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~ superior genetics ~

INTRODUCTION TO THE MEATMASTER BREED

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INTRODUCTION

After 30 years of Breeding a number of Sheep Breeds most successful and having excellent Sale and Show results I found myself becoming most frustrated with Stud Breeding because:

- a) Each Breed Society proclaimed it's Breed to be the most economical with which to farm without having the commercial Breeders as the heart throb of their industries.
- b) Stud Breeding had become like a sport people played, you get together a few times a year and see who can win the game by having the champion animal or getting the highest price.
- c) At meetings all the valuable hours are spent deciding and arguing each one for his best interest of course...
 - o Where the next shows will be held.
 - o Where to get all the sponsors and prizes money from.
 - o What the perfect ram and ewe must look like.
 - o How to teach judges and inspectors to select the perfect animal.
 - o How to get more Society Members.
 - o And of course solving the endless problem and disputes the above cause in the time between meetings.
- d) Members become so fanatical and carried away with this game they are trying to win that any positive criticism is viewed as an insult to the Breed or taken personally.
- e) The game fuels jealousy and self interest take priority as most members utilize all of life skills including treachery and deceitfulness to overcome and win the game.
- f) Most annoying to me was the fact that in spite of all this, most Breed Societies and Members are able to bluff themselves that everything is being done to improve the Breed economically and that the Breed is indeed the best to farm with commercially.
- g) Seeking the goodwill and blessing of outside role players such as the Wool and Meat Industries Breed Societies and Breeders allow them to influence selection not realizing that these role players first interest is and rightfully so either the Wool or Meat Industry and not the Breed or Farmer.

These frustration gave birth to me realizing that the meat Sheep Breeders most of all needed a Breed and Society with one aim in mind and that is to promote economical commercial Sheep meat production.

I am proud to have initiated with some other entrepreneurs the development of a Sheep that later led to the establishment of the Meatmaster Breed. To learn more about how we have solved all the above problems and have managed to breed a Sheep to meet all your commercial needs and are



attracting open minded Breeders with one aim in mind and that is to place the most money your pocket, please visit the Meatmaster Website at <http://studbook.co.za/society/meatmaster/index.htm>

BREEDING AND SELECTION

CUT COSTS: To select for the most profitable sheep for our area we keep costs to the minimum by selecting for the following:

- a) Excellent covering: Good shedding ability in summer with enough fine fluff in winter.
Reason: No sheering costs, no tick treatment
- b) Strong heard instinct, easy lambing, no tail cutting.
Reason: Reduced labour costs and minimum Lamb losses.
- c) Huge emphasis on adaptability
Reason: No feeding costs, minimum dose and inoculation costs.

TO GENERATE MAXIMUM INCOME WE HAVE A POLICY OF ZERO TOLERANCE FOR:

- a) All Ewe Lambs must lamb before 13 months.
- b) All Ewes must lamb at least every 365 days.
- c) All Ewes must rear a Lamb able to be marketed of the mother before re-mating has to take place again.
- d) All Sheep must meet marketing standards no fat localization.
- e) All Sheep must have a confirmation to qualify for the highest grades possible.