

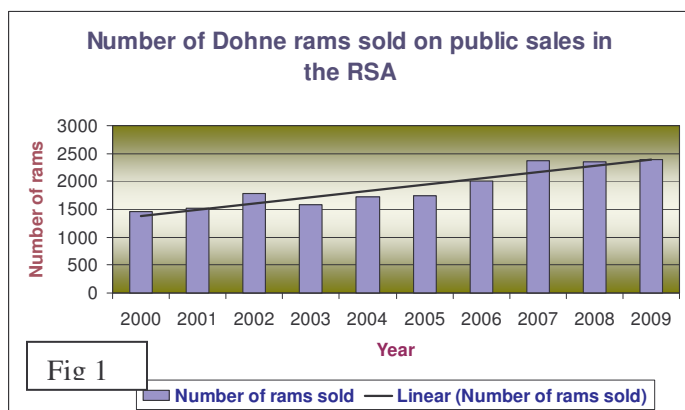
DOHNE MERINO RAM SALES 2009

More Dohne Merino rams sold on public sales during 2009 despite difficult times in agriculture.

ALL RAMS ON PUBLIC SALES	2003	2004	2005	2006	2007	2008	2009
Rams sold	1 571	1 714	1 751	2 011	2 377	2 342	2 386
Turnover	R4 406 863	R5 945 280	R6 993 724	R8 935 018	R13 315 339	R14 456 300	R13 627 232
Average	R2 805	R 3 469	R3 994	R4 443	R5 601	R6 173	R5 711

DOHNE MERINO RAM SALES MAINTAINED RECORD LEVELS DURING 2009 DESPITE ECONOMIC DOWN TURN.

Dohne Merino ram sales maintained record levels during 2009 despite the current economic down turn. Altogether 2 386 rams were sold on public sales which is 44 more than the previous year. The turnover attained was R13 627 232 which was 5.8% down on 2008. The average price of R5 711 per ram was also down by 7.5% on the previous year. It was the first time in nine years that the average price showed a decrease on the year to year average attained for Dohne rams. The number of rams sold on promotion sales was down by 111 (32%) on the previous year while the number sold on production sales increased by 7.8%. These trends were also observed during 2008. A total number of 202 stud ewes were sold on public sales at an average price of R1 344 per ewe. This is slightly more than the previous year. The constant performance of the Dohne in the commercial environment forms part of the sound fundamentals which drive the price of Dohne rams. The demand for rams from producers in the grain growing areas of the country was good despite mediocre wheat and maize prices. The Dohne obviously serves to balance the various enterprises in these regions. The demand for Dohnes was also good from the extensive farming areas despite declining wool prices. The advantages of the meat component of the breed compensates for the loss in wool income as a result of lower wool prices. As during 2008, a large number of rams were once again sold on farms resulting in a general shortage of rams. The demand for commercial Dohne ewes has been maintained during 2009 and commercial stock continued to fetch good prices. With the Dohne's outstanding performance producers are able to limit input costs which continue to spiral almost beyond control.



The extent to which the Dohne has increased its market share can be clearly observed from the fact that the number of rams sold on public sales between 2000 and 2009 has increased by 60%. (Figure 1) The growth in the brand name has generated momentum over the past decade, a period which was marked by fast changes in the scientific evaluation and selection of the breed. This provides the management team with objective information and methods to plan the future performance of the breed to meet the demands of the market. This, together with the knowledge that the world wide demand for red meat is set to continue will assist to position the Dohne to remain

in the forefront of sheep breeds available to the woolled sheep producers of the southern hemisphere. Our members can rest assure that breed productivity continues to enjoy priority from the technical team of the Society.

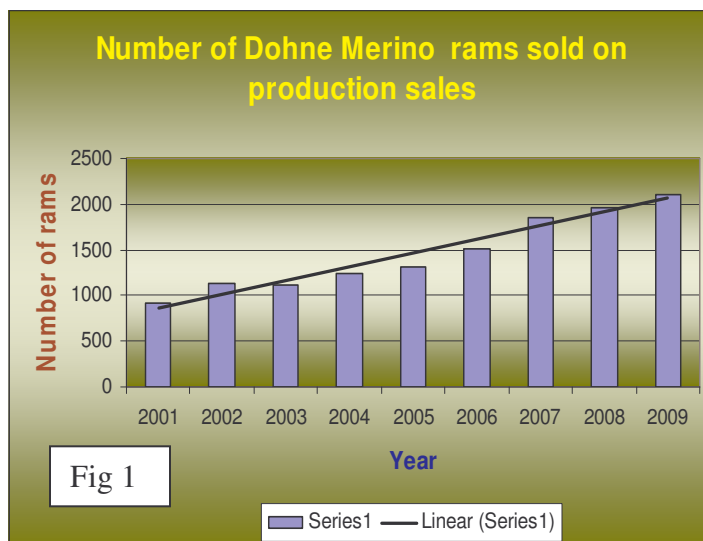
PRODUCTION SALES

Turnover on 2009 production sales exceeds R11 million!!!

