

First bull sale sets the benchmark



By Rachel
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THE first cab off the rank for annual bull sales showed that although prices were back on last year the well bred, well presented animal was still in demand.

Fifty one bulls from the proven and successful cow families of Williams Jersey Stud in Hinuera were up for sale including two-year bulls to BW221 and yearling bulls to BW230, many of them sons of this and last year's DNA teams.

The highest price paid was \$2050 and the lowest \$1000, averaging \$1475.

"With these economic times we are in – to sell every bull and to have that average is pretty good and even better when a bull left the property within and hour of the sale," Janet Williams said.

"It was good to see the repeat buyers and all the new people. There was a lot of new blood, advertising generated requests for catalogues and it was good to see them come in as registered buyers."

People travelled from Waiuku,



Auctioneers Ken Greenfield, left, and Ken McCabe at the Williams Jersey sale.

Kaukapakapa, Reporoa and Otorohanga.

Brian Williams said each bull averaged 40kgs more and they felt the bulls were better presented this year.

"This was our third highest average bull sale we have had and only the last two years have been better."

Auctioneers Ken Greenfield (PGG Wrightson) and Ken McCabe (Dairy Genes Limited) said the Williams' herd comprised big, deep bodied, capacious, good uddered cows of ample constitution with faultless dairy temperament able to perform to the highest standards within the dairy industry.



Janet Williams

"The Williams presented a good article that is well bred and sold accordingly; it's a good nursery for Jersey bulls," Mr Greenfield said.

He said given the environment with the recession he thought it was a good sale.

"The quality was certainly up on last year as well as the

weights and there was a good bench of buyers with some new faces that bought on the day and some old faces – all round it went very well."

Mr Greenfield said the bull sales coming up would follow a similar pattern with prices back a bit from last year but farmers still had to have a bull and were better off to go to the proven, tested bulls.

"There were a lot of empty heifers around last year and I put it down to either inferior bulls or not enough bull power," he said.

"There are a lot of sales from now on – Williams are first cab off the rank. People are better off to buy the better bred bulls, it will pay off in the end."