



Herd the News

March/April 2018

The California Wool Growers Association will deliver lasting value to support and grow all segments of the California sheep industry.

CWGA Hosts 98th Annual California Ram Sale

Sacramento, CA. – California Wool Growers Association (CWGA) is hosting the 98th annual California Ram Sale on Saturday, April 7, 2018 at the Porterville Fairgrounds.

Over 500 range rams from California, Colorado, Idaho, Nevada, Oregon, and Utah. Crossbred, Hampshire, Suffolk, Composite, and White-Faced rams will be auctioned off in the sale.

Ultrasound carcass measurements (i.e. loin eye area) and a Range Ram Index will be provided on all sale rams. The Range Ram Index utilizes ultrasound carcass data collected at the sale and will help to identify the potential genetic merit of those rams in passing superior genetic traits such as larger loin eye area or heavier carcass weights into producer flocks.

This year's Ram Sale Trade Show will feature a variety of sheep health and equipment companies including Animal Health International, Bayer Animal Health, Cargill-Vigortone Animal Nutrition, ZinPro Minerals, and many more. Companies will be showcasing products developed to address sheep production, nutritional, and health needs.

Contributions and the proceeds from the California Ram Sale support CWGA in its continued efforts to deliver lasting value to support and grow all segments of the California Sheep Industry.

Ram Sale information including the sale catalog, sale schedule, lodging information, directions, etc. is available on the CWGA website at - californiawoolgrowers.org.

For questions or to request a sale catalog contact the CWGA office at (916) 444-8122 or erica@woolgrowers.org.

Schedule – Saturday, April 7, 2018

8:00 am	Buyer Check-In & Ram Preview
9:30 am	Trade Show Featuring Sheep Health/Equipment Companies
11:30 am	Buyer BBQ Lamb Luncheon
1:00 pm	Ram Sale Auction

Location: Porterville Fairgrounds located at 2700 W. Teapot Dome Ave., Porterville, CA 93257

A tentative Ram Sale Catalog can be found on page 6.

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Happy Easter to You and Your Family!



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Presidents Message – Ryan Indart



Dear CWGA membership,

When my oldest daughter Lucia was asked to be in her elementary School's GATE program this year (Gifted and Talented Education), naturally I was both proud of her and excited for her, while at the same time cautiously optimistic about the program's content. Having never gone through GATE, I didn't know much about the program. Kids who qualify need to be in the Upper grade level, have two prior teacher approvals, have exceptional grades and pass the qualification test. Only two girl 4th graders in the entire school were chosen, one of which being Lucia, which as you can imagine made us extremely proud of her.

When I learned about the curriculum, Amazing Animals, my healthy skepticism took the front seat in my mind. My wife Beatriz and I are highly engaged and constantly vigilant about the information being taught our kids, making sure they know that the final truth in all things can be found at home, through discussions with Mommy and Daddy. I studied all the curricula's modules, of which there were over 10 different field trips, including but not limited to The Zoo, Heart of the Horse Therapy Ranch, Monterey Bay Aquarium, Cat Haven, etc.

After reviewing the curriculum, one thought kept rushing to the front of my mind, "Here we are in the beautiful, fertile central valley of CA, with farms and ranches of all shapes, sizes and types surrounding this community, and not one Module or Field trip to a Real, working, operating Ranch? With Real farm animals that provide tangible food, fiber and products to our society, from which we benefit every day, and to a hungry planet?" Honestly, I thought to myself – "This is unacceptable, and we need to do something about it".

In this day and age of instant information dissemination, both true and untrue, being spread like wild fire through social media, we felt we needed to take a proactive stance to educate an all too often public that is unaware of where their food comes from, and how it is produced. In other words, this was our opportunity to once again bridge the Urban/Rural divide. So we lobbied and offered to have a Field trip to the Indart Ranch on February 28th, with the theme being: *local sheep ranching and the benefits it brings to society*. The school accepted, and we were on the schedule.

Having just come off of the worst mid-winter dry spell the central valley had seen in several decades, our feed was short yet miraculously still green. With 6th leaf almonds blooming in the background and freshly snowcapped Sierras in the distance from the recent storm that had just broke our dry spell, the ranch was looking as beautiful as it could for a late winter afternoon.

With 10 Composite Ewes and their healthy beautiful lambs in what I call the "exhibition pasture", we were ready to host the GATE group of over 30 students and their parents. On three tables in front of the sheep pasture we assembled items such as wool socks, sweaters, base layers, hats, jackets, a cooler full of various lamb cuts, handouts and educational materials from the American lamb Board and ASI, along with as a supplement, Blue Diamond Almonds, Ranch honey, Cherry jam from the last year's cherry harvest and a few navel oranges to top it off. There was not an open piece of real estate on those tables.

Our goal was to educate the truth about modern day farming and ranching to these kids and their parents, and we did it. With eyes wide and questions blazing from the class, we covered the more obvious topics ranging from wool and meat production to grazing, guard dogs, predation control, husbandry, vaccinations; and non-obvious, potentially more important, yet not as popular topics such as rendering, pet treats and dog food manufacturing and finally labor issues.

Emotionally exhausted yet proud of our effort that day, I am still amazed and astonished at the level and magnitude of misconceptions that exist about food production, from both parent and student alike. As modern day farmers and ranchers, I truly believe it is our responsibility, our duty and our calling to be positive message communicators about our Industry; to be proactive and positive educators and information disseminators about the multitude of positive benefits and value that our Industry and these amazing multi-purpose animals provide society; and more generally the value that our rural farming and ranching economy provides our local communities, this country and our world. Hosting Lucia's GATE class that day was our opportunity to pay it forward; to give back to our industry, to these beautiful animals, that year in and year out give us so much. It's the least that we can do.

There is no doubt this winter has been a test on all of us. But we will make it, like we always do. March looks to be the month that Mother Nature chose to have winter arrive. I don't know about you, but I will take it anytime. I hope to see some of you at the Board meeting in Los Banos on March 23rd. Hopefully it is raining while we are there. Also, as many of you already know and are planning to attend, the Ram Sale Committee have another great Ram Sale planned for April 7th. It is no doubt one of our most important events and fundraisers of the year – let's make this year's sale the best we have had yet!

Good luck with shearing, and let's hope and pray that our lamb and wool markets continue to stay strong the entire year – it is the silver lining that veils this strange and difficult winter we have had! Lastly, I leave you with two more of my favorite quotes:

"The will to succeed is important but what's more important is the will to prepare" – Bobby Knight

"The difference between the impossible and the possible lies in a person's determination" – Tommy Lasorda

Welcome New Members

CWGA is very pleased to welcome the following new members to CWGA:

Marjean Evans, Evans Ranch, Middletown, CA

Clint & Maureen Krebs, Krebs Livestock, Ione, OR

Jill Lewis, Sheep Sisters Farm, Grass Valley, CA

Nick & Karen Maneotis, Maneotis Ranch, Craig, CO

Shaun Sims, Sims Sheep Company, Evanston, WY

Do you know a producer or industry stakeholder that is not a member of CWGA? If so, please share this issue of *Herd the News* and urge them to support their industry and join CWGA today!

Don't Forget to Order Your CWGA Merchandise

Purchase your CWGA logo merchandise and support CWGA. All items are ordered from the online store and shipped directly to you.

A variety of CWGA logo items to choose from including hoodies and sweatshirts, headwear, polo shirts, outerwear, work wear, and more. Mens, ladies, and youth sizes available.

Go to <http://californiawoolgrowers.org/merchandise> to access the online store and show your support for CWGA!

Member Updates

CWGA California Legislative Day at the State Capitol – May 2018

CWGA will be hosting its Legislative Day at the Capitol this year in May. The date is still being finalized.

As part of CWGA's role to advocate for the California sheep industry, what better way than for you, our members, to meet with your State Assemblymen and Senators in Sacramento to discuss the issues facing our industry on a local and state level. Since many of our members cannot attend ASI's Legislative Conference in March, this opportunity offers an alternative for those to become involved and support our industry.

