

More Lamb. Less Work.



26

OPEN DAY

Wednesday 26 August

On-property · 10:00am – 4:00pm

04

RAM SALE

Friday 4 September

On-property · Interfaced with AuctionsPlus

Progress beats tradition. This year proves it.



WHO WE ARE

Progress beats tradition. Sheep have changed — the industry hasn't caught up. Running sheep should be simple, profitable and scalable. That's what we breed for.

VISION

Simplify Merino farming and unlock their potential as premium meat sheep.

MISSION

Deliver genetics that thrive, reduce workload, and drive high-value lamb — while keeping wool profitable.

Thirty years ago we made a decision that put us out of step with the industry: breed the Merino for premium meat, not the wool-only genetics tradition called for. Measure everything. Publish the data. Stay mules-free. Chase what actually drives profit — kilograms of lamb per hectare, lower inputs, high resilience, fast turn-off and the big lamb chop consumers are asking for — while keeping fleece value per hectare profitable.

For a long time that made us the outliers. Now it makes us the answer. Labour is the biggest constraint on sheep enterprises today, and the meat market is rewarding exactly the animal we've spent three decades building.

You'll notice we look different this year. The new brand better represents the progress and innovation behind the program, and where we're heading over the next ten years — continuing to lead industry, with a focus on breeding to solve the problems our clients are dealing with.

The program takes its next step too. Fred Echaniz has joined us as Stud Manager and will be taking more responsibility with the running of the sheep operation day to day. Our son Jamieson is returning to the business full time in 2027 in a general operational role.

These changes will allow me to move into a more client-focused role — sheep classing, setting breeding objectives, and designing genetic programs that fit your environment and your target markets. More time in your program, not just ours.

We've also made a change to the offering. Managing price is a priority this year, so we've increased the Merino auction to **240 rams**, with 200 grade Merinos alongside them to support larger orders. More rams through the ring means a steadier market — and if you're buying in numbers, there's depth behind the auction to fill the order.

The White Suffolks follow the same standard, with **96 auction rams and 70 grades** on offer.

Every ram we sell carries 5-star data quality, a full set of ASBVs and an independent visual assessment.

The rams are ready and the markets are ready. Come and see them for yourself — our team will be on the ground all day at the Open Day on 26 August, and I'd be glad to walk you through the data and talk about what fits your program.

Andrew Bouffler

Stud Principal · Trigger Vale

LambEx takeaways — and the outlook we see.

PART 1 LAMBEX TAKEAWAYS

Prices are set to stay strong for years

Lamb slaughter is forecast to drop **26% by 2027**, down from 26.4m head in 2024 — and only rebuild to 22.5m by 2029. Beef supply tightens at the same time. Less lamb, strong demand, higher prices.

— AgriTrends, LambEx 2026

\$12.25/cwt

FORECAST PEAK ·
AUG 2027

\$12.00/cwt

HOLDING
THROUGH 2029

–26%

LAMB SLAUGHTER
BY 2027

Eating quality matters

For the first time in 15 years, Australians are eating *more* meat — **24% plan to increase red meat consumption**. Those cutting back blame price, but **they're happy to pay; they just don't want to be disappointed**.

— Sarah Strachan, MLA, LambEx 2026

MSA is coming to sheepmeat

A quality-assured program that predicts eating quality — every cut scored, indexed to one number per carcass. The future feedback system reports four things: **MSA index, IMF, lean meat yield and hot carcass weight**.

— David Packer, MLA, LambEx 2026

The technology is here

IMF and fat-depth measurement is in processor trials now — **adoption is high**. The direction is locked in: from dentition, weight and breed to **carcass weight + measured quality**.

Genetics take years. Start now.

Thanks, Thommo

Professor Andrew Thompson retires after a career that shaped how this country breeds sheep.

