

The Katahdin Hairald



Quarterly Newsletter of Katahdin Hair Sheep International

www.KHSI.org

Volume 14, Number 2
Spring 2002

DIRECTOR'S CORNER

Sharon Schaefer, KHSI President, Saskatchewan

Spring's late up here - cold and dry, no buds on the trees yet in the fourth week of May. Three days ago the whole flock was for sale !!!! (lambing starts in two days time) because pastures looked so bad. Now we've had three consecutive nights without freezing (34 F last night) so the grass and even dandelions are finally passing the one inch stage. Decided late yesterday that lambing will be half a mile from home as there's a ten acre paddock which held more snow so it is jumping ahead of the rest. We're still moving the last of the hay up there as without significant heat and moisture the grass won't last two weeks for 160 ewes and ewe lambs.

Mexico sounds good right now! For the Annual Meeting in Queretaro in December, the organizers are hoping to have American and Canadian breeders send down some animals (mainly rams) for display and sale. If you have a ram (between 12-24 months of age is best) with excellent conformation - solid muscle, good bite, testicles, feet, and legs and are interested in exporting, your flock meets the health requirements, and you have desired information (such as birth weights, 30 day, and 60 day weights), contact Operations or one of the board members to be added to the list of possibilities. Initial financing will be the responsibility of

breeders sending animals but should be covered by the sale.

We're almost ready to have Breeder's Pages and down loadable forms up on the website. The changeover to the new site is being made in stages with these being the first step. Purchase of a Breeder's Page will give you photos and text about your flock and its attributes so make sure you have some good pictures of your well-muscled ram or growthy lambs (plus their weights) and start writing about your flock health status, breeding program for parasite resistance or out-of-season lambing.

The Show Committee is revamping the information pamphlet which is given to judges before they judge Katahdins. They also have an application in to be considered by the Sedalia Show and Sale committee for inclusion of Katahdins in the 2003 event.

The board of directors is considering instituting a Breeder of the Year award for someone who has done an outstanding job forwarding Katahdins and KHSI. We are looking at very flexible criteria. By the next edition of Katahdin Hairald we should have guidelines for nominations ready so look around your area and see if there is someone you feel might deserve this sort of recognition.

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MORE ON PERFORMANCE EVALUATION, INCLUDING A NOTE FROM A LONG TIME NSIP BREEDER

*Jim Morgan, NSIP Data Coordinator for Katahdins
with thanks to Alan Culham, Suffolk Breeder from Michigan*

A few sheep breeds have been involved in cross flock performance evaluation for several years. One of the bigger success stories is the Suffolk flock of Alan Culham of Webberville, Michigan. What follows is a short piece about Alan's participation in a cross-flock performance evaluation program, the National Sheep Improvement Program (NSIP). He also included a graph illustrating how selection for 60 day adjusted weaning weights has improved growth rate for the Culham-Stevens flock. The graph is very impressive and illustrates the power of using cross-flock performance evaluation to improve genetic traits in an individual flock. For the rest of this introduction, I want to take off my official KHSI hat, and speak as a breeder and data coordinator, not as an association representative.

Those of us submitting flock data to NSIP believe that there are several important traits besides growth. The purpose of this article and graph is not to try to convince you to emulate Suffolks or make Katahdins into "a Suffolk without wool". Rather, it is to demonstrate the effectiveness of "cross-flock performance evaluation programs". Traits for maternal performance as well as superior growth can be measured and selected for. The future of the Katahdin breed does not rely only on what has worked for the past 20 years for our breed: a sheep that sheds. There are other breeds that shed, are effective at producing meat and very effective at marketing their animals as meat producers. If we as Katahdin breed-

ers don't respond to our customer's wish - lamb meat production by an animal that does not require shearing- Katahdins are in danger of falling behind as a desirable breed. Documenting performance and selecting for animals that are effective at producing meat and are parasite tolerant must become a priority of the breed. Effectiveness at producing meat could be indicated by twin growthy lambs, which are raised by the ewe without lambing assistance from the breeder.

* * * * *

*by Alan Culham - Suffolk Breeder
from Michigan*

Too often breeders embrace EPDs for the wrong reasons. Many see it as solely a merchandising tool. I have had several breeders comment to me that they had enrolled in NSIP, got EPDs on their sheep for 1 or 2 years but discontinued the practice because "no one asked for the numbers". While EPDs have been a very effective merchandising tool in our flock, we would continue to use them even if "no one asked for the numbers".

We have found the use of EPDs to be essential to us in making accurate selection decisions. In the five years prior to the use of sires selected by growth EPDs, our average adjusted 60 day weaning weight only changed from 66.8 to 67.0 lbs., an average increase of only 0.025 lbs. per year. After selecting rams for growth using EPDs we increased our average adjusted 60 day weaning weight from 67.0 to 79.5 lbs. over an eight year period, an average of 1.56 lbs. per year. This is 62 times the previous annual rate

of improvement! I believe it could have been even greater had we not had to decrease our selection pressure for growth rate in order to add the "R" gene for scrapie resistance at codon 171.

Breeders who have purchased our rams have commented on how well they have worked for them! They all seem to breed better than they looked!

* * * * *

OK, now, this is Jim writing to you again. The 60 day adjusted weight "adjusts" the performance of each lamb to account for numbers of lambs raised by ewe and the age of the ewe (e.g. - weights of triplet lambs and lambs from yearling ewes are adjusted upwards to account for decreased milk availability for these lambs). In the graph on Page 5, Alan Culham has averaged the 60 day adjusted weights of all the lambs in his flock and not just his best.

If ewes and rams with superior performance for a specific trait are bred, then a significant proportion of the offspring will have superior performance for that trait, some better than their parents. Cross-flock performance evaluation increases the livestock breeder's ability to select the superior parent stock.