Tentative agenda:

8:30 – 9:00 am	Welcome Gathering
9:00 – 9:30 am	Legislative Briefing
10:00 am – 12:00 pm	Representative-Member Office visits (2 to 3 offices)
12:00 pm – 1:00 pm	No-Host Lunch
1:00 pm – 2:00 pm	Potential Agency Visit (e.g. CA Dept. of Wildlife, Cal-Fire, etc.).

If you are interested in participating, please contact the CWGA office at (916) 444-8122 or erica@woolgrowers.org.

2nd Annual Online All Breeds Sheep Sale is August 1 – 2

CWGA is hosting its second annual Online All Breeds Sheep Sale on August 1 & 2, 2018.

Ram Lambs, Stud Rams, Yearling Rams and Ewes of all ages and breeds will be auctioned off in the online sale. The sale will be broadcast at susantaylorshowservices.com.

Further details will be sent in May.

Application Now Available for CWGA Scholarship

CWGA awards one \$1,000 scholarship to an enrolled college student pursuing an academic program with an interest and/or emphasis in the California sheep industry. Applicants must be a graduating high school senior and/or student enrolled in a California Community College, 4 year University within California, California State University, or University of California, and have a minimum 3.0 GPA. Applications are due June 1st. To download the application to go - <http://californiawoolgrowers.org/news-publications/scholarship/>.

Calling All Sheep Photographers

CWGA invites you to enter the 2018 California Wool Growers Association Photo Contest. All photos will be judged at this year's Annual Meeting. Photos may be used CWGA publications and social media outlets.

All photos must be taken as a high resolution, digital photo. Photos are to be submitted electronically via email to info@woolgrowers.org.

Limit three (3) photo submissions per person. **Entry Deadline: July 27, 2018.**

CWGA Member Decal Stickers Available

Don't forget to get your complimentary CWGA logo member decal stickers and show your support for your sheep industry! Contact the CWGA office for details.

CA Wool Growers Association Launches New Website

Sacramento, CA. – California Wool Growers Association (CWGA) as part of its commitment to deliver lasting value to support all segments of the California sheep industry has launched a new website at <http://californiawoolgrowers.org>.

In 2016, CWGA implemented a strategic plan to ensure the association's sustainability while effectively and comprehensively representing a diverse and complex California sheep industry. In 2017, a new association logo was launched that preserved the CWGA's heritage in a modernized and simplified format. The next step of the strategic plan was the re-design of the association website.

The new website provides a variety of information for all audiences, including producers and the general public wanting to learn about the California sheep industry.

Visitors will be able to access a wealth of information on the association, animal health issues, targeted grazing, production resources, market information, industry contacts, and much more.

In addition to using the website as a resource, visitors will find more information on the sheep industry by following along on social media at Facebook <https://www.facebook.com/California-Wool-Growers-Association-156191447725927/notifications/>.

Reminder...CWGA Has Moved, Please Update Your Files

For those members who utilize bank bill pay or other forms of bookkeeping software please update your files with our new mailing address. This will ensure your payment is received and not returned as undeliverable. **Our new address is 25 Cadillac Drive Suite 214, Sacramento, CA 95825.**

CWGA Needs Your Email Addresses

As we live in an increasingly digital world, email is a timely, cost effective means of communication. Sometimes CWGA does not have enough notice on meetings, events, or breaking news to mail out written notice. But these important updates can be sent via email as soon as received. So it is critical that we have an email address on file because more information will be sent via email.

Last year, CWGA introduced *Herd the News Weekly*, a weekly electronic email update with industry news, information, and events. This publication is emailed to members every Friday. In addition, those with an email address receive the American Sheep Industry *ASI Weekly* newsletter with national industry news. We realize not everyone likes email, but having an email on file helps CWGA in its efforts to keep you up-to-date and provide member support.

If you are not receiving CWGA emails and you do have an email address, please contact the CWGA office at 916-444-8122 or info@woolgrowers.org to update your contact information to ensure you are receiving the latest information from CWGA.

Don't Forget CWGA Offers Liability Insurance for Member Industry Events

CWGA offers liability insurance coverage at reduced prices for member hosted sheep, lamb, and wool related events including local association picnics, county fair booths, on-ranch promotion events, etc.

Please submit all liability insurance requests at least 10 days prior to your event to ensure adequate processing time.

Thank you for your continued support for CWGA!

98th Annual California Ram Sale Catalog

Round 1 - Suffolk Range Rams

<u>Lot #</u>	<u>First Name</u>	<u>Last Name</u>	<u>City, State</u>	<u># Head/Lot</u>	<u>Breed</u>
1	Kurt & Carol	Heupel	Weldona, CO	5	Suffolk
2	Layne	Shepherd	Genola, UT	4	Suffolk
3	Dawson	Shepherd	Genola, UT	4	Suffolk
4	John & Anita	Phillips	Paul, ID	5	Suffolk
5	Jim	Neumiller	Healdsburg, CA	3	Suffolk
6	Austin	Goff	Rupert, ID	5	Suffolk
7	David	Hansen	Fairview, UT	5	Suffolk
8	Brady	Olsen	Spanish Fork, UT	4	Suffolk
9	Larry & Linda	Pauly	Delta, UT	5	Suffolk
10	Matt	Olsen	Spanish Fork, UT	5	Suffolk
11	Justin & AJ	Olsen	Manila, UT	5	Suffolk
12	Jim	Stavros	Fairview, UT	3	Suffolk
13	Shirl	Shepherd	Spanish Fork, UT	5	Suffolk
14	Chris	Stavros	Salt Lake City, UT	5	Suffolk
15	Joseph	Olsen	Spanish Fork, UT	5	Suffolk
16	Robert	Irwin	Clearlake Oaks, CA	4	Suffolk
17	Reed	Shepherd	Moroni, UT	5	Suffolk
18	Mike	Cox	Fairview, UT	5	Suffolk
19	Brent	Shepherd	Spanish Fork, UT	5	Suffolk
20	Lloyd	McCabe	Dixon, CA	3	Suffolk
21	Mike	Mann	New Cuyama, CA	3	Suffolk
22	Brian	Olsen	Spanish Fork, UT	5	Suffolk
23	Joel	Shepherd	Moroni, UT	5	Suffolk
24	Blair & Gina	Summey	Lincoln, CA	2	Suffolk
25	Jim	Caras	Spanish Fork, UT	4	Suffolk
26	Mike	Duff	Blackfoot, ID	5	Suffolk
27	Cole	Estill	Winnemucca, NV	3	Suffolk
28	Nick & Karen	Maneotis	Craig, CO	5	Suffolk
29	Kurt & Carol	Heupel	Weldona, CO	5	Suffolk
30	John & Anita	Phillips	Paul, ID	5	Suffolk
31	Jim	Neumiller	Healdsburg, CA	2	Suffolk
32	Austin	Goff	Rupert, ID	5	Suffolk
33	David	Hansen	Fairview, UT	4	Suffolk
34	Larry & Linda	Pauly	Delta, UT	5	Suffolk
35	Matt	Olsen	Spanish Fork, UT	5	Suffolk
36	Shirl	Shepherd	Spanish Fork, UT	5	Suffolk
37	Joseph	Olsen	Spanish Fork, UT	5	Suffolk
38	Robert	Irwin	Clearlake Oaks, CA	4	Suffolk
39	Joel	Shepherd	Moroni, UT	3	Suffolk

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40	Mike	Cox	Fairview, UT	5	Suffolk
41	Brent	Shepherd	Spanish Fork, UT	5	Suffolk