A highlight of LambEx for me was catching up with long-term friend and sheep research guru Professor Andrew Thompson, recently retired from Murdoch University in WA. I had the privilege of sitting next to Thommo at the gala dinner when he received his lifetime achievement award for his contribution to sheep research in this country.

Thommo's work — and his knack for turning detailed research into game-changing on-farm practice — has had a massive impact on our enterprise and our breeding direction. His impact on the broader industry is just as big. I'd suggest there isn't a sheep enterprise in the country not benefiting from his life's work today.

Thanks Thommo, for all the work and for the friendship. All the best for your health and plenty of family time in retirement.



Fred Echaniz, Prof. Andrew Thompson, Andrew Bouffler, Jason Trompf

PART 2 THE OUTLOOK WE SEE

The future of sheep farming

Sheep farming has to become more labour efficient, more scalable and more resilient. The businesses that don't rely on highly skilled labour, heavy feeding programs and high inputs are the ones that will attract the next generation. Easy to scale, easy to execute — **that's why people choose an enterprise, not profit alone**.

The opportunity

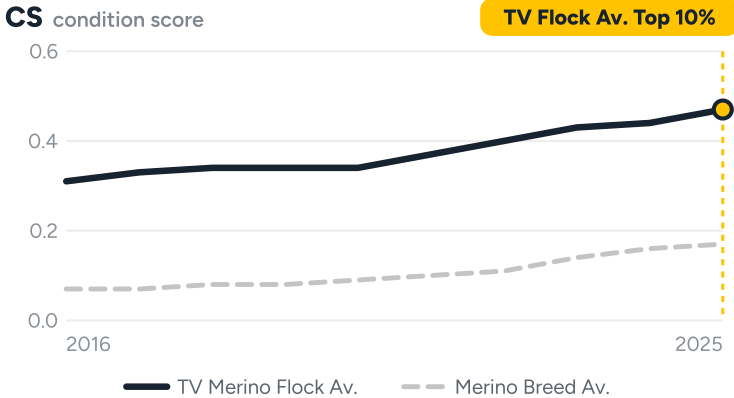
Meat prices are strong. Mules-free is paying. Quality is about to be measured and paid for. And everyone's short on labour. **The right Merino and terminal answers all of it** — premium meat, profitable wool, low inputs, low workload, five income streams. Not every Merino. The right one.

One good year is luck. Can you repeat it? **That's what we breed for.**

Merinos. Simplified.

Less work. Lower cost. More lamb. Here's how it's bred in.

Condition score: the resilience trait



#1 in AUS for condition score

Nobody breeds a more resilient Merino.
Independently ranked.

CS is the fuel tank. Dry seasons, stocking rate and pregnancy all draw it down — it's the reserve she lays down and draws on to keep performing when conditions tighten. That's what drives scanning, lamb survival, weaning weight and wool cut. Under pressure, condition can outweigh genetics — **a ewe with average YCFW in good CS can out-cut a ewe with high YCFW genetics in poor CS.**

You can feed condition on, or you can select for it. Select for it and you get the performance without the feed bill, the labour and the hassle. **Performance without the workload and cost.**

ABOVE THE MEASURED INDUSTRY AVERAGE

+0.5_{CS}

TRIGGER VALE FLOCK

+0.5_{CS}

2026 AUCTION RAMS

+0.6_{CS}

OUR SIRES

What resilience buys you

More performance

better wool cut, scanning, survival and finishing under pressure (dry, stocking rate)

Less feeding

holds condition on low quality feed, in dry conditions or at high stocking rates

Less labour

fewer hands, less time, less skilled labour to find

Less cost

less grain, less cartage, less reliance on infrastructure

Feed it, or breed it.