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**SEND ADDRESS & WEB
CORRECTIONS TO
KHSINT@EARTHLINK.NET
OR P. O. BOX 778,
FAYETTEVILLE, AR
72702**

UPCOMING EVENTS

June 29

Hair Sheep Faire

Scott County (VA) Hair Sheep Co-op will sponsor (in conjunction with Cooperative Extension) the faire, which will be held at the Homeplace, a living history museum, on Wadlow Gap Road in Gate City, Virginia from 10 AM until 3 PM. This is about one mile from US 23, and about 8 miles from the Tennessee border. We are on the south western side of Virginia, and would welcome our North Carolina, Tennessee and Kentucky neighbors, as well as fellow Virginians. The event has been planned to increase awareness of hair sheep (primarily Katahdins and Dorpers) and will feature educational programs in the morning and fun events in the afternoon. We will be grilling lamb, having Border Collie demonstrations, learning about predator control, etc. For further information or to inquire about vendor space, please contact Martha Mewbourne ttfarm@mounet.com, or David Redwine, DVM cowdoc@mounet.com. Y'all Come!!!

July 13

KHSI Inspector Training

MKHSa will host a potluck dinner and inspector training at Dr. Robert Maus' farm in **Lexington, IL**. Inspector training will start at 10:30am with lunch following. Meat and drinks will be provided. Those planning to attend need to contact Sue Barber at (309)747-2747 or Donna Watkins (309) 365-5611.

July 20

KHSI Inspector Training

Our event will include a seminar on sheep problems, ram demonstration and sale. **Delburne, Alberta.**

Dr. Kathy Parker, speaker. Call Pam Sword or Bruce Thompson if you want to bring a ram, and also for directions and further information. Pam: 403-749-2434 or parmitagesword@hotmail.com. Bruce: 403-823-9274 or jb2@telusplanet.net.

Summer

KHSI Inspector Training

in Manitoba if there is interest. Please contact Sharon Schaefer ASAP if you are interested in this training. 306-675-4410 or s.schaefer@canada.com.

October 18-19

PCKHSA Annual Meeting, Training

and clinic will be held in California at the Orland Fair Grounds in conjunction with the Glenn County Harvest Festival. On Friday, the 18th, an **Inspector Training Class** will be held at a nearby ranch for interested members. For more information, please contact Nancy Spurlock at thespurlocks@juno.com or call 530-968-5131.

BOARD NOMINATIONS, RESOLUTIONS, 2004 MEETING SITE IDEAS, AND AGENDA ITEMS ARE DUE TO OPERATIONS BY JULY 31.

OPERATIONS NOTES

Teresa Maurer, KHSI Operations

2003 KHSI Annual Meeting Site will be Maine, during the dates of October 16-19. Further details will be available in a future newsletter.

Proposals sought for 2004 site: Because KHSI members vote 2 years in advance for the annual meeting sites, a ballot in the next newsletter will ask for votes on the 2004 site. If Vaughn Johnson gives us the OK, the Montana proposal will be kept in the running. However, we would also like ideas from members on any other locations for the meeting. Please drop us a note at KHSI Operations email or postal address if you have an idea for a location by July 31.

Inspection heads up: this summer we will be reviewing billing for inspections done in past summers. Some accounts are still outstanding, and we will be invoicing breeders for their share of the mileage. In-

spectors who requested it have already been paid mileage, but we still need reimbursement from a few breeders. Remember that breeders are now responsible for 100% of the mileage, so the earlier we get your requests, the better chance we have of trying to help reduce costs for you.

Board nominations, resolutions and agenda items are due to Operations by July 31.

Next newsletter deadline is August 15 for articles, announcements, ads.

Sale on KHSI sign decals: we have some older decals that have gotten slightly dog-eared, but are still very usable. These can be mounted on your choice of backing. Some people have even turned them into magnetized signs for their trucks. \$6.00 (regularly \$12) while supply lasts. Contact Operations to order 479-444-8441.

KHSI WEBSITE UPDATE IN THE WORKS

Jim Morgan, Arkansas

Several new features are coming to the KHSI Website over the next several months. These include new print capabilities, new search capabilities and "Breeder's Pages". The KHSI Promotions Committee has been working on this as time has allowed over the last several months.

High Quality Forms will be able to printed from the KHSI website. By the end of June, we will have several forms that can be printed from the KHSI website. Forms and items that will be available to print include quality copies of the KHSI Membership Form, KHSI Membership List, KHSI Animal Registration Forms, Breed History and Breed Characteristics. This should save time, decrease turn around time for requests, save postage for KHSI and decrease expenses in general. The KHSI Operations Office and the KHSI Registry receive several requests a month for Animal Registration Forms and Membership Forms. For those with access to the web, you can download these forms for yourself and your customers by the end of June, 2002.

START SAVING YOUR
FARM & SHEEP PICTURES
AND SHARPENING YOUR
PENCIL FOR THE NEW
BREEDER'S PAGES

KHSI Membership List to be searchable by prefix, farm name, health program, last name, sale, export, NSIP and other performance evaluation programs. A searchable membership list will solve many questions KHSI mem-

bers have had over the years. In the next two months, the KHSI Promotions Committee will be redesigning the website so that you can search the membership list using several parameters:

A) How many times have you wanted to know who's prefix is XXX or YYY or AB? How many times have you looked at a Certificate of Registration and wondered who bred the grandsire of your ram? By the end of the summer, you will be able to go to the website and search for the prefix.

B) How many times have you heard the name of a member or their farm name but have not been able to find them in membership list since you didn't know what state, province or even which country to look in? By the end of the summer, you will be able to go to the website and search.

C) Have you ever wondered who is testing their flock for OPP (Ovine Progressive Pneumonia)? If the KHSI member lets us know that they test for OPP, we will put it on the website?

For those of you without access to the Internet - Don't feel left out, we will also be sending out an list of members in alphabetical order and a list of all prefixes and which flocks/members they belong to on an annual basis.

Breeder's Pages on the docket.