Round 2 - Crossbred Range Rams

<u>Lot #</u>	<u>First Name</u>	<u>Last Name</u>	<u>City, State</u>	<u># Head/Lot</u>	<u>Breed</u>
42	David	Hansen	Fairview, UT	5	Crossbred
43	Justin & AJ	Olsen	Manila, UT	4	Crossbred
44	Hubbard Roselawn Hamps		Monroe, OR	5	Crossbred
45	Mike	Cox	Fairview, UT	5	Crossbred
46	Matt	Olsen	Spanish Fork, UT	5	Crossbred
47	Robert	Irwin	Clearlake Oaks, CA	4	Crossbred
48	Joel	Shepherd	Moroni, UT	5	Crossbred
49	Larry & Linda	Pauly	Delta, UT	5	Crossbred
50	Brady	Olsen	Spanish Fork, UT	4	Crossbred
51	Joseph	Olsen	Spanish Fork, UT	3	Crossbred
52	Brent	Shepherd	Spanish Fork, UT	4	Crossbred
53	Reed	Shepherd	Moroni, UT	5	Crossbred
54	John & Anita	Phillips	Paul, ID	5	Crossbred
55	Brian	Olsen	Spanish Fork, UT	4	Crossbred
56	Mike	Mann	New Cuyama, CA	3	Crossbred
57	John	Olsen	Spanish Fork, UT	5	Crossbred
58	Teresa	Terry	San Miguel, CA	2	Crossbred
59	Jim	Caras	Spanish Fork, UT	4	Crossbred
60	Bill	Buckman	McArthur, CA	5	Crossbred
61	Nick & Karen	Maneotis	Craig, CO	5	Crossbred
62	Chris	Stavros	Salt Lake City, UT	3	Crossbred

Round 3 - Hampshire Range Rams

<u>Lot #</u>	<u>First Name</u>	<u>Last Name</u>	<u>City, State</u>	<u># Head/Lot</u>	<u>Breed</u>
63	Hubbard Roselawn Hamps		Monroe, OR	5	Hampshire
64	Blair & Gina	Summey	Lincoln, CA	1	Hampshire
65	Mike	Mann	New Cuyama, CA	2	Hampshire
66	Larry & Linda	Pauly	Delta, UT	3	Hampshire
67	Jim	Caras	Spanish Fork, UT	5	Hampshire
68	Jack	Massera	Salinas, CA	3	Hampshire
69	Hubbard Roselawn Hamps		Monroe, OR	5	Hampshire
70	Blair & Gina	Summey	Lincoln, CA	2	Hampshire
71	Mike	Mann	New Cuyama, CA	2	Hampshire
72	Larry & Linda	Pauly	Delta, UT	2	Hampshire
73	Hubbard Roselawn Hamps		Monroe, OR	3	Hampshire
74	Blair & Gina	Summey	Lincoln, CA	3	Hampshire
75	Hubbard Roselawn Hamps		Monroe, OR	2	Hampshire

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Round 4 - Oxford Range Rams

<u>Lot #</u>	<u>First Name</u>	<u>Last Name</u>	<u>City, State</u>	<u># Head/Lot</u>	<u>Breed</u>
76	Mike	Mann	New Cuyama, CA	3	Oxford

Round 5 - Composite Range Rams

<u>Lot #</u>	<u>First Name</u>	<u>Last Name</u>	<u>City, State</u>	<u># Head/Lot</u>	<u>Breed</u>
77	Nancy	East	Alturas, CA	3	Suffolk x Texel x Columbia
78	Ryan	Indart	Clovis, CA	3	Suffolk x Texel x Columbia x Hampshire
79	Nancy	East	Alturas, CA	3	Suffolk x Texel x Columbia
80	Ryan	Indart	Clovis, CA	3	Suffolk x Texel x Columbia x Hampshire

Round 6 - Suffolk Range Rams

<u>Lot #</u>	<u>First Name</u>	<u>Last Name</u>	<u>City, State</u>	<u># Head/Lot</u>	<u>Breed</u>
81	Lloyd	McCabe	Dixon, CA	4	Suffolk
82	Mike	Mann	New Cuyama, CA	3	Suffolk
83	Brian	Olsen	Spanish Fork, UT	5	Suffolk
84	Joel	Shepherd	Moroni, UT	5	Suffolk
85	Blair & Gina	Summey	Lincoln, CA	5	Suffolk
86	Jim	Caras	Spanish Fork, UT	4	Suffolk
87	Cole	Estill	Winnemucca, NV	2	Suffolk
88	Kurt & Carol	Heupel	Weldona, CO	5	Suffolk
89	John & Anita	Phillips	Paul, ID	5	Suffolk
90	John & Anita	Phillips	Paul, ID	5	Suffolk
91	Jim	Neumiller	Healdsburg, CA	2	Suffolk
92	David	Hansen	Fairview, UT	4	Suffolk
93	Larry & Linda	Pauly	Delta, UT	5	Suffolk
94	Matt	Olsen	Spanish Fork, UT	5	Suffolk
95	Joseph	Olsen	Spanish Fork, UT	5	Suffolk
96	Mike	Cox	Fairview, UT	4	Suffolk
97	Brent	Shepherd	Spanish Fork, UT	4	Suffolk
98	Joel	Shepherd	Moroni, UT	5	Suffolk
99	John & Anita	Phillips	Paul, ID	5	Suffolk
100	John & Anita	Phillips	Paul, ID	5	Suffolk
101	Jim	Neumiller	Healdsburg, CA	2	Suffolk
102	David	Hansen	Fairview, UT	4	Suffolk
103	Joseph	Olsen	Spanish Fork, UT	5	Suffolk
104	Mike	Cox	Fairview, UT	4	Suffolk
105	Joel	Shepherd	Moroni, UT	5	Suffolk

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106	John & Anita	Phillips	Paul, ID	5	Suffolk
107	John & Anita	Phillips	Paul, ID	5	Suffolk
108	John & Anita	Phillips	Paul, ID	5	Suffolk
109	David	Hansen	Fairview, UT	4	Suffolk
110	Mike	Cox	Fairview, UT	4	Suffolk
111	Joel	Shepherd	Moroni, UT	3	Suffolk
112	John & Anita	Phillips	Paul, ID	5	Suffolk
113	John & Anita	Phillips	Paul, ID	5	Suffolk
114	John & Anita	Phillips	Paul, ID	5	Suffolk
115	David	Hansen	Fairview, UT	4	Suffolk
116	Mike	Cox	Fairview, UT	3	Suffolk
117	Reed	Shepherd	Moroni, UT	3	Suffolk
118	John & Anita	Phillips	Paul, ID	5	Suffolk
119	John & Anita	Phillips	Paul, ID	5	Suffolk
120	John & Anita	Phillips	Paul, ID	5	Suffolk

Round 7 - Crossbred Range Rams

<u>Lot #</u>	<u>First Name</u>	<u>Last Name</u>	<u>City, State</u>	<u># Head/Lo t</u>	<u>Breed</u>
121	David	Hansen	Fairview, UT	5	Crossbred
122	Hubbard Roselawn	Hamps	Monroe, OR	5	Crossbred
123	Mike	Cox	Fairview, UT	5	Crossbred
124	Matt	Olsen	Spanish Fork, UT	5	Crossbred
125	Robert	Irwin	Clearlake Oaks, CA	4	Crossbred
126	Joel	Shepherd	Moroni, UT	3	Crossbred
127	Larry & Linda	Pauly	Delta, UT	5	Crossbred
128	Joseph	Olsen	Spanish Fork, UT	2	Crossbred
129	Brent	Shepherd	Spanish Fork, UT	4	Crossbred
130	John & Anita	Phillips	Paul, ID	5	Crossbred
131	Brian	Olsen	Spanish Fork, UT	4	Crossbred
132	John	Olsen	Spanish Fork, UT	3	Crossbred
133	Jim	Caras	Spanish Fork, UT	4	Crossbred
134	David	Hansen	Fairview, UT	4	Crossbred
135	Hubbard Roselawn	Hamps	Monroe, OR	3	Crossbred
136	Mike	Cox	Fairview, UT	4	Crossbred
137	John & Anita	Phillips	Paul, ID	5	Crossbred
138	David	Hansen	Fairview, UT	4	Crossbred
139	Hubbard Roselawn	Hamps	Monroe, OR	2	Crossbred
140	Mike	Cox	Fairview, UT	4	Crossbred
141	David	Hansen	Fairview, UT	4	Crossbred
142	Mike	Cox	Fairview, UT	4	Crossbred

