

MEDIA RELEASE

What's new in Border Leicesters?

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At this time of year members of breed societies sit down and try to work out how to promote their particular breed leading into the coming ram selling season. They try to find a new angle, a breakthrough in the breed that will take it to the top of the tree, something that will make it the number one breed in its field.

But what do you do if you are the leading breed in your field, and have been for many years. What do you do to catch people's attention? Remind them that you are still out there doing the job year after year.

This is the problem faced by Border Leicesters, for many years the number one choice for the production of first cross ewes for the lamb industry. So much so that when you mention first cross ewes every one knows you are talking about a Border Leicester Merino ewe.

So what do you do? You let your track record speak for itself. Go to any sale where cross breed ewes are being offered this spring and you will see pen after pen of quality Border Leicester Merino ewes being snapped up by leading prime lamb producers. And why do they keep coming back year after year to do this, because first cross ewes continue to breed them the type, quality and quantity of lambs they require.

Does this mean that Border Leicester stud breeders can sit back and relax? No they will continue to improve the breed to keep it an important part of the Australian prime lamb industry.

So what's new in Border Leicesters this year? Well the rams you buy this year will be the latest improved version of the number one choice in maternal breeds, or as we say the best DAM rams around.