The KHSI Promotions Committee is working on a format that will allow KHSI members to purchase a page at the KHSI website. Each KHSI member will be able to post 4 pictures, 600-1000 words of text and potentially a table of data. The text can include flock management objectives and sheep performance

SEARCHABLE, PRINTABLE
& MORE EXPOSURE

information on a "for sale" site that can be updated regularly. The Breeder's Pages will have search capability so that a person at the website could search by location, sale, export, ewe flock size, health and performance program participation to help them select which pages to review. Each page will have a standard format, making it easier to maintain. Final details on the Breeders Pages will be available in the next Hairald newsletter.

The KHSI Promotion Committee has set these goals for the KHSI Breeder's Pages:

1) Increase information available about Katahdin Sheep and member flocks and breeding information at the KHSI website. This should increase breed promotion and sheep sales. and make our website a much better site to visit.

2) Increase the speed at which a potential buyer can "surf" for Katahdin flock information. Currently, a person seeking information about flocks has to telephone, write or go to the available KHSI Website Links. This is relatively slow process and can be expensive. Long distance telephone calls to 10 flocks takes time and money. Linking to KHSI member websites often takes 5 minutes or more per site for the link to load. If a brief, good description of the operation and a few key pictures are available at the KHSI website for those participating KHSI members - this should greatly increase the speed and rate at which a buyer can find the sheep they want.

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The power of cross-flock performance evaluation, whether it is one of two Canadian programs, the National Sheep Improvement Program from the U.S., or the Lamb Plan from Australia, includes some of the following aspects of selection.

a) Large numbers of ewes and rams. The ability to select the best performing animals is greatly increased when a person can compare the performance of the offspring of hundreds or even a few thousand ewes. Most of us can't afford to, don't have the time to manage or don't have the land to run hundreds or a few thousand ewes. We can however submit data from our flock of 20-150+ ewes. The computer models and statistics used factor out the differences in management and environment so that different genetic lines can be compared more equally.

b) Confidence that an animal will perform well in your flock or in the flocks of your customers. Cross-flock performance evaluation compares the performance of animals of the same genetic lines in several different environments and several different management programs. It also compares the per-

formance of animals of different genetic lines. Superior animals for a trait are those that do well in all of the environments and management systems represented. If an animal has good EPDs – then it has a very high probability of working well in your environment and management system. This is a much better approach than going to another flock and picking good looking animals and hoping they do well in your system and environment.

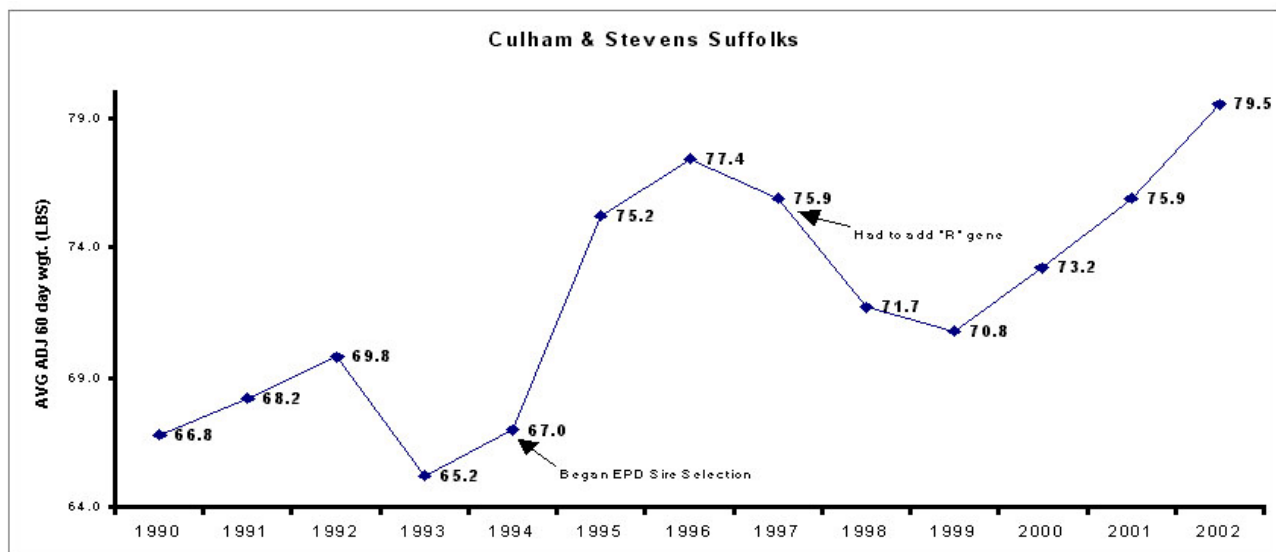
c) Differentiating “looks” from production. He looks good, but how do we know the ram will sire superior market lambs and ewes, also known as the “No Duds in Studs Clothes” mantra. Good looking animals are not often the best when it comes to producing pounds of lamb. You can have a great looking car, but a poor engine under the hood. You can have a great looking show dog that can't do anything out of the show ring. Why not buy an animal that has good genetic performance ratings for the traits you are interested in? Also, most of us buy equipment based on a combination of its performance ratings, capacities and price (and often looks), whether it's a TV, stereo, truck, car. We can be doing the

same thing with our livestock. Why not buy or raise animals that have the genetic performance ratings for several traits that are important to your breeding goals?

Size is definitely not everything!
Those of us Katahdin breeders that are involved in NSIP are very concerned about over-selecting for single traits or breeding a Katahdin who can't raise her twins by herself. To help prevent that, the Katahdin breeders are asking NSIP to add back a trait they used to evaluate - lbs of lamb weaned/ewe/yr. This is a composite trait that over time will indicate which ewes

- a) produce more milk,
- b) have lambs that can get up and nurse,
- c) clean their lambs off and help them get up,
- d) breed back,
- e) have better maternal behavior in general,
- f) can raise multiple lambs and
- g) have lambs that grow faster.

