

Turiroa shows off the strength of Southdown



❑ Southdown breeders made the most of Andrew Powdrell's (centre with daughter Ella) expertise during their visit to Turiroa last week.

A SOUTHDOWN sheep revolution could be on the cards judging by enthusiastic New Zealand breeders who met at Turiroa last Wednesday.

Southdown sheep stud breeders were impressed with Andrew and Tracey Powdrell's Turiroa Southdown breeding programme which began in 2002.

Breeders came from the Far North to Southland and everywhere in between to have lunch at Turiroa and check out the rams and ewes.

Praising the quality and strength of the Turiroa Southdowns, the stud breeders shared their experiences with the breed.

The Southdown is valued for its ability to provide early maturing lambs from 14

kilograms to 23 kilograms on-the-hook, plus hardiness and ability to be finished on hill country.

Mr Powdrell shared some of his philosophy breeding the solid Southdown.

Marketing strategies were discussed along with the progress made in recent years in the shape and loin meat areas where the expensive cuts were.

All agreed the Southdown was on a high at the moment with stud rams selling up to \$15,000 and breeders struggling to keep up with demand this season.

The Powdrells sell around 50 Southdown and 70 Southdown-cross rams each year, mainly to Wairoa and Gisborne farmers.