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Round 8 - White Face Range Rams

<u>Lot #</u>	<u>First Name</u>	<u>Last Name</u>	<u>City, State</u>	<u># Head/Lot</u>	<u>Breed</u>
143	Teresa	Terry	San Miguel, CA	1	Purebred Rambouillet
144	Nash	Hansen	Fairview, UT	1	White Face
145	Mike	Mann	New Cuyama, CA	1	White Face
146	Mike	Cox	Fairview, UT	1	White Face
147	David	Hansen	Fairview, UT	1	White Face
148	John & Anita	Phillips	Paul, ID	2	White Face
149	Cecilia	Parsons	Ducor, CA	2	White Face
150	Matt	Olsen	Spanish Fork, UT	1	White Face
151	Brent	Shepherd	Spanish Fork, UT	1	White Face
152	Blair & Gina	Summey	Lincoln, CA	1	White Face
153	Mike	Mann	New Cuyama, CA	2	White Face
154	Mike	Cox	Fairview, UT	1	White Face
155	David	Hansen	Fairview, UT	1	White Face
156	John & Anita	Phillips	Paul, ID	3	White Face
157	Teresa	Terry	San Miguel, CA	2	Purebred Rambouillet
158	Matt	Olsen	Spanish Fork, UT	1	White Face
159	Blair & Gina	Summey	Lincoln, CA	1	White Face
160	Mike	Mann	New Cuyama, CA	1	White Face
161	David	Hansen	Fairview, UT	1	White Face
162	John & Anita	Phillips	Paul, ID	2	White Face
163	Teresa	Terry	San Miguel, CA	1	Purebred Rambouillet
164	David	Hansen	Fairview, UT	1	White Face
165	John & Anita	Phillips	Paul, ID	1	White Face
166	David	Hansen	Fairview, UT	1	White Face
167	John & Anita	Phillips	Paul, ID	1	White Face
168	David	Hansen	Fairview, UT	1	White Face
169	John & Anita	Phillips	Paul, ID	1	White Face

Thank you to all our Buyers & Consignors for your continued support of the California Ram Sale.



Range Ram Index: A Tool for Selecting Range Rams

Each lot of rams sold at the Ram Sale will be assigned an Average Range Ram Index Value (Ram Index) so you, the buyer, can be better informed in making your ram selections. The Ram Index estimates the potential carcass merit of the lambs sired by range rams with superior carcass characteristics. When purchasing rams, the Range Ram Index will help to identify the ram's potential genetic merit in passing genetic traits such as loin eye size or weight onto the ram's offspring.



How the Ram Index Is Calculated

- The Ram Index is calculated using the following carcass characteristics: loin eye area (LEA), loin depth, fat thickness (BF), and ram weight.
- These characteristics are given numerical values to measure the ram's genetic merit value relative to other rams at the California Ram Sale.
- The Ram Index is calculated using a base value of 100 for which comparisons can be made between rams with differing Ram Indexes.
- Rams with average carcass characteristics are assigned a Ram Index value of 100.
- Rams with a Ram Index over 100 (e.g. 110) will exhibit more desirable carcass characteristics (i.e. larger LEA, less BF) relative to all of the rams at the Ram Sale.
- Rams with a Ram Index under 100 (e.g. 85) will exhibit less desirable carcass characteristics relative to the other rams at the Ram Sale.
- There is potential economic incentive in selecting rams with higher Ram Index values.

Ram Index as a Ram Selection Tool

- Helps to identify rams that will sire lambs with more desirable carcass traits such as loin eye size.
- Utilizes live animal ultrasound which can provide reliable estimates of carcass quality characteristics.
- According to U.S. Sheep Experiment Station (USSE), genetic selection for larger loin-muscle area should be expected to improve carcass merit and carcass value of market lambs.
- According to USSE research, rams with larger loin-muscle areas (i.e., loin eye area), measured between the 12th and 13th ribs, sire progeny with larger and more valuable carcasses.
- If you are marketing your lambs on a carcass value based system such as double dressed weight there is potentially a financial incentive for selecting rams with high index numbers.
- Ultrasound technology has proven to be an objective measurement of carcass traits in live animals and an important means for the improvement of beef and swine carcass characteristics.
- Carcass traits are highly heritable and in utilizing rams with highly desirable carcass traits, a producer can implement changes in progeny carcass traits, such a larger loin eye size, in a relatively short period of time rather than relying on traditional selection methods that focus on phenotypic characteristics.
- Will benefit the industry as whole in producing a more desirable product for the consumer.

For further information on using genetics to improve productivity visit the U.S Lamb Resource Center at <http://lambresourcecenter.com/production-resources/best-practice-resources/>.

Sheep Ranchers Fulfill Year-Round Lamb Market

Easter may still be the biggest time of year for American lamb consumption, but for many of the state's sheep ranchers, the holiday doesn't have much influence into when and how they market their lambs.

Most of the state's producers lamb in the fall, and those lambs typically don't go to market until after Easter. That is especially true this year, with Easter coming early on April 1. However, some producers were forced to market their lambs much earlier than usual due to the lack of rain this winter and dwindling feed supply on pastures.



"This has been the single most stressful, most difficult winter I've ever experienced—and I'm talking about in comparison to even those last five years of drought," Fresno County sheep rancher Ryan Indart said.

His difficulties started in the fall, when his lambs were still on alfalfa fields. Ranchers depend on autumn rains to produce enough grasses in the hills for when their lambs must leave alfalfa fields. But Indart said no appreciable moisture came until the second week of January, when his region finally received about an inch of rain, which he said "changed our entire year."

"None of us knew where we were going to take our sheep and whether we had to sell our herds or not," he said.

Noting that it takes at least two weeks for grasses to grow after a rainfall, Indart said the mid-January storm ultimately wasn't enough to produce enough grass. Soon, he said, "the feed started to dry up."

He sold more than half his flock in February, the first time he had ever done that. Those lambs went to feedlots, where they will be ready by May or June. In wetter years, Indart said, his lambs have stayed on pasture as late as July.

The one silver lining, he said, is the strong market for California lambs, allowing him to sell his herd at a good price. With cheap corn in the Midwest, he said feedlots there could put 30 to 40 pounds on those light lambs in three to four months and "still make some money."

As for the Easter market, Indart said the lamb business for California producers has "evolved so much that Easter doesn't even enter my mind when it comes to marketing my product," noting the year-round market he now has and the multiple outlets for selling his lambs, such as directly to consumers.

"The typical, traditional way of selling lambs is changing because of a growing ethnic population and also the growth of the local food movement," he said. "People are always wanting good, local food and they're willing to pay for it. That is allowing us to have a lot more options."

As someone who markets her lambs year-round, San Joaquin County sheep rancher Florence Cubiburu said preparing for the Easter market is still a big part of her business.

"Easter is a big push," she said. "Then we have Greek Easter, and then we have the Middle Eastern holidays. Those are all big pushes. It's like primo for the sheep industry."

She describes her operation as "atypical" compared to other commercial sheep ranches in California, because she does not market to packers but rather to high-end retailers and restaurants in the Bay Area.

"We market 52 weeks out of the year because when you develop these accounts, you need to make sure that you can supply them 52 weeks out of the year, so our lambing is staggered," she said.



What's also different about her operation, she said, is that her lambs are on permanent pasture in the San Joaquin and Sacramento delta, where "there's always green grass available because it's all sub-irrigated, even when there's no rain." Because she's not far from the processing facility in Dixon and to the markets in the Bay Area, it's more feasible for her to ship lambs year-round, she added.

Easter remains the busiest time of year for the packing business, with ramp-up in production starting six weeks before the holiday, said Greg Ahart, vice president of sales for Superior Farms, the state's sole lamb processor. Planning and lining up supplies happen way in advance, with talk about Easter starting in the fall.