If you are interested in the National Sheep Improvement Program contact Jim Morgan, 18235 Wildlife Rd, Fayetteville, AR 72701; 479-444-6075; jlmm@earthlink.net



WELCOME NEW MEMBERS – MARCH TO MAY 2002

Anne & Donald McMahon	Alberta
Bryan Jacobsen	British Columbia
Billy B & Frances Lansdell	Arkansas
Steven Worm	Arkansas
John Naillong & Lynn Burleson	California
Pauline Haley	Indiana
John, Audrey, & Hal Norris	Indiana
Austin & Angela Charlson	Iowa
David & Joyce Charlson	Iowa
George, Tain & Greg Carwile	Kentucky
Randal Fontenot	Louisiana
Herb & Laura Gorin	Maryland
University of Maryland Eastern Shores	Maryland
Niki Whitley	Maryland
Adam Kilmer	Missouri
David Lewis	New Hampshire
James W Orr	Ohio
Edy Johnston	Tennessee
Emil Luedecke	Texas
Patricia Ann Mundine	Texas
Dennis & Christine Vrooman	Virginia
George & Roberta Dickinson	Washington
Debra K Kramer	Washington
Amanda Lebel	Washington
Anne M Lewis	Washington
Bruce Reiber	Washington
Paul & Geri Lokker	Wisconsin
Steve & Angie Lokker	Wisconsin
Richard & Gail Prihoda	Wisconsin

KHSI WEBSITE UPDATE IN THE WORKS - CONTINUED FROM PAGE 4

The easier it is for a prospective buyer to find the sheep they want the more likely they are to buy.

3) For those KHSI members who don't have a computer or who haven't taken the time to design or pay someone else to set up a website for them, this will be an opportunity to put information about your flock on the web.

4) Those who use the service and have Breeder's Pages at the website are the ones who pay for it. There will be an annual fee that will cover the expenses

of the website, rented computer memory and contracted services expenses.

5) KHSI Promotion Committee and the KHSI Board of Directors will have the right to remove material from a Breeder's Page that may be offensive, derogatory toward other breeders or have negative impact on the Katahdin Breed.

6) More information about a breeder at the KHSI website. A name, telephone number, address and email address tell little except location about a flock. A Breeder's Page with:

Pictures, Performance Information and Flock Objectives will go a long way.

The Promotion Committee plans to have the Breeder's Page in Operation by the end of the Summer. Remember, final details about the site will be announced in the next newsletter. So, start taking pictures and getting them digitized. Talk to friends or family members or find someone who can help you get ready to post your information to the KHSI website.

My camera is already snappin' away.

IT'S NOT TOO LATE TO CONSIDER ATTENDING KHSI ANNUAL MEETING IN MEXICO!

So far, about 30 members and spouses have expressed interest in attending our very special KHSI Annual Meeting in Mexico. Ticket prices round trip to Mexico City are estimated between \$400-\$550 from the US, and Pam Sword's travel agent is doing pricing for Canadian travelers. Hotel prices will be around \$55 per night, and all transportation will be provided at no cost from the time we land in Mexico City to the time we have to return home. We know this is a big investment of time and travel in a tough year, but our hosts in Mexico are working hard to have the trip and meeting be worth every penny! If you are interested in attending, please contact KHSI Operations, and we will give you tips for booking and planning your trip. Here's a summary of events going on:

1) **OPTIONAL:** A few members may come down early (Saturday Dec 7) and have a mini-vacation before the meetings and shows. Call Jim, Teresa or Mark Dennis (LA) to hear about this option. We would then meet others at the airport on Dec 9.

2) **THE MAIN TRIP:** Dec 9-15: Meet at Mexico City airport on Monday **Dec 9**, plan to arrive in late afternoon or early evening. We will be met at the airport and transported to our hotel in Queretaro. **Dec 10:** KHSI Board will have its meeting, Others can explore Queretaro and surrounding areas, which are quite beautiful and historically very interesting. **Wed. Dec 11:** Morning will be speakers, afternoon would be annual KHSI meeting. Evening would be KHSI banquet. **Dec 12:** All day tour of 3-4 ranches, with transportation and meals provided. **Dec 13:** 1st day of sheep show-wooled breeds. People can go, or continue to explore the area. **Dec 14:** 2nd day of sheep show-Katahdins and hair breeds. **Dec 15:** Transport back to Mexico City airport for trip home.

NOTE ON PASSPORTS: We have received conflicting information on need for passports. Our travel agent says we need either a passport or a birth certificate, in addition to drivers' license or other government-issued i.d. A member who travels frequently between the US and Mexico says that no passport is needed. Our personal recommendation is for a passport—be sure to allow plenty of time to apply and receive one.

RESOLUTIONS, BOARD NOMINATIONS DUE JULY 31

In the September KHSI newsletter, all paid-up members will receive a mail-back ballot to vote on board positions, and vote on resolutions. The nominating committee for 2002 board positions has been appointed: Linda Neunzig (WA), Julie Rosgen (AB) and Donna Watkins (IL). If you would like to nominate someone to run for the board, if you would like to be considered as a candidate, or if you simply want to know what expectations there are for a board member, please contact KHSI Operations at 479-444-8441 or khsinst@earthlink.net Teresa and Jim will forward all names to the nominating committee. Also, please contact Operations if you have a resolution that you would like to be considered, or if you have agenda items to propose for the December meeting. Nominations, resolutions and agenda items are due by July 31.

**LOG ON TO
WWW.KHSI.ORG**

KATAHDINS IN THE NEWS

Members and friends of Katahdins have been in the news lately. Below is a sampling. If you have an idea that you'd like to write up for publication about Katahdins locally or nationally, give Teresa or Jim a call at 479-444-8441. Also, please send us clippings of articles that you see you about the breed.

Daniel Leslie sent us a nice long article with a great Katahdin pic-

ture featured in the Indiana Agri News on March 1, 2002. One way that he has promoted Katahdins in southern Indiana is by donating to the local Adopt-A-Ewe Program, which was the focus of the article. Great quotes, and great work, Daniel!

