



# New man for BreedersBEST

THE BreedersBEST lamb production program has made another step forward with a new appointment to the team.

The program, which was launched last year at the well known Genstock breeding centre in Kojonup, owned by Craig and Liz Heggaton, has appointed Pierre Syben from New Zealand as the commercial and operations manager.

In NZ Mr Syben held the position of marketing manager for Wairere, a sheep stud based on the North Island.

In this role he was responsible for the sale of 5000 maternal rams, making the stud the largest provider of maternal genetics in the world.

Mr Syben was quite emphatic that the reason

Wairere achieved the impressive numbers was the superior service offered.

"We tried very hard for our clients to be a part of our business and to deliver outstanding service," Mr Syben said.

"We also understood the problems our clients faced because after all we were farmers just like them.

"We suffered droughts, storms, poor commercial prices and the flow on effects that run with these problems."

Mr Syben said the shift to WA and the new appointment will give him the opportunity to be a part of a business where all farmers can obtain some benefits.

"Most farmers buy retail and sell wholesale," he said.

"BreedersBEST provides farmers the opportunity to be

a part of a pasture to plate business where everyone can reap the rewards."

The BreedersBEST alliance will suit sheep producers who have a self replacing Merino flock who want to put a stronger edge to an alternative breed and sell all the progeny.

Alternatively it would suit producers wishing to retain the F1 ewe lambs to join to the alliances' high performing terminal sires.

Another option is the alliance will contract the female progeny onto another producer who is breeding all ewes to terminal sires.

"Which ever way the producer chooses to proceed we will guarantee to buy back all ewe lambs that meet the right criteria," Mr Syben said.

"It's a win-win situation really."

The traditional Merino still has its place in the alliance with Mr Syben saying it is important they form close links with Merino breeders.

"The type of ram they

produce is very important," he said.

"Pure Merino ewes are an integral part of our operation.

"As for the terminal sires we will have specific criteria and performance data that we will be looking for.

"We have already identified a handful of terminal sire breeders who can supply these requirements and no doubt as time goes on there will be others added to the list."

Mr Syben believes that at the end of the day both NZ and Australian farmers are suffering the same problem with increasing costs and downward pressure on product prices.

"There's really only two ways to increase your income," he said.

"It is to either increase prices which farmers have virtually no control over, or to increase productivity.

"Ultimately that is what we are trying to do with BreedersBEST, increase farmers profitability."



## REMINDER

**WA MURRAY GREYS  
& UBBA**

**Cattle Judging School**

Registration Forms

need to be returned by

**FRIDAY, JUNE 29**

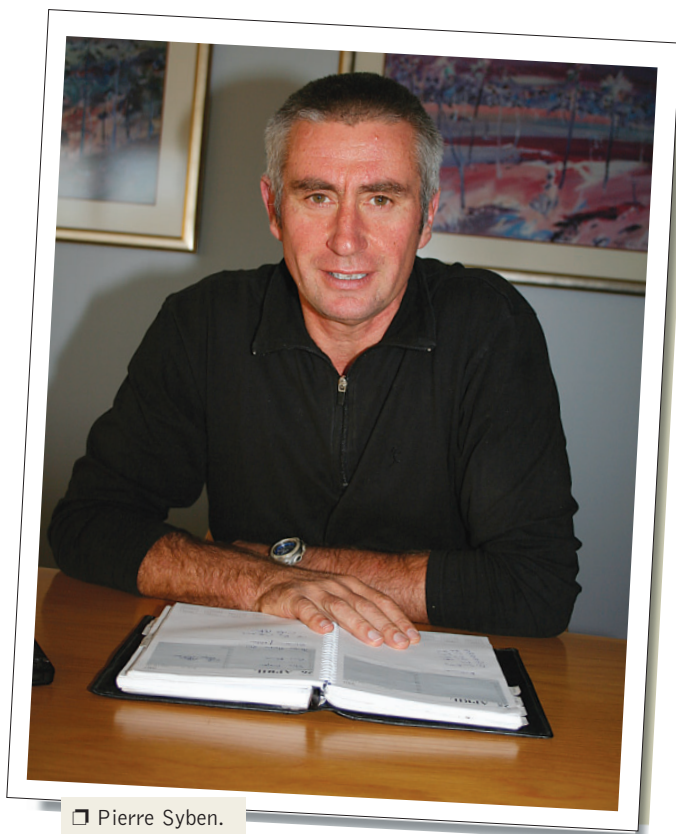
*Please post forms to*  
**PO Box 35  
SERPENTINE WA 6125**

Registration forms can still be obtained by contacting:

Allyson Rhodes  
0419 919 143

Bill Hatch  
9733 1614

Charlene Renard  
0429 196 437



□ Pierre Syben.