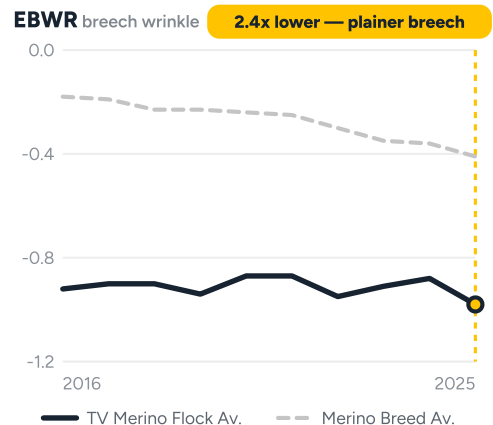
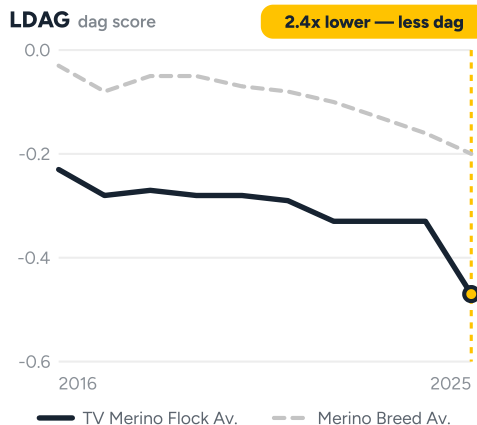
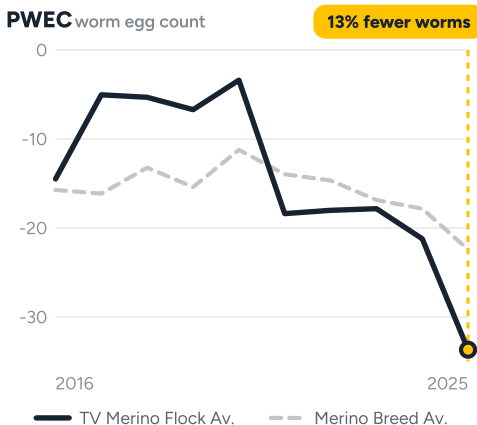
\$40 – 60_{/ewe}

Every +0.5 of condition score is worth **\$40–60 revenue per ewe** — about 20% more lambs.

Two ways to get it. **Feed it** — hold that half score with grain, \$10–20/ewe, every year, forever. Or **breed it** — put it in the genetics once and carry it for free.

And the same story on inputs.

Built to thrive under pressure — the gap from the breed average widens every year. **That's compounding genetic gain.**



Worms. Lower burden — fewer drenches, less mustering, faster turn-off.

Dag. Less crutching, less hassle, less flies, less labour — saving up to **\$20/hd.**

Breech wrinkle. Plainer sheep, no mulesing. Less cost, better welfare.

01 Easy to run.

Less workload. Less cost. Less hassle.

02 More markets. Less risk.

Market-aligned. Competitive.
Future-ready.

03 No surprises.

The ram on paper is the ram in your paddock.

Premium lamb. Produced profitably.

The target is a lamb that hits exactly what the high-end consumer is demanding — produced against the profit drivers that actually matter on farm.

— THE CONSUMER WANTS

A big eye muscle · Tender · Juicy · Full of flavour

— WHAT YOU NEED ON FARM

Fast turn-off · Efficient feed conversion · Low cost of production · Less labour

Growth is the profit driver

Growth is where your money is made. Faster turn-off means fewer days on feed, fewer days in the paddock, and stock gone before the season turns. **Every +50g/day you breed into the genetics is worth \$10–15/hd in the feedlot** — every lamb, every year, compounding.

#1

Australia's #1 Merino ram team for growth.

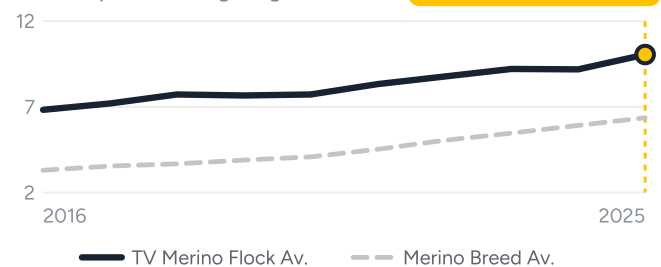
+0.28

WS BWT AV.
TOP 50%

Our terminals chase **fast early growth without lifting birth weight** — held at breed av. so lambing stays easy, especially for first-time Merino lambers. **We weigh every lamb born**, because DNA alone isn't accurate enough.