David Greene, ASI activist and raiser of commercial Katahdins, published a piece in Maryland

Sheep News, that got picked up by the May, 2002, issue of The Shepherd, titled "One Year's Experience with Easy Care Sheep."

Vaughn Johnson, Montana, wrote a very nice piece for the Montana Woolgrower, Jan-March edition. As a former wool sheep raiser himself, Vaughn's words were paid attention to. Good going and thank you, Vaughn!

SEEDSTOCK MARKETING STRATEGIES THAT CAN IMPACT ON THE PROFITABILITY OF SHEEP

Charles F. Parker, Ph. D., President of 2001 World Sheep and Wool Congress

Invited paper presented at the World Sheep and Wool Congress, November, 2001, Christ Church, New Zealand.

Genetic value created by seedstock breeders provides the framework for adaptation, productivity and quality of food and fiber produced from sheep. This paper is about strategies to equate market value with genetic value as determined by seedstock buyers.

Understanding potential consumers of sheep genetics is paramount. Buyer needs, wants, problems and management style all relate to the kind and quality of genetic products in demand. Why should Will Kincaid consider buying your rams? What breed, flock, individual attributes attract consumers? Input/output economics, consumer wants, needs, production paradigms, product attributes/marketing specifications, global market conditions are economic factors affecting rapid change in the sheep industry. Sheep enterprises with a future will be more closely managed as a business. The wants and needs of the economically impacted buyers are where creation of genetic products and development of marketing strategies begin.

The world sheep industry is under economic stress and in need of revitalization. Consumers of sheep products, especially in developed countries, are changing their buying behavior regarding food and fiber source items. Buying trends are highlighted by products that are convenient, healthful, and easy care. Consumers are attracted and will pay extra for branded items that insure quality, consistency and availability. The sheep industry must direct more attention to prod-

uct demand, development and merchandising—the *consumer controls*!!

Supply/Demand Chain Traditionally breeding animals and associated genetic products are sold, “to get rid of what you have”. Effective marketing is structured, “to have what you can get rid of”. Economically speaking, the traditional supply chain is linear in practice, moving from the producer through market channels to the buyer. While the demand chain is circular, beginning with what the consumer wants and needs, continuing through marketing channels and ending back with the consumer. The critical difference is understanding/knowing the thinking of the consumer—from *mind to market*.

Product Attribute Identity Seedstock producers/genetic suppliers need to carefully identify product characteristics that have consumer appeal and salability. Transition to a more realistic economic balance between wool and meat will change production/marketing systems and place much greater emphasis on lamb production efficiency and meat value of sheep. The salient attributes of efficient meat producing sheep include: adaptability, reproduction, rearing/survivability, lean growth, maturing rates and meat value. Optimizing reproductive performance is the single most economically important meat production attribute. Woolless sheep will become more popular, especially in the climatic regions where high rainfall and temperature have been

adaptability/production constraints to wool sheep. Determinant traits should enhance adaptability, easy care and meat value. Genetic selection for tolerance/resistance against gastrointestinal parasites and foot rot is of great economic importance for improved production in many sheep raising regions of the world. Sonography should be used to more objectively assess leanness and muscle development in the selection of breeding animals.

Use of technology is critically important for improving methods of meeting needs and solving problems but not always effective for changing the purchasing behavior of customers. For example, BLUP (Best Linear Unbiased Prediction) procedures are available to predict genetic differences (Expected Progeny Differences: EPD's) among individuals on a within breed-across flock basis. This major technological contribution was made available during the last decade to enhance rate of selection improvement for the industry. Does this technology add value and salability? Not without consumer awareness and education. Consumer buying behavior/attitude affecting salability of genetic products includes: “how important and how much better”. Breeders also need to assess level of increased sales and size of the consumer market. Consumer driven/technology fortified products will sell but not without buyer awareness and information.

Product Value Differentiating genetic attributes to provide specific

CONTINUED ON PAGE 9

consumer value products is important. Again this requires knowing consumer wants, needs, problems and interests. Market segmentation for those consumers with definable product needs allow breeders to supply such demands. Some seedstock breeders may emphasize production of terminal sires for improving lean growth rate, early maturity, parasite tolerance and heavily muscled carcasses for commercial market lamb producers. Others may choose to meet a demand for a balanced genetic mix featuring reproductive efficiency, maternal ability, foot rot resistance and wool value for use in producing commercial ewes. Breeding sheep with hedonic (beauty) features, although traditional and popular in certain industry segments, will not genetically sustain an economically sound commercial sheep industry in the 21st century.

Product Line Additions One aspect critically needed for improving commercial lamb meat production is a breeding plan/product to exploit the advantages of hybrid vigor. For example, some seedstock breeders may decide to provide first-cross (F1) rams to ewe flock replacement breeders or directly to commercial market lamb producers for breeding on straightbreed ewe flocks to generate three-breed cross ewes with high meat producing potential. Maternal heterosis of crossbred ewes is expected to increase the quantity of lamb weaned by 18 percent! An efficient lamb production advantage that cannot be ignored. Production of differentiated ewe sires would provide a specialized segment need for the sheep industry and therefore create an important extra product line for many seedstock breeders. Note the

author has presented more detail on this subject in an additional WSWC paper.

The concept of “one stop shopping” should be considered by established seedstock breeders with large flocks. By creating non-related genetically-differentiated lines within a breed, customers would not have to change sources of genetics to avoid inbreeding. This breeding strategy could insure continuous customer purchasing. The same concept could be implemented for maintaining different breeds that have complementary characteristics for use in producing crossbred market lambs.