"Easter is like Macy's at Christmas," he said. "It's the biggest lamb holiday."

Brian Phelan, lamb buyer for Superior Farms, said the earlier Easter will help the packer clear out some of the heavier lambs that need to be processed, adding that there is currently "more than adequate supply with plenty of weight." The reason for the huge supply, he noted, is 75 percent of U.S. lambs are born between February and May, and those lambs are ready for processing between mid-November and February. California, which lambs in the fall, is the exception.

"Our customers need a 52-week supply of fresh American lamb and our supply is very inconsistent, because the bulk of the animals are born in a four-month time frame," he said. "We need more guys to lamb in the fall to produce lambs that ship in early spring to be harvested in the June-July time frame."

He said California producers who had to market their lambs early received a high price, because those lambs will be ready for processing in June and July, when much of the old-crop lambs will be gone and supplies become tight.

Though the majority of California lambs won't be harvested until June and July, Phelan noted Superior Farms does buy a small volume of lightweight California springers for the Easter market. Most of those lambs end up in the Midwest, East Coast and Northeast, where there's a large ethnic market, he said.

With consumer demand for lamb continuing to be strong, especially going into the Easter holiday, Ahart said he expects "a very bright and promising future for all segments of the lamb industry," though producers likely won't see prices reach the extreme highs of last summer, when a supply shortage in the U.S. "sent the markets to all-time record highs very quickly." The impact of those rising prices led to less demand and a correction in the market, he noted.

"As we look toward the future, we're seeing a fairly strong market fairly early this year," he said. "I certainly hope we don't repeat the path of last summer. Consumers like consistency in their pricing and if it gets either too high or too volatile, either one scares away consumer demand." *Source: California Farm Bureau Federation*

UC Rangelands Drought Hub a Resource for Ranchers

The UC Rangelands Rangeland Drought Hub now makes it even easier to report drought conditions and impacts to the drought monitor. Through the interactive, online portal all of the information you need to report and manage drought is just a click away.

The Drought Hub has information on federal and state assistance programs, feed and nutrition solutions for producers experiencing drought, current moisture and snow pack conditions as well as the latest in drought research.

To visit the Drought Hub go to - <http://rangelands.ucdavis.edu/drought>. To access the drought monitor go to - <http://droughtmonitor.unl.edu>.

Legislative Update

Judge Blocks Weed-Killer Warning Label in California

A U.S. judge blocked California from requiring that the popular weed-killer Roundup carry a label stating that it is known to cause cancer, saying the warning is misleading because almost all regulators have concluded there is no evidence that the product's main ingredient is a carcinogen.

U.S. District Judge William Shubb in Sacramento issued a preliminary injunction in a lawsuit challenging the state's decision last year to list glyphosate as a chemical known to cause cancer. The listing triggered the warning label requirement for Roundup that was set to go into effect in July.

Glyphosate is not restricted by the U.S. Environmental Protection Agency and has been widely used since 1974 to kill weeds while leaving crops and other plants alive. The International Agency for Research on Cancer, based in Lyon, France, has classified the chemical as a "probable human carcinogen." That prompted the California Office of Environmental Health Hazard Assessment to add glyphosate to its cancer list.

Shubb said a "reasonable consumer would not understand that a substance is 'known to cause cancer' where only one health organization had found that the substance in question causes cancer." "On the evidence before the court, the required warning for glyphosate does not appear to be factually accurate and uncontroversial because it conveys the message that glyphosate's carcinogenicity is an undisputed fact," he said.

The ruling came in a lawsuit filed by the national wheat and corn growers associations, state agriculture and business organizations in Iowa, Missouri, North Dakota and South Dakota, and a regional group representing herbicide sellers in California, Arizona and Hawaii. The plaintiffs also include St. Louis-based Monsanto Co., which makes Roundup.

Department of the Interior Recommends \$33.3 Million in Water Infrastructure Spending

On February 23, in a report to the House and Senate Appropriations Committees, the U.S. Department of the Interior recommended providing \$33.3 million for water infrastructure projects, primarily in California, pursuant to the Water Infrastructure Improvements for the Nation (WIIN) Act. Of the seven projects specified in the proposal, four are California projects. These include the Shasta Dam and Reservoir Enlargement Project, Sites Reservoir Storage Project, Upper San Joaquin River Basin Storage Investigation and the Friant-Kern Canal Subsidence Challenges Project. This funding would allow the progress of these long overdue California water projects.

The WIIN Act, signed into law in 2016, prioritized surface water storage and delivery infrastructure. The Act provides the Secretary of the Interior, Ryan Zinke, the authority to participate in Federally-owned and State-led water storage projects.

This recommendation represents good news and the possibility of improved water infrastructure to often parched California.

New California Bill Would Require Label with Polyester Pollution Warning

New legislation in California would require clothing items containing more than 50% of polyester to carry a label warning that the garment releases plastic microfibers when machine washed. The label would, in that case, recommend consumers to hand wash the clothing item.

The bill was introduced in February 2018 and, if it passes, it would be prohibited to sell clothing without this label as of January 1, 2020. Hats and shoes would be exempt of this requirement.

The goal of this new law is to recognize the threat that microfibers pose in the environment, provide with accurate information to the public and, reduce the amount of microfibers that enter the environment.

Legislative Update

Agriculture Granted Additional 90-day Delay for ELD Implementation

On March 13, The U.S. Department of Transportation's Federal Motor Carrier Safety Administration (FMCSA) announced additional steps to address the unique needs of the country's agriculture industries and provided further guidance to assist in the effective implementation of the Congressionally-mandated electronic logging device (ELD) rule without impeding commerce or safety.

The Agency is announcing an additional 90-day temporary waiver from the ELD rule for agriculture related transportation. Additionally, during this time period, FMCSA will publish final guidance on both the agricultural 150 air-mile hours-of-service exemption and personal conveyance. FMCSA will continue its outreach to provide assistance to the agricultural industry and community regarding the ELD rule.

"We continue to see strong compliance rates across the country that improve weekly, but we are mindful of the unique work our agriculture community does and will use the following 90 days to ensure we publish more helpful guidance that all operators will benefit from," said FMCSA Administrator Ray Martinez.

Since December 2017, roadside compliance with the House of Service record-keeping requirements, including the ELD rule, has been steadily increasing, with roadside compliance reaching a high of 96% in the most recent available data. There are over 330 separate self-certified devices listed on the registration list.

Beginning April 1, 2018 full enforcement of the ELD rule begins. Carriers that do not have an ELD when required will be placed out of service. The driver will remain out-of-service for 10 hours in accordance with the Commercial Vehicle Safety Alliance criteria. At that point, to facilitate compliance, the driver will be allowed to travel to the next scheduled stop and should not be dispatched again without an ELD. If the driver is dispatched again without an ELD, the motor carrier will be subject to further enforcement action.

The Agency is committed to continuing the ongoing dialogue on these issues. The waiver and guidance will be published in the Federal Register. For more information on ELDs please visit: www.fmcsa.dot.gov/eld.

USDA Decides Not to Impose Additional Regulatory Requirements for Organic Producers and Handlers

The U.S. Department of Agriculture (USDA) announced the decision to withdraw the Organic Livestock and Poultry Practices (OLPP) final rule published on January 19, 2017. The rule would have increased federal regulation of livestock and poultry for certified organic producers and handlers. The withdrawal becomes effective May 13, 2018.

Significant policy and legal issues were identified after the rule published in January 2017. After careful review and two rounds of public comment, USDA has determined that the rule exceeds the Department's statutory authority, and that the changes to the existing organic regulations could have a negative effect on voluntary participation in the National Organic Program, including real costs for producers and consumers.

"The existing robust organic livestock and poultry regulations are effective," said USDA Marketing and Regulatory Program Undersecretary Greg Ibach. "The organic industry's continued growth domestically and globally shows that consumers trust the current approach that balances consumer expectations and the needs of organic producers and handlers."