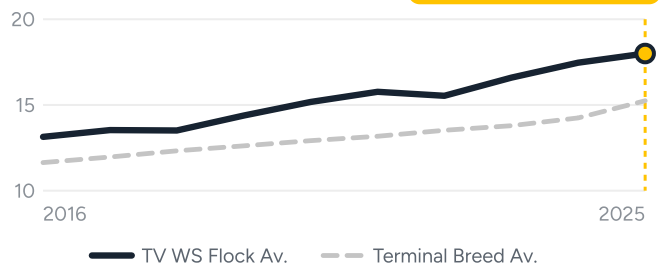
MERINO post-weaning weight (PWT)

TV Flock Av. Top 10%



WHITE SUFFOLK PWT

TV Flock Av. Top 30%

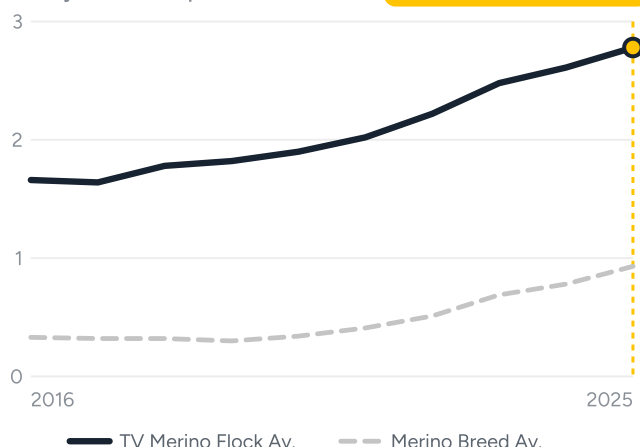


Muscle does two jobs

High eye muscle gives you early growth without the ewe getting bigger — and ewe weight sets your stocking rate and feed bill. It's also the highest value meat on the carcase: premium markets want a bigger eye muscle, and our growth–carcase balance lets lambs hit heavy export weights and still make those markets. **The largest group of high eye-muscle Merino auction rams in Australia.**

YEMD eye muscle depth

+1.85mm — more muscle

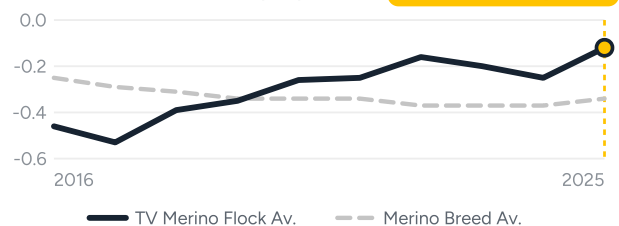


Eating quality is the future

IMF and shear force are the two traits driving eating quality — both heading the right way, every year for ten years. On SHEAR5 our flock av. sits **top 40% for Merinos and top 30% for White Suffolks**. Tenderness has no ceiling; IMF probably does. We keep pushing both — without giving up CWT and eye muscle.

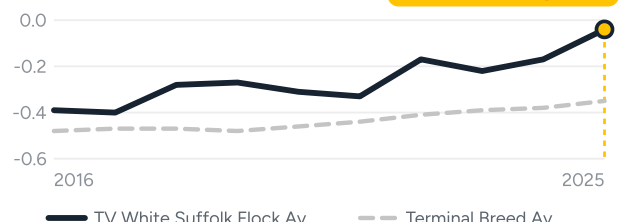
MERINO intramuscular fat (IMF)

TV Flock Av. Top 40%



WHITE SUFFOLK IMF

TV Flock Av. Top 20%



The proof isn't ours. It's our clients'.