Product Branding A most powerful marketing strategy. Breeder identity, including stated breeding goals/objectives, flock history, flock production/health management programs, and logo are important to embody the personality of the breeder and location. The goal is to create a positive image/interest in the minds of potential customers. A favorable impression will initiate the decision to seek further information about the supply of genetic products. Promotion

of a branded product without product quality becomes ineffective. A U.S. automotive merchandiser extraordinaire, Lee Iacocca, once stated, “styling and value sells cars but quality keeps them sold”. Customer loyalty, the goal of branded marketing, depends on quality and evolving product(s) availability, reliability, trust (low health risk) and continued satisfaction. Branding is especially valued for *adding market value* to differentiated products that have been created for segmented markets. The marketing expectation of branding is to achieve *true market value, customer confidence, satisfaction and loyalty*.

E-Commerce The World wide Web (www) is an evolutionary development that provides interconnectiveness for global marketing without the constraints of time and distance. The internet is a marketing equalizer available to seedstock breeders regardless of size and status. E-commerce technology provides cybersegmentation for marketing of differentiated genetic products by breeders across geographical areas. The information super highway has created important merchandising opportunities for breeder/consumer connectiveness, product awareness and salability of quality genetics on a global basis. It is difficult to envision effective marketing in an evolving economy without the adoption of some e-commerce application.

Premium quality seedstock genetics can insure profitable returns throughout the production-marketing chain and should be considered a long term “blue chip” investment not only for the benefit of progressive breeders but the entire sheep industry.

ARTICLES

ADS

DEADLINE FOR
NEXT EDITION:
AUGUST 15

EVENTS

NEWS

MORE UNIVERSITIES & USDA RESEARCH FACILITIES ON BOARD WITH KATAHDIN RESEARCH

It is with pleasure that we add another University to what is quickly becoming a crowd – those Universities and USDA Research facilities doing research on Katahdins. The most recent addition is the Dr. Niki Whitley at the University of Maryland Eastern Shore. Dr Whitley also owns Katahdins on her own farm. In this issue, we will also present an abstract for proposed research at the Meat Animal Research Center in Clay Center Nebraska, a USDA Agricultural Research Service site. This is their second project involving Katahdins and this will focus on carcass composition and meat quality. This is a good project for a great breed of meat sheep. The “university crowd”, in no particular order, includes Virginia Polytechnic & State University, Virginia State University, University of Maine & Bowdoin College in Maine, Fort Valley State University in Georgia, Louisiana State University, Dale Bumpers Small Farm Research Center USDA-ARS in Arkansas, Meat Animal Research Center USDA-ARS in Nebraska and North Dakota State University. We thank all the researchers who are involved in this work, and appreciate their willingness to contribute information to KHSH.

HAIR SHEEP RESEARCH PROGRAM AT THE UNIVERSITY OF MARYLAND EASTERN SHORE

Dr. Niki Whitley

The University of Maryland Eastern Shore (UMES), located in the historic town of Princess Anne, MD on the Delmarva Peninsula,

dispersed its dairy cow herd a few years ago. In its place, a research and teaching herds of beef, sheep and meat goats was established. The cattle were Wye Angus breeding and have since been pared back to a herd of 7 cows and one bull, primarily used for teaching and demonstration of multi-species grazing. The goat herd now numbers around 80 breeding does and the sheep flock is around 50-55 ewes and growing.

The original sheep flock (Montadale x Dorset) came from the University of Maryland College Park, but was eventually replaced with hair sheep which are lower input and much more representative of a sustainable agriculture enterprise. UMES has an expanding flock of purebred Katahdins and White Dorper crosses, now numbering 46 plus 3 Barbados Blackbelly crosses. Flock sires include a purebred Katahdin who sired some nice rams exported to Trinidad in 2001 and newly purchased 3/4 blood White Dorper from North Carolina.

The small ruminant research program at UMES has focused on feed trials utilizing pelletized broiler litter as a protein supplement for meat goats and hair x wool crossbred sheep (before the wool breeds were all sold). In the initial trials, both lambs and goats did too much sorting of feed ingredients, so the next study is being planned to utilize a complete pellet in which poultry litter is an ingredient. The Maryland Department of Agriculture (Animal Waste Fund) and Perdue Farms (through Perdue Agri-Recycle) is supporting that research.

The current lamb crop is being

monitored for rate of gain on pasture as a demonstration project for pasture lamb production. They are grazing orchard grass/red clover pasture at a stocking rate of 5 ewes or does per acre (plus lambs) and gaining an average of 0.58 lbs/day (as of around 40 days of age). The current rate of gain is satisfactory considering most of the lambs were from young ewe lambs that were bought already bred. Future research efforts (perhaps as early as this summer) will involve increasing the reproductive efficiency of hair sheep through out-of-season breeding and early postpartum re-breeding studies. In addition, a graduate student is planning a Masters thesis project involving characterization of parasite resistance to de-wormers in Maryland, beginning with sheep and goats at UMES.

The farm is beneficial to the educational program at UMES, helping to make UMES a great place to get a college education in agriculture. Students in the Department of Agriculture at UMES can specialize in Animal and Poultry Science (pre-vet/pre-professional or business/technology) among other programs, and can get a lot of hands-on experience with livestock, while enjoying small class sizes and personalized learning. Bachelor (B.S.) and Master of Science (M.S.) degrees are awarded in Food and Agricultural Sciences (FASC), and a new doctoral program is available for studies to pursue a Doctoral degree (Ph.D.) in Food Science. In the large animal livestock area, there are 2 students in the Food Science program who will work on

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meat quality projects and one student in the FASC Masters program working on small ruminant parasite drug resistance issues in Maryland. Construction has begun on the new Food and Agricultural Science Building and is projected to be completed by March, 2003. The new building will have a livestock slaughtering facility and an indoor livestock pavilion. To learn more about the UMES small ruminant program or about attending college at UMES contact Dr. Whitley at (410) 651-6194 or nwhitley@mail.umes.edu.

