

Waterfront rewarded

A revamp of bull sales' scheduling, combined with the better season really put 'polish' on the Hodge & Parker families' Waterfront Premier Genetic Simmental sale result at Naracoorte last Friday.

Their Simmental, Red Angus & Composite bulls met greatly improved competition and they were at last rewarded for the undervalued genetic quality they have been presenting in recent years.

The Simmental bulls and heifers in particular were 'soft' and wonderfully presented and were a credit to the Waterfront principals. No doubt the move to the day following Woonallee gave prospective buyers more chance to inspect the cattle properly and make more reasoned buying decisions. The 21 Simmental bulls topped at \$7,500 (up \$1,500) and averaged \$4,262; up \$1,012 when compared with last year. The 5 Simmental stud heifers sold exceptionally well, topping at \$8,000 (up \$4,000) and averaged \$4,400 (up \$1,300).

To put a final exclamation mark on the excellent sale result, 53 mated and unmated commercial Simmental x Red Angus heifers sold very well, averaging \$944, emphasising how much demand currently exists for young females to restock herds after the extended drought.

The first bull in the ring, the 20 month old Waterfront Elwood E27 was the first progeny of Waterfront Broderick B294, whose full ET brother made \$39,000 in New Zealand when sold by the Wai-iti stud. Elwood E27 really looked the goods, befitting a lot 1 ranked bull; being beautifully structured, soft, fully pigmented and with great growth and muscling, weighing in at 974kg. He was snapped up for \$6,000 by TDC Penola, account Wooding & Co, repeat Waterfront buyers.

Six sons of Broderick averaged \$5,250 in a very impressive debut as a sire. Another new sire to make an impact was Waterfront Chifley C17, a son of Woonallee Gladiator, whose 5 sons averaged \$5,200. Included in these was Waterfront Eamon E44, coming in at lot 4 and topping the sale at \$7,500. The successful bidder was Simon Withers, Yalarla Pastoral, Lochaber and bidding through TDC Penola's Ashley Braun.

Brian Johnson, LS Johnson & Son, Naracoorte and buying through Elders was the strongest bidder on the day. He purchased 3 top Simmental bulls, paying \$5,500 for a Broderick son and \$6,500 (2nd top price) and \$4,500 for 2 Chifley sons. These included the 2 heaviest bulls in the catalogue at 980kg each.

Jim Childs was a volume buyer last year, but this year he selected one top bull, Waterfront Easton E6, a 964kg son of Broderick, a powerful yet soft bull that was extremely docile.

The 6 composite and 3 Red Angus bulls created good interest pre-sale, but lacked competition in the ring; 5 clearing at \$2,500 each, giving extreme value to their buyers.

Les and Anne Colbert, Lake Mundi, Vic and buying through TDC Penola, were back again and purchased a Broderick son for \$5,500, before operating on the commercial heifers. Last year they purchased top commercial unmated heifers at \$640, but this year they had to go to \$880 for their pick pen of 8 Simmental x Red Angus twelve month old heifers. They also picked up another pen of 7; their 15 heifers averaging \$852. The volume buyer of these young unmated heifers was another TDC Penola client, RT, BM & SR Auld. They purchased 3 pens of 7 heifers at \$840, \$750 and \$740; their 21 heifers averaging \$780.

The 43 unmated 10 to 12 month old commercial heifers averaged an outstanding \$815/head. Ten mated 2 year old heifers were also offered; these selling at \$1,500 each with TDC Penola clients IE & LM Teakle and V & M Patrick picking up 3 each.

However, the female sale highlight was the competition on the 5 registered Simmental heifers. Tom & Lizzy Baker, Woonallee stud, Furner outbid all competition to secure the very impressive Waterfront Eliza E183(ET) for a Waterfront sale record of \$8,000. Sired by Barana Zorro Z144 and going back to top New Zealand bloodlines on the dam side, she commanded attention from prospective buyers and duly got it.

Underbidder was John Leek, operating through agents, Everitt & Sely in Melbourne. He was more successful on other lots, picking up 2 at \$3,500 each. Koopa Creek Simmentals, Tennyson, Vic paid \$4,000 for a Broderick daughter while regular Victorian supporters, Bill & Elaine Sleep, added good bidding competition and went away with a quality heifer for \$3,000.

Sale Summary

<u>Bulls</u>	Simmental	Composite	Red Angus
Offered	22	6	3
Sold	21	4	1
Top	\$7,500	\$2,500	\$2,500
Average	\$4,262	\$2,500	\$2,500

Stud Simmental heifers

Offered	5
Sold	5
Top	\$8,000
Average	\$4,400

Commercial females

	Mated (2yo)	Unmated (1yo)
Offered	10	43
Sold	10	43
Top	\$1,500	\$880
Average	\$1,500	\$815

Agents: Elders & TDC

Auctioneers: Laryn Gogel & Darren Maney



Pictured with the very docile high performance and top priced Simmental bull at the Waterfront sale are Waterfront's Matt Parker, buyer Simon Withers, Yalarla Pastoral, Lochaber and his TDC Penola agent Ashley Braun.



Pictured after the successful Waterfront sale are Waterfront co-principal and stud manager Matt Parker, Brian Johnson, LS Johnson & Son, Naracoorte (3 bulls to \$6,500), Simon Withers, Yalarla Pastoral, Locharber (top priced bull at \$7,500) and TDC Penola's Ashley Braun.



Matt Parker (right), Waterfront is pictured with Les and Anne Colbert, Lake Mundi, Vic and looking at some of the commercial heifers the Colberts bought. They bought the \$880 top for young unmated Simmental x Red Angus heifers, plus a bull at \$5,500.



Matt Parker, Waterfront is with Tom & Lizzy Baker, Woonallee, Furner and the \$8,000 record priced Waterfront heifer the Bakers purchased.