According to USDA reports for 2017, the number of certified organic operations increased domestically by seven percent and globally by 11 percent. Industry estimates show that organic sales in the United States reached almost \$47 billion in 2016, reflecting an increase of almost \$3.7 billion since 2015.

The Department carefully considered public comments and the relative costs and benefits for both producers and consumers of imposing the proposed additional regulations. More information on the OLPP final rule is available in the March 12, 2018, Federal Register, and on the USDA National Organic Program web page.

BEST PRACTICES FACT SHEETS AVAILABLE



AMERICAN SHEEP INDUSTRY ASSOCIATION
YOUR INDUSTRY ADVOCATE SINCE 1885

LET'S GROW

thru change

The American Lamb Industry Roadmap Project established productivity improvement as one of four goals that must be accomplished in order to strengthen the short-term and long-term competitive advantage of the American Lamb industry and return it to consistent profitability.

The American Sheep Industry Association's *Let's Grow* program and the American Lamb Board have funded new best practices tools

developed by industry experts and designed to help increase productivity and profitability among the industry. **There are 12 best practice topics covered, including nutrition, breeding and genetics, reproduction, accelerated lambing and more.** By implementing as few as three of these best practices, you could see improvements in your flock production. These changes could result in higher profits while helping to meet the growing demand for American Lamb.

Visit www.lambresourcecenter.com or www.sheepusa.org to download copies.

PRODUCTIVITY BEST PRACTICES

Increasing Your Lamb Crop Sizes

Use Crossbreeding

Introduction

The most important genetic consideration in crossbreeding is the use of complementary traits. The most important trait to consider is the use of complementary traits. The most important trait to consider is the use of complementary traits.

Genetic basis for crossbreeding

Crossbreeding is the process of mating animals of different breeds to produce offspring with improved characteristics. This is done by mating animals of different breeds to produce offspring with improved characteristics.

Key to success

Successful crossbreeding requires a clear understanding of the genetic traits of the parent breeds and the resulting offspring. This is done by mating animals of different breeds to produce offspring with improved characteristics.

PRODUCTIVITY BEST PRACTICES

Increasing Your Lamb Crop Sizes

Disease Prevention and Treatment

Introduction

Producers should be able to identify the cause of the disease. This is done by mating animals of different breeds to produce offspring with improved characteristics.

Pre-lambing to late gestation (last 8 weeks)

Producers should be able to identify the cause of the disease. This is done by mating animals of different breeds to produce offspring with improved characteristics.

Chronic diseases

Producers should be able to identify the cause of the disease. This is done by mating animals of different breeds to produce offspring with improved characteristics.

PRODUCTIVITY BEST PRACTICES

Increasing Your Lamb Crop Sizes

Reduce Lamb Loss

Introduction

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PRODUCTIVITY BEST PRACTICES

Increasing Your Lamb Crop Sizes

Manage for Seasonal Changes in Reproduction

Introduction

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Seasonal reproduction

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Management for seasonal changes in reproduction

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PRODUCTIVITY BEST PRACTICES

Increasing Your Lamb Crop Sizes

Optimal Nutrition

Introduction

Producers should be able to identify the cause of the disease. This is done by mating animals of different breeds to produce offspring with improved characteristics.

Energy and protein requirements

Producers should be able to identify the cause of the disease. This is done by mating animals of different breeds to produce offspring with improved characteristics.

Improving body condition

Producers should be able to identify the cause of the disease. This is done by mating animals of different breeds to produce offspring with improved characteristics.

PRODUCTIVITY BEST PRACTICES

Increasing Your Lamb Crop Sizes

Select for Profitable Genes

Introduction

Producers should be able to identify the cause of the disease. This is done by mating animals of different breeds to produce offspring with improved characteristics.

Genetics and environment

Producers should be able to identify the cause of the disease. This is done by mating animals of different breeds to produce offspring with improved characteristics.

Using outbred breeding values

Producers should be able to identify the cause of the disease. This is done by mating animals of different breeds to produce offspring with improved characteristics.

Plan to Attend CWGA's Annual Meeting in Cambria

The 2018 CWGA Annual Meeting & Convention will be held on August 17 – 18 in Cambria, CA.

CWGA is committed to delivering lasting value to support and grow all segments of the California sheep industry. Our annual meeting and convention delivers on this commitment by providing an opportunity for attendees to participate in educational forums, learn about current happenings in our industry, be engaged in association policy making, and provide input in future planning. While at the same time meeting with fellow sheep producers and enjoying the recreational activities in the area.

Lodging Information



For online reservations <http://www.cambriapineslodge.com> and enter the following CASE-sensitive group code and password: *Group code: CWGA, Password: cwga.*

Or call 800-966-6490 and mention the CA Wool Growers Association.

Deadline to reserve rooms is July 16, 2018.

Things to do in Cambria

Nestled amid majestic pines and the glimmering sea along California's Central Coast, Cambria is a lovely village with countless scenic wonders. Exit the beaten path and discover one of the West Coast's most unique destinations, where natural beauty and outdoor recreation abound. From historical attractions and natural preserves to popular entertainment venues and premier dining, Cambria puts you in a prime position to enjoy the area's top attractions.

- Hearst Castle – <http://hearstcastle.org/>
- Moonstone Beach – <http://visitcambriaca.com/attractions-california/natural-wonders/moonstone-beach/>
- Pacific Wine Trail – <http://pacificcoastwinetrail.com/>
- Piedras Blancas Light Station – <http://www.piedrasblancas.org/index.html>
- Piedras Blancas Elephant Seal Rookery – <http://www.elephantseal.org/>
- For more things to do go to <http://visitcambriaca.com/>

Tentative Schedule of Events

THURSDAY, AUGUST 16

Local Area Industry Tour

FRIDAY, AUGUST 17

Ram Sale Committee Meeting

Back by Popular Demand: Improving Your Show Lamb & Seedstock Operation Workshop – Part 2: Digging Deeper Into Nutrition, Reproduction, & Quality Assurance

Board of Directors Meeting

Welcome Reception

SATURDAY, AUGUST 18

Annual Membership Meeting

Past Presidents Lunch

Sheep Ranching in Today's Public Eye

Learn How to Facebook Your Farm

The Do's & Don'ts of Interacting with Animal Welfare Activists

Learn How to Effectively Utilize Social Media

Cocktail Reception

Shepherds Ball & Banquet

Member Spotlight: How a Skeptical Rancher, Aided By an Outdoors Brand, Turned Climate Friendly

Lani Estill's family ranches on thousands of acres in Modoc County on the border of Nevada and California. Her operation, Bare Ranch, sits in a place called Surprise Valley. It's a beautiful, almost forgotten place "Where the West still lives" — that's the county's motto.

"We have things going on here that you just don't see going on everywhere in the nation," Estill says. "Cattle are still gathered on horseback. We have cattle drives down the main country road."

There are fewer than 10,000 people in the whole county, and very few industries besides agriculture and hunting exist. The Estills have three bands of sheep that trek through the area where the Burning Man festival takes place yearly. The family raise sheep for both wool and meat.

"There's a lot that goes into this," Estill says. "It's really hard to run a business this size. It's not always a beautiful day like this."

That struggle got a little easier around four years ago, when she got a call from Rebecca Burgess with the textile group called Fibershed, which focuses on regional textile production. The organization's goal is to connect farmers and ranchers with companies, all while benefiting the environment.

Burgess asked Estill if her family would incorporate climate-friendly farming practices that would also keep the farm economically viable.

"To be able to do that, they needed an economy to be stable enough to retain their way of life," says Burgess.

It took a bit of arm-twisting for the family to get on board, however, because of previous encounters with environmentalists.

"Ranchers have been threatened constantly by the environmental community," Estill says. "So, we had to kind of open up our minds a little bit to accept what was being offered as a genuine offer."