EVALUATION OF BREEDS FOR CARCASS COMPOSITION AND MEAT QUALITY

USDA, ARS, U. S. MEAT
ANIMAL RESEARCH
CENTER
CLAY CENTER,
NEBRASKA

PROJECT LEADERS:

Dr. Steven Shackelford,
Meats Research Unit

Dr. Kreg Leymaster,
Genetics Research Unit

Dr. Tommy Wheeler,
Meats Research Unit

Dr. Mohammad Koohmaraie,
Meats Research Unit

The sheep industry competes against beef, pork, poultry, and fish for food dollars of consumers who have many choices of high-quality meats. In this competitive environment, the sheep industry must monitor and react to changing preferences of consumers. A consumer-responsive goal of our industry is consistent production of uniform, safe, nutritious, lean lamb that results in an enjoyable and

pleasant eating experience. It is likely that important differences exist between breeds of sheep for traits that affect consumer perceptions of lamb quality. Such breed effects have a genetic basis and can be exploited by sheep producers. Therefore, an efficient method to improve lamb quality is to evaluate breed effects and then to systematically use the most appropriate breeds in crossbreeding programs that produce market lambs.

The experimental objective is to evaluate nine breeds of sheep for carcass and meat quality traits. Breeds were chosen to represent wide ranges of performance and use in production of market lambs. Breeds can be classified as general purpose (Dorset, Rambouillet, and Texel), maternal (Finnsheep and Romanov), paternal (Composite and Suffolk), and hair (Dorper and Katahdin). The Composite flock was formed at the Research Center in the early 1980's by mating Columbia rams to Hampshire-Suffolk crossbred ewes. Carcass traits to be measured include kidney-pelvic fat weight, carcass weight, loin eye area, 12th-rib fat thickness, and composition (leanness) of the loin eye muscle and one side of the carcass. Meat quality (sensory) traits recorded will include tenderness, juiciness, and flavor.

In September of 2001, 2002, and 2003, rams of each breed will be single-sire mated to a common flock of ewes. Five rams per breed will be used each year and then replaced by a new set of rams the following year. A total of 15 rams per breed and 135 rams overall will contribute to the experiment. Breed associations will be contacted to request information relevant to the experiment and to seek advice on sources of seedstock. The goal is

to collect carcass and meat quality information on six crossbred lambs per ram, three ewes and three wethers. Effects of each breed for carcass and meat quality traits therefore will be estimated from information collected on about 90 lambs per breed. Each year, about 270 lambs will be slaughtered at weekly intervals in 10 groups of 27 lambs.

This approach allows breed comparisons to be estimated at various endpoints such as 60 pound carcass weight or 0.15 inches of 12th-rib fat depth.

Experimental results will provide critical information required to address a high-priority problem of the sheep industry.

**SHEEP WANTED FOR
DISPLAY, SALE
AT MEXICO KHSI
MEETING**

KHSI Representative, Dr. Javier Lara, would very much like US and Canadian breeders to ship sheep for display or show. He'd love to have 10-20 from each country, and says that animals brought down will all sell. He says that Peggy Newman in Canada and the Missouri Dept of Ag can be very helpful with information on exporting sheep. Please email Dr. Lara at ranchoayj@yahoo.com.mx. He also says he will be visiting the US and Canada this summer, so if you have questions, just email him directly.

**SEE RELATED
STORY ON MEXICO
KHSI MEETING
PAGE 7**

WRITING EFFECTIVE SHEEP ADS

Opinions from the KHSI Operations Office

by Jim Morgan, Fayetteville AR

Most of us are in the business of raising sheep for a combination of reasons; income, land management, enjoy sheep, like to eat good lamb. If income is an objective, the following are suggestions to help sell sheep. They do express the author's personal opinions and are not meant to offend anyone, but rather to offer suggestions that may help make your ads more effective. Even if you don't advertise, or ad space is limited, you may want to consider using some of these points in talking with potential buyers on the phone or in person.

Questions to ask before writing your sheep ad:

- a) What product am I trying to sell? &
- b) Who is my market? And a third potential question is
- c) What does my written ad tell the reader about my sheep operation and management. Am I telling the reader something that will turn them away or have them reaching for the phone?

Let's start with three fictional ads. Today is June 15th and the following ads are posted.

Twin Registered Black Katahdin ram lambs born on May 20th for sale after July 20th. Call Jim Morgan at 479-444-6075 in Fayetteville, AR.

Twin Registered Brown & White Katahdin ram lambs born on May 20th for sale after July 20th. Call Jim Morgan at 479-444-6075 in Fayetteville, AR.

February 02 born Ram & Ewe lambs for sale. 30 ewe flock. Select for ewes that raise twin lambs reaching 80-90 lbs on forage in 100 days. VSF, NSIP, OPP tested. John Doe, 479-444-6075, Springdale AR.

In my opinion, two of these ads will sell sheep and one will not be as effective. Color can be effective - currently, black Katahdins are selling "faster than hot cakes" because they are rare and there is a market right now. There may be other color combinations that people are looking for, and if you know that market exists, then color can be an effective draw. If I want to improve the productivity of my Katahdin flock in terms of meat quality, maternal behavior or rate of gain, the first two ads with only color information turn me away. The third ad imparts production, health & performance information that is very useful for many buyers.

Who do these ads target? What are they selling?

1) The first two ads tell me, the reader, that Jim Morgan is selling to a market that wants colored sheep (whether that is his aim or not). Jim doesn't tell me anything about quality of the ram lambs except that they are twins. Since the ad was posted prior to the ram lambs being 3 weeks of age, one "could" conclude that Jim Morgan sells "any ram lamb irregardless of quality" and does not wait to see how they grow, perform or age. If I as a buyer was looking for Katahdins that are growthy or have good conformation, I would not call Jim Morgan unless I lived very close, happened to be traveling near by, or knew that he only sold quality animals or had stock from breeders with great animals. In fact, if I remembered Jim Morgan's name, based on this

ad I might be biased against his operation in the future.

2) John Doe's market is targeting individuals who want production information about the animals they buy.

