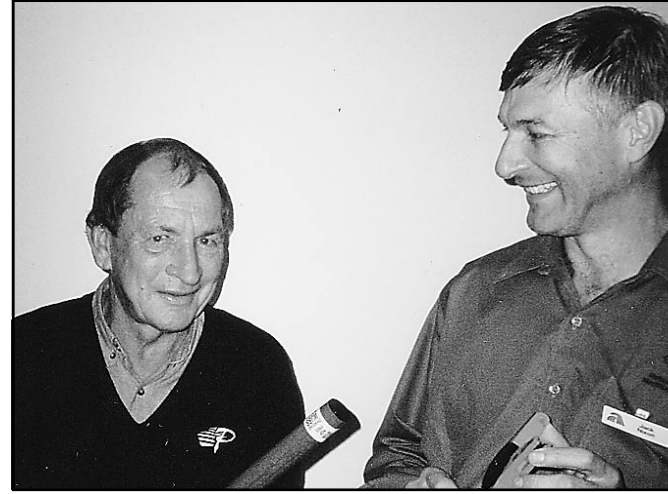
Department of Agriculture officers Brad McCormick and Jack Nixon attended the recent Primaries' staff conference in Busselton to explain the new requirements of the National Livestock Identification System.

Brad McCormick said electronic readers were already being installed at abattoirs and saleyards in readiness for the introduction of the scheme on July 1, 2005.

However for the present, tail and ear tag identification was sufficient.

NLIS was being introduced to give Australia surveillance and lifetime traceability for exotic diseases, chemical residues and other biosecurity functions.

Producers who opted for the electronic system were expected to find it increasingly valuable as a herd and farm management tool.



Jack Nixon shows Primaries Midland cattle auctioneer Keith Taylor one of the new cattle tag readers.

PRIMARIES CONTACT NUMBERS

Spearwood head office 9434 1622 fax 9434 1839

Email: powa@primaries.com.au

OFFICE STAFF	Office	Mobile
Eric Tomlinson	9434 1622	0428 936 076
Woolstore:		
Jim Earney (FOREMAN)	9434 1622	
Wool		
Des Sheedy	9434 1622	0429 106 481
Trevor Pedler	9434 1622	0427 856 661
Tim Chapman	9434 1622	0427 857 552
John Aylmore	9434 1622	0427 857 527
Carl Poingdestre	9434 1622	0427 774 748
Terry Winfield	9434 1622	0428 923 329
Matt Pedersen	9434 1622	0428 929 751
Andrew Rickwood	9434 1622	0429 889 134
Con Vinci	9434 1622	
Greg Aylmore	9434 1622	0427 886 700
Donald Pentz	9434 1622	0427 433 557
Graham Volich (Esperance)	9071 5830	0429 120 005
Caroline Shawcross		0429 889 053
Neil Gill (Brookton)	9642 1222	0428 421 222
Andrew Rickwood	9434 1622	0429 889 134
Livestock		
Graham Densley (Geraldton)	9964 9225	0428 932 476
Peter Sheridan (Kojonup)	9825 3091	0428 872 911
Ian Hunter (Beverley)	9293 4955	0427 775 181
Stan Zuglian (Esperance)	9071 5830	0428 934 197
Geoff Healy (Wagin)	9861 2261	0429 378 872
Alan Powell (Esperance)	9071 1542	0427 711 544
Brian Barnsby (Narrogin)	9881 4300	0427 814 300
Wayne Fuchsbichler (Katanning)	9821 4703	0429 314 703
Keith Taylor (Midland)	9459 6414	0427 596 414
Nigel Hunt (Badgingarra)	9652 9006	0428 520 006
Terry Zambonetti (Albany)	9842 1240	0427 775 182
Travis Menghini (Katanning)		0422 734 639
Peter Trezise	9417 9808	0429 417 900
Peter Brewster (Darkan)	9736 1999	0429 680 867
Maurice Moulton (Albany)		0427 441 657
Company Agents		
Graham Carthew (Jerramungup)	9835 1445	
Ritchie Roberts	9927 2704	0428 541 096
Geoff Rayner (Beverley)	9646 1420	0429 461 420
Noel Parkin	9828 2127	0428 282 127
Brad Davis (Brookton)	9642 1151	