After many conversations, the family accepted. This meant they could establish an environmentally friendly farm plan with grant money. It was a new thing because few people ranch in a sustainable way in Modoc County.

In fact, three years later, Estill often gets questions from climate-change deniers. But now she bristles at such claims: "So, you don't believe in global warming and climate change? OK. What about your riparian zones? What about your soil that is now is full of worms and producing more grass than it did before? Just, why not?"

But Bare Ranch couldn't become an environmentally friendly farm on its own. With Fibershed's help, the family created a Carbon Farm Plan. And it's simple, she claims.

"Climate-friendly farming is just being aware of the soil," Estill says.

She's talking about farm practices that take carbon out of the air and suck into the ground. Too much carbon in the air is a bad thing because it warms the atmosphere, but in soil it's a plus because it releases nutrients for plants and boosts soil health

Today, the family has been aided in the form of grants from the Natural Resources Conservation Service, which helped with the Carbon Farm Plan and other projects, like invasive juniper removal. And there are now five carbon-farming practices in play on the ranch — fencing off riparian zones, composting, planting sorghum and



radishes rather than leaving soil bare after crops like alfalfa and wheat are harvested. They are also rotating where sheep graze and are planting four miles of trees alongside plants to support pollinators.

Now, her ranch takes the equivalent of 850 cars worth of carbon dioxide out of the air and into the ground. The popular outdoor brand The North Face got wind of this and offered to further help the ranch with grants. The end result? A climate friendly beanie using wool from the Estill's farm.

"It's unbelievably soft, it's unbelievably warm," says James Rogers, director of sustainability for The North Face.

The brand is expanding the line to a scarf and jacket using Estill's wool, he says, adding that the company is "trying to reduce the negative impact of a product. And that's what got us so excited about this initiative."

For Estill, this partnership — that all started with a cold call — has given her a second chance at life. The volume of wool The North Face buys allows her ranch to get into larger mills at wholesale rates. She hopes the partnership also opens the door for other ranchers in Modoc County.

"I definitely feel blessed," Estill says. "It's taking what's in your storehouse and making that a plus. I think this area has the potential to be a small manufacturing area because the cost of living is less."

She sells her cloth and yarn at Warner Mountain Weavers in the town of Cedarville and stores in Lake Tahoe and Oakland. She hopes to get that number up to nine. *Source: Capital Public Radio in Sacramento.*

Performance Gear Creating More Demand for Wool

A spokesperson with the American Sheep Industry Association says a record jump in wool prices last year was tied to an increase in demand for fine wool products.

"In the United States we're seeing a huge demand for outdoor items—items that when you're out running and hiking you want high performance gear."

According to Director of Wool Marketing Rita Kourlis Samuelson, wool is more durable, absorbs moisture and reduces odors which is why it's being used more in athletic apparel. "We are seeing it expanded into more use in wool socks, we're seeing a lot of demand in high fashion as well as the military. The U.S. military is the number one consumer in the United States." To learn more about U.S. wool visit - www.americanwool.org.



Millennials Driving Demand for Wool

The head of 150-year old Italian textile mill Successori Reda, says wool is having one of its best ever moments, driven by millennial demand for sustainable products.

"Wool is a fiber that is perfect for this moment, for the future consumer. The millennial consumer doesn't just want to buy a product or a brand, they want to buy a story and an experience that respects their environmental philosophy. Honestly, I think today is one of the best moments [for wool]."

Merino wool prices have been hitting new highs as consumer demand for sustainable, natural products and recognition of the performance attributes of the fibre have seen its use spread from high fashion through to activewear and footwear. That has created somewhat of a margin squeeze for Reda, which is having to pay higher prices for the raw fibre that it can't pass on to retailers of the finished product.

"Of course the wool price now gives us some trouble because the retailers they don't want to increase the price so the industry that is in the middle, they should absorb the difference," Botto Poala said. "But in any case it is positive because when the wool price is going up it means that markets are looking for wool."

Demand for wool is expected to continue to grow, although Botto Poala noted that continued price rises could prompt the consumer and the market to find alternatives. *Source: New Zealand Herald*



American Lamb in the Meat Case

Approximately 60 percent of American Lamb is sold into retail/grocery stores. As shoppers seek interesting, authentic and adventurous meats, lamb sales are on the rise. The top-selling retail cuts are shoulder, loin, and leg but ground lamb sales have increased over 100% in the last year and now account for 10% of total lamb retail sales. The highest retail sales of lamb are in the NE, CA, SE, representing more than 60% of total lamb sales.

Your American Lamb Board (ALB) works to support American Lamb suppliers and their retail customers through merchandising and marketing tools, retail data and consumer studies, and sponsorship of conferences like the Annual Meat Conference this week in Nashville, TN. The conference gathered meat retailers and suppliers to network and attend educational seminars on selling and merchandising strategies, operational efficiencies, and consumer issues and trends that affect the meat case.

The Food Marketing Institute's Annual Power of Meat Survey was released at the conference. The study identifies megatrends influencing meat purchases, including transparency, convenience, value, personalization, customer service, and health and wellness. Survey highlights include:

- 70% of shoppers value a full service meat counter
- 42% of respondents would branch out with different meats and cuts if they had more knowledge
- 7 in 10 shoppers are interested in a variety of package sizes for portion control as well as dietary callouts/information on-pack, led by protein content, total fat and sodium.
- Special attributes like grassfed, humanely raised, hormone free and antibiotic free saw dollar gains of 4.8% and volume growth of 5.1% over 2017 versus a flat year for conventional meats
- 19% of shoppers have ordered meat online at least once (compared to only 4% in 2015) and others show a much greater willingness to try than seen before

American Lamb Featured at Foodservice Conferences

The American Lamb Board (ALB) is dedicated to educating chefs about the benefits of American Lamb and inspiring them to use more of our great cuts on their menus – from appetizers to center-of-the-plate dishes. Participants at two influential chef conferences received special attention from your checkoff recently.

The American Lamb Board was a main sponsor of the 10th Annual Chef to Chef Conference for club and resort chefs in Seattle, March 4-6. Working with the conference, an advanced American Lamb butchery workshop earned a spot on the agenda and was at capacity approximately 50 chefs participating. Reed Anderson of Anderson Ranch talked about raising sheep in the Pacific Northwest and Seattle butcher extraordinaire Russ Flint gave the fabrication demonstration.

These club and resort chefs were also treated to Lamb Bacon-wrapped Artichokes at the opening reception and Greek Lamb Meatballs at the reception on the second night. Boneless American Lamb loins were also featured in the Chef to Chef mystery basket chef competition.

The American Lamb Board teamed with Superior Farms to sponsor the Art of Catering Food and Catersource in Las Vegas, Feb. 18-21. The Art of Catering Food is a two-day conference attended by approximately 500 chefs held immediately before Catersource, one of the largest catering professional trade shows with more than 6,000 attendees.

At the Art of Catering conference, Sam Woodfill, executive sous chef for Catering by Design in Denver, presented a 30-minute session on American Lamb plus the American Lamb Board provided its recipe and foodservice professional resources to support Woodfill's presentation.

At the Catersource trade show, American Lamb samples were a hit, including the newly developed American Lamb Bacon-wrapped Artichokes and Greek Lamb Meatballs, which support the new "Feed Your Adventurous Side" lamb positioning.

Australia Benefits from a Decline in U.S. Lamb Production

Australian producers are well-positioned to capitalize on an increasing demand for imported lamb in the US.

Australia's share of imports is on the rise, while New Zealand's share falls. An increasing reliance on imported lamb in the U.S., combined with a production shortage in New Zealand, puts Australian lamb in the sweet spot in the lead-up to the high-demand Easter period.

In the last 20 years, the U.S sheep breeding flock has declined by 1.78 million head, or 32%, to 3.83 million head. The estimated U.S. lamb crop for 2017 was 3.2 million head, representing a fall of 50,000 head since 2016. The fall continues the long-term trend of declining production, which is expected to continue in 2018.

