

Douwana Dorper

50 Rams on offer Chapman Valley Stud Breeders Sale

Tuesday, September 10, 2019

Douwana Dorper would like to thank you for your support in the past and invite you to take a look at our 2019 [Chapman Valley Sale Team](#).

We are excited to be offering our largest sale team of 50 rams from the 2018 drop. An amazing year for production which saw the Dorper stud produce 1360 natural bred lambs from 754 ewes (180%). This has allowed us to be extra hard on selection and create a magnificent line up. While fertility is not a highly heritable trait our focus on this in sire selection, a change in management practices and a good season can all be attributed to this result. We hope you were able to achieve good results and drive a strong Dorper business.

It is a great time to be breeding Dorper sheep. Along with record lamb prices we have seen markets for commercial ewes into Malaysia and Russia in the past twelve months. We hope these markets have been helpful to your business if you were involved.

We are seeing strong interest from overseas countries looking to breed with Dorpers. While none of these markets are confirmed it is looking very positive for sales in early 2020 for any surplus ewes. The Dorpers adaptability is making them very popular in all areas of the globe.

It would be great to catch up with you at our sale in **Nanson on Tuesday 10th September** where we will be offering the 50 rams. Inspections are From 11am, sale begins at 1pm.

Kind Regards

The Douwana Dorper team

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marketplace

As a director of the PDL pilot project which has now been handed onto Langan, Kim has been heavily involved with this project to date. It is clear the Dorper has very marketable traits that the modern consumer is now demanding. We urge you to sign up to receive newsletters and track the progress of PDL at www.pdlmarketplace.com.au. By early 2020 we will be in a position as producers to decide if we want to take the next step and sign up, opening our business direct to consumers.

PDLmarketplace was developed through collaboration between the Dorper Sheep Society of Australia, Meat and Livestock Australia and Langan Business Strategists. It is a digital platform that allows customers to purchase quality assured, provenance assured and ethically raised Prime Dorper Lamb directly from Australian farmers. This platform gives us the chance to transform the relationship between consumer and farmer.



In everything we do, everything we offer, PDLmarketplace guarantees the provenance to our consumers while supporting our hard-working farmers who deliver quality and strive to practice truly ethical and sustainable management of our land at a time of great climate uncertainty.

This electronic marketplace allows consumers to buy Dorper meat directly from Australian farmers who are members of the Dorper Sheep Society of Australia and who are selected by the customer according to provenance, geographical location and their superior farming practices.

This is a new channel to market, allowing producers to directly interact with consumers and to reap the benefits of direct sales without multiple middlemen taking profits and confusing price signals. We will utilize the data feed from advanced animal husbandry technologies to give consumers unparalleled information about the product they are choosing and eating. This transforms the way consumers and farmers appreciate and engage with one another.

PDLmarketplace is currently at the pilot project stage. We are aiming to test our Minimum Viable Product through September and October; to fine tune PDLmarketplace in light of user feedback through November and then extend the portal into a commercial pathway that can be scaled during 2020.