Number of rams sold on 2009 production sales exceeds 2 000 – a new all time record for the Dohne Merino breed in the RSA!!!!

A new all time record was attained during 2009 when 2 111 rams were sold on production sales. This was the first time ever that the number of rams sold on production sales exceeded 2 000. The turnover of R11 847 609 attained on these sales was 2.8% less than the previous year and the average price per ram was R5 612. It is the first time in nine years that the average price (9,8%) per ram came down from the previous year. Production sales however continue to attract more rams every year and 2009 was no exception as the number of rams sold on these sales increased by 153 (7.8%). **(Figure 1)** Our members continue to produce Dohne rams of exceptional quality and the increase in numbers sold is an indication of an increase in market share for the breed. Like the previous year, this year was marked by outstanding achievements by our members on sales country wide. A lack of space in this Journal allows for only a few achievements to be listed below.

- Swartrivier Estate, Caledon was deservedly the top performer on production sales this year. They sold 83 rams at an average price of R9 966 which was the best average for rams on production sales this year. Their top price of R100 000 was also the best on production sales for the year. The buyer of this ram was Willie Smal of Caledon.
- Wessels Brothers of the Weska stud, Bredasdorp sold 89 rams, the second highest number of rams on production sales for this year. Top price on their sale was R70 000 which is the second highest price on production sales this year. The buyer was Boontjieskraal Landgoed, Caledon.
- PP Mong Trust, Villiersdorp achieved the third highest average price when they sold 51 Dohne rams for an average of R7 455 on their annual production sale.
- Frans and Andries Marx of Burgersdorp sold 86 rams at an average of R7 442 per ram which is the third most rams on production sales for 2009. Their top price of R46 000 for a ram sold to Hermanus Kitshoff & Sons, Moorreesburg was also the third highest price on production sales this year.
- Wynand and Johan du Toit of the Suidplaas Dohne Stud, Proteem once again staged the biggest Dohne Merino production sale in the RSA during August when they offered and sold 220 rams at an average price of R6 360 per ram. This is quite an achievement as both numbers sold and average price exceed their results of the 2008 production sale. *Wynand also sold 43 Dohne rams in Australia with his partner Ivan Ashby of Mt Alma, South Australia during September for an average of AU\$3 140 per ram with the top price of AU\$10 000. This is probably the highest average price on production sales for Dohnes in Australia for 2009.*
- Freddie and Mark Schmidt of the Kromspruit stud, Memel sold one stud ewe for a new SA record of R10 000 on their annual production sale. They sold in total 12 stud ewes for an average of R3 583 per ewe which is also a new national record.



Altogether 37 production sales were held this year compared to 32 the previous year and the average price exceeded R5 000 per ram on 17 of these sales. We extend our congratulations to all our members with these fine achievements as well as to those who performed admirably and not mentioned in this report. To repeat these

achievements require remarkable efforts and we are confident that our members will be up for the task during 2010. Like always we expect to see our members act responsibly and with a great deal of integrity when producing breeding material for the woolled sheep industry which plays such a cardinal role in agriculture.

PROMOTION SALES

Both number of rams sold and average price down on 2009 sales.

The downward trend on number of rams offered on promotion sales continued during 2009. This trend is depicted in Table 1. The number of rams decreased by 111 to 235 (-32%) compared to 2008 and the average price was also down from R4 698 to R4 306 (-8,3%). The “loss” of 111 rams on promotion sales was replaced by an increase of 153 rams on production sales this year.

- Cecil van der Merwe of Barkly East attained the best average of R7 750 on promotion sales for 2009 for 15 rams sold on the Elliot sale. He also attained the top price (R21 500) on promotion sales for the year.
- Stephen Mouton of Eendekuil attained the second highest average price of R6 407 for 27 rams sold on the Piketberg ram sale. His top price of R20 000 on this sale was also the second highest price on promotion sales for the year.
- Swarthtrivier Estate achieved the third best average on promotion sales this year when they sold 13 rams on the Caledon sale for an average price of R5 442 per ram.

Average price and number of Dohne Merino rams sold on Promotion sales.		
Year	No sold	Average price ®
2001	532	1 890
2002	580	2 698
2003	460	2 679
2004	433	3 114
2005	390	3 562
2006	450	3 963
2007	529	5 046
2008	346	4 698
2009	235	4 306
Table 1		

We extend our congratulations to these members as well as those who also achieved outstanding performances on sales during 2009 which we have not mentioned. The Dohne Merino (and our members) performed exceptionally in a difficult year marked by droughts, poor wool and grain prices and a weak economy which affected most sectors of agriculture.