CLIENT RESULTS · 2026

“

We turned Merino lambs off at 7.5 months averaging 28kg cwt over the hook — weights we used to struggle to hit at 12 to 13 months.



Daniel White & Jamie Wright

manager & owner
'Springfield'

- 📍 Grenfell, NSW
- 📍 620mm av. rainfall
- 📍 8,000 Merino ewes
- 📍 3,000 to W. Suffolk

28kg cwt at 7.5 months — previously 12–13mths

~\$390/hd gross — hook + skin + \$30 wool

We've been transitioning to Trigger Vale bloodlines for a few years, selecting rams on growth, muscle and fat. The result: wether lambs off at 7.5 months averaging 28kg CWT. The tops cut a \$30 jacket of lamb's wool, then made upwards of \$350 on the hook plus skin — around \$390/hd gross. Turning off that early gives us real optionality: trading stock, running more ewes.

Early maturity flows through to fertility — 40% of weaned ewe lambs now conceive at 8 months, up from under 10% two years ago, and improving as the bloodlines compound. Low-wrinkle, bare-breech traits came as part of the package. We've ceased mulesing — and despite wet summers, no significant increase in dag or flystrike.



MORE RESULTS



Robert & Graeme Harris
'Spring Vale'

- 📍 Coolac, NSW
- 📍 2,500 Merino ewes
- 📍 650mm av. rainfall

— "An impressive 92% achieved the GLQ bonus lean meat yield — a testament to the quality of Trigger Vale's breeding program."

After three years of Trigger Vale genetics — focused on refining wool quality and producing saleable lambs — our first consignment to Gundagai Meat Processors delivered exceptional results. The new genetics have improved our wool and consistently produced the carcase outcomes processors reward. We're looking forward to building on this success.

26kg
AVG CWT

5.7%
AVG IMF

63.5%
AVG LEAN
MEAT YIELD

92%
EARNED GLQ
BONUS

73c/kg cwt
AVG GLQ
BONUS

ADVICE FROM THE STUD Two things that'll do the most for your bottom line.

Clients ask me this all the time. Here's my answer. — Andrew

01 Pregnancy test for multiples — scan, split, feed accordingly. **Simplest lift there is.**

A Flock Profile ranks your flock against MERINOSELECT flocks nationally, trait by trait — **10th band** for Greasy Fleece Weight means top 10% in the country. Strengths and weaknesses in black and white, and direction for your ram buying.

02 Run a Flock Profile — genotype 20 random lambs and find out **where your genetics actually sit.**

The real test — it tells you whether your ram supplier is actually breeding what you need. Every stud will say growth and carcase is their objective. Profile their progeny and I reckon **75% would get a surprise.** The DNA tells the real story.

How to do it — ring Andrew or Fred and we'll walk you through it, or find a provider at sheepgenetics.org.au/resources/genomics



FLOCK PROFILING

Demand for the genetics, measured.

210

Poll Merino rams —
topped \$25,000 · averaged \$3,300

96

White Suffolks —
topped \$3,200 · averaged \$1,600

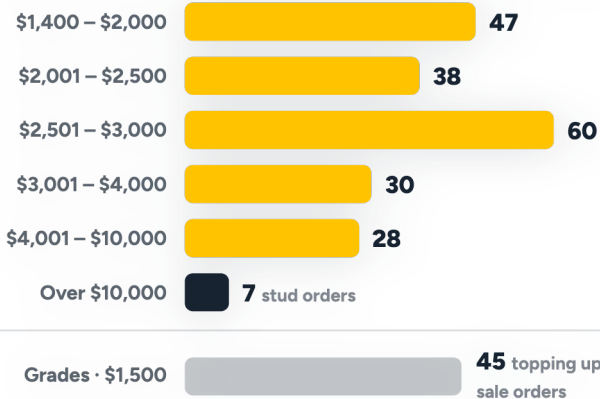
The Poll Merino average looks high — but Table 1 shows it's inflated by stud activity, which lifts the commercial average. **17 other Merino studs operated and purchased rams at the auction**, with 7 rams making over \$10,000.