Australian lamb accounted for 77% of US imports in 2017, while New Zealand had a 23% market share. Though year-to-date imports are steady, Australia is stretching ahead of New Zealand imports. As of February 9th, Australian imports were up 9.5%, while imports from New Zealand were down 25%.

Imports contribute roughly 60% of total lamb consumption in the U.S. driven by increased availability and a consumer preference for imported product. The Easter holiday marks a traditional spike in retailer marketing and higher consumer demand for lamb in the U.S. This year, Steiner expect lamb merchandising to be similar to 2016, as Easter falls on April 1st.

Prices for imported lamb from Australia and New Zealand are up compared to this time last year. For the week ending February 12th, large Australian lamb racks (cap off) were up 18.6%, to U.S.\$9.84/lb, while smaller racks were up 31% on last year. The U.S. Department of Agriculture's Mandatory Price Reporting System lamb cut-out value peaked in the U.S. midway through 2017, and has since been in steady decline – in part due to the seasonal increase in heavy lambs hitting the market in Australia and, more recently, a seasonal pick-up in U.S. slaughter lamb supplies.

New Zealand Slaughter Poised to Fall, with Australia Set to Fill the Void

A media release from Beef + Lamb New Zealand in late February stated above average December quarter slaughter has resulted in fewer available sheep and lambs available for processing in New Zealand in the new year.

Recent Australian sheep and lamb slaughter, on the other hand, is comparable to year-ago levels. Higher Australian production relative to New Zealand is reflected in U.S. import figures, with Australia well-positioned to take advantage of the upcoming Easter holiday period.

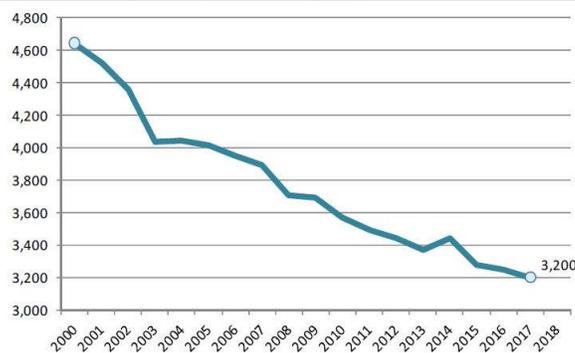
Growing Appetite for Lamb in the U.S.

Lamb remains a niche and 'unfamiliar' protein to almost 40% of U.S. consumers, driven by the lack of familiarity, taste concerns and limited knowledge on how to prepare it. However, U.S. consumers are progressively increasing their willingness to try lamb, particularly the millennial generation.

Australia, as the dominant supplier to the U.S., is currently benefiting from the strong growth in demand for lamb in fast food and casual dining. This is driven by changing demographics, a strong U.S. economy supporting a growing foodservice channel and a shift in demand for more convenient and affordable lamb options such as lamb burgers, meatballs and kebabs. *Source: Meat & Livestock Australia*

US Annual Lamb Crop. '000 Head

Source: USDA January 1 Sheep and Lamb Inventory Survey



In Memory

Allan L. “Buck” Wiley

Allan L. “Buck” Wiley of Salinas passed away at the age of 85 on January 31st of natural causes. Buck was born in Salinas, California and grew up on the family farm on the Arroyo Seco Rancho, attending grammar schools in Soledad and Arroyo Seco. He graduated from Gonzales Union High School in 1950, where he served as Student Body President and participated in football, basketball, and track for the Spartans, earning all Central Coast Athletic League honors in football in 1949.

Buck attended the University of California at Berkeley, from 1950-1956, during which he was called to serve for two years as a Corporal in the U.S. Army Infantry. It was also at Cal that he met Nancy L. Roberts, a journalism student from Sacramento and they were married in 1955. In 1956, Buck and his wife Nancy moved to the family ranch, where Buck farmed and raised cattle and sheep for over 25 years. He served as President of the California Wool Growers Association before starting a new career in auto sales at various local Chevrolet dealerships until retiring in 2014 at the age of 82.

Allan was preceded in death by his parents, LW “Jack” & Jean Wiley and his second wife Ann. He is survived by the mother of his children, Nancy L. Wiley of Pleasant Hill, his four sons Steve (Odette), David (Catriona), Kent (Cheri), Keith (Amy), his step-daughter Kim McGinty (Jason), seven grandchildren, one great-grandchild, and his companion and bridge partner, Sharon Schurman. He is also survived by his sister Moira Atwell and brother Craig Wiley.

In lieu of flowers, donations may be made to the Breast Cancer Awareness Group of Monterey County www.bcagmc.org or the St Paul’s Episcopal Church Food Pantry.

Jack Thomas

Born in Tishomingo, Oklahoma, on May 9, 1935, Jack Thomas passed away at the family ranch on February 9th, at the age of 82, following a short illness. Jack was born to George and Lessie Thomas who moved to Winters when he was a young child and he grew up in Winters, graduated from Winters High School, married Barbara Graf and, together, they made Winters their lifelong home.

When the family moved to the ranch in 1962, the sheep ranch came to be. In years to come, he would run one of the largest sheep ranches in Yolo County, and in later years added cattle to the livestock operation. Dad owned a number of trucks over the years, but none better known to all of us as his Valley Livestock truck — #34. He put on a lot of miles in that truck, hauling livestock throughout the western states. As we got older and would take driving vacations, he was quick to give us the best route to get to our destination!

Thomas was a parishioner of St. Anthony Church in Winters and served as a Commissioner of the Winters Fire Protection District for many years, as well as a member of the Dixon Boat & Fishing Club. He also belonged to the California Wool Growers Association, while active in the sheep business.

He is survived by his wife of more than 62 years, Barbara, and children: Susie Stocking (Curtis) and children, Melanie, Chad, Courtney and Jackie; Sally Ivory and children, Stephanie, Katie and Jake; Nancy Mc Laughlin and children, Amanda and Mallory (Matt), great-grandchildren, Piper and Jack; Debbie Geerts (Ben) and children Keith, Aaron, and Skyler; Patty Cox (David) and children, Zach and Casey; John Thomas (Barb) and children, Sierra and Kyle. He’s also survived by his brother, Jim and wife, Kay, and brother-in-law and wife, Al and Kay Graf, along with numerous nieces and nephews. He was predeceased by his parents and sister, Sue.

The family requests donations be made in his name to St. Anthony Altar Society or the St. Anthony Building/Maintenance Fund at 511 Main Street, Winters, CA, 95694, or the donor’s favorite charity.

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92nd ANNUAL CLOVERDALE RAM SALE

SCHEDULE OF EVENTS

8:00am Preview of
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11:30am BBQ
1:00pm Ram &
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Saturday, May 5th, 2018

**Cloverdale Citrus Fairgrounds
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**Suffolks – Dorsets – Corriedales
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Jim Lewers, President (707) 894-9348 email - jklewers@comcast.net

2017 SALE AVERAGES

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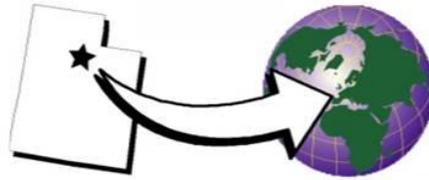
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Joe Olsen - Joel Shepherd
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Looking forward to speaking with you, Bill & Susan Shaul



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Mark Your Calendars

March 23, 2018
CWGA Board of Directors Meeting
Los Banos, CA

April 7, 2018
98th Annual California Ram Sale
Porterville, CA

April 10, 2018
California Sheep Commission Meeting
Sacramento, CA

April 20, 2018
Bakersfield Ram Sale
Famosa, CA

May 5, 2018
Cloverdale Ram Sale
Cloverdale, CA

August 1 – 2, 2018
2nd Annual CWGA Online All Breeds
Sheep Sale

August 17 – 18, 2018
CWGA 158th Annual Convention &
Membership Meeting
Cambria, CA

Do you have an upcoming event to share with other sheep enthusiasts? Contact the CWGA office to have your event listed.