Talking to commercial clients after the sale, the consistent comment was that the first 30 lots were very strong and hard to compete in — but once stud demand dropped off, **they were very happy with the value for quality** they could buy their team of rams for.

Trigger Vale has always targeted breeding big drafts of commercially relevant, profitable rams — we don't chase stud sales. But 17 ram breeders buying at last year's sale, and **a further 23 studs purchasing semen directly** for their breeding programs, is a huge endorsement of our breeding direction.

To make sure we stay price-competitive for commercial clients, **we joined 200 more stud ewes in 2025** — lotting a further 30 rams for the 2026 auction.

TABLE 1 — 2025 POLL MERINO AUCTION BY PRICE RANGE



Ringside at Brookong — clients at the 2025 on-farm auction.

STAFF NEWS



A proud day for the Trigger Vale family — congratulations to **Fred, Fabi and young Simon**, officially Australian citizens.



Tom Wiech — is taking a greater responsibility across the cropping operation, while supporting key stud operations and events. Congratulations to Tom & Ellie who are expecting their first child in Jan '27.



Jamo — our son Jamieson is joining the business full time in 2027. We're excited about the youth and enthusiasm he'll bring to keep driving the business to innovate and grow.

JOKES

I told my daughter I saw a deer on the way to work this morning.

— “How did you know the deer was on the way to work?!”

Did you hear about the guy who invented the knock-knock joke?

— He won a “No-Bell” Prize.

What runs around the yard without actually moving?

— A fence.

How does a hamburger introduce his girlfriend?

— “Meet Patty.”

My wife always complains I never buy her flowers.

— To be honest, I didn't know she sold flowers.

See them **for yourself.**

OPEN DAY

26

AUG · WED

 10:00am – 4:00pm
On-property

Inspect all **240 auction Merino rams** before sale day. Printed catalogues available · Andrew & Fred on the ground · shortlist rams to make sale day easier.

HOUR OF POWER

1:00pm **Jason Trompf, Lambs Alive** — the latest research in joining ewe lambs

1:30pm **Nick Linden, VIC DPI** — maximising returns on lamb performance

SWS FIELD DAY

01

SEP · TUE

Southwest Slopes Field Day, Harden Showgrounds — Lots 1–12 auction rams on display, then sold at the on-property auction on 4 September. Come talk direction and what fits your program.

RAM SALE

04

SEP · FRI

 On property
Interfaced with
AuctionsPlus

8:30am Inspection opens

12:30pm **Poll Merino auction** — 240 rams

3:00pm **White Suffolk auction** — 96 rams

Catalogues — online and emailed before Open Day, full ASBVs. Videos and wool photos on AuctionsPlus. Hard copies on sale day.

KEY SALE CONTACTS

Classer — Michael Elmes
0429 847 552

Elders — Tim McMeekin
0427 830 003

Genetic Advisor — Jason Trompf
0408 211 864

H Francis & Co — Matt Hawker
0418 861 320


SALE CATALOGUE

SPONSORED BY


Rabobank

SELLING AGENTS


H FRANCIS & CO
STOCK, FINANCIAL AND REAL ESTATE AGENTS
Member of the Elders network

AuctionsPlus

240

POLL MERINO RAMS

96

WHITE SUFFOLK RAMS

40+

ASBVs

5★

DATA QUALITY

**Rams thrive, or
they're replaced.**

Switching studs feels like a risk. So we removed it. Buy on the data, and talk it through with us before you commit.

Andrew Bouffler — 0427 207 656 · andrew@triggervale.com.au

Fred Echaniz — 0448 549 484 · fred@triggervale.com.au

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