In my opinion, if your goal is to sell to a person looking for productive Katahdins or Katahdins with good conformation, then providing only the color of the sheep can be a negative sales point.

If your market is for buyers who want to purchase productive Katahdins that can produce pounds of lamb and meat or are great productive ewes or good conformation, then I suggest that some of the following information would be useful (not in any particular order).

- a) ewe flock size,
- b) indication that you are selecting animals, e.g. selling only top 10% of the ram lambs
- c) management objectives - can include selecting for twin lambs that reach 100 lbs in 100 days, parasite resistance, large loin eye, ewes with high lbs of lamb weaned/ewe/yr, triplet lambing ewes, aseasonal breeding or hoof color,
- d) performance or production data - any data about the animals performance is helpful (wt at 50 or 100 days). Color is generally not important for this market. One can structure the ad to the benefit of your flock. If I only had 10 ewes, I would not put that part in my ad. Also, I would not write my ad to indicate that I register all my animals (especially the rams) re-

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BREEDER EDUCATION

Sharon Schafer, Saskatchewan

Some aspects of maternal ability are very hard to judge in most farm flock situations. Can the ewe count? ie. the first time she has twins or triplets does she not only accept all of them but keep track of them immediately. She needs this ability in our situation (see Directors' Corner) - and even though maternal characteristics are not highly heritable we don't keep rams from ewes (so far only one) that don't and we closely observe her ewe offspring to see if we should cull the family line. If conditions are tough does she get skinny while raising bigger lambs or does she look good while the lambs are thin? Thank goodness we're not anticipating many triplets - we try to feed the ewe lambs to single and the mature ewes to twin as raising triplets under anticipated drought conditions will be almost impossible.

Our ewe lambs are weaned onto 3/4 pound grain per head per day plus pasture or medium quality hay. We keep them at this level of nutrition (except for some cold weather adjustments) right through breeding and until the last trimester when the hay quality is improved and/or grain increased to 1&1/2 pounds.

Katahdins have prolificacy - the ability to have triplets, quads ... and adjusting nutrition during the breed-

ing cycle will influence expression of this trait. If you want to increase the chance of multiple births and your management situation and available feed during lactation will allow it plan ahead. To feed triplets a mature ewe will need the best quality hay free choice plus 2-2.5 pounds of grain per day or top quality pasture in unlimited quantities. Two or three months before breeding take the ram out of contact with the ewes, make sure your mature ewes and the ram are in average condition (2.5 not more than 3.0) and keep them on average grass or hay.

Two to three weeks before breeding put in a teaser (vasectomized) ram or put a ram on the fence line with the ewes and flush the ewes and breeding ram really well with top quality hay, pasture, or by adding grain 0.25 pound per head per day the first week, 0.5 pound the second, one pound the third and through breeding. This level of nutrition can be lowered slowly beginning six weeks later to a maintenance level until the last six weeks of pregnancy when it needs to be increased again in the same way as for flushing. If grain is being used continue increasing to 1.5 pounds per head. Good luck with all those babies!



**KHSI WEBSITE
WWW.KHSI.ORG**

WRITING EFFECTIVE SHEEP ADS

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Regardless of their qualities or performance. Indicate that only your best rams are registered and sold. Just because an animal is registerable does not mean that they should be registered.

Other information that may be of use to merchandise your animals include mentioning that you

- a) cull all animals with a scurr or horn or who have offspring with horned traits,
- b) select for AA coats,
- c) have RR at codon 171,
- d) enrolled in VSFCP or Western Canadian Flock Health Program,
- e) tested OPP free for 4 years etc,
- f) have aseasonal breeding: for example: November birth could be a sales point since it indicates that the animal has genetics to breed in the heat of the summer and during a long day-length,
- g) have x years of experience raising Katahdins or sheep in general.

Be aware that the information you mention, could turn away potential buyers and imply certain things about your market. For example, if a person mentions only that they are culling animals that are scurred, they might be culling some of the best meat producers. The implication may be that meat production is a secondary objective to raising animals without horns.

Track your market, write ads that sell your sheep, offer useful information about your operation, and Good Luck!

CLASSIFIED ADS

In compliance with the KHSI Board of Directors policy, sheep for sale advertised by members in the Hairald must be Katahdins or Katahdin crosses. Ads for the next issue are due August 15th to Operations: 479-444-8441 or khsint@earthlink.net.

SHEEP WANTED

Thomas R Crafton of Cloverdale, IN is looking for a horned Katahdin Ram to upgrade his Horned Dorset flock. 5840 East 875 South, Cloverdale IN 46120. 765-795-3290

Inga Stephens of Kentucky is looking for two black Katahdin Ewe Lambs, preferably registered, but is also interested in commercial stock. Contact Inga at 501-727-5659 or istephens@casey.k12.ky.us

Looking for 5 rams, 80 ewes for export for meat production. Write to Hashem, Animal Scientist, United Arab Emirate (UAE). mhashem66@hotmail.com.

SHEEP FOR SALE

Jessica Howard – WA - Reg. 100% 2yr, white ram from triplet, sheds completely. \$200. Recorded 2 yr, white ewe from twin, sheds completely. \$150. 2 recorded 75% twin ewelambs, born Feb 2002, one white, one white with some freckles. \$150 each. 100% Reg yearling ewe, from twins, cinnamon w/ spots, shedding now, lambed single black & white ram in 2002, \$200. White, registerable, March-born ram, \$200. 360-426-2423
Jekuthiel@att.net or website: <http://home.att.net/~jekuthiel/>

Marvin Kinch, Alberta, has lambs for sale. 780-332-1316 or email: bearcr@telusplanet.net

Don & Dawn McKiel, Ontario, ewe lambs and 3 proven rams for sale. 613-253-6092 (phone or FAX) or email: dmckiel@magma.ca

SHEEP FOR SALE

Jenny Boklaschuk Winlaw BC. Contact at hershey@kootenay.com or 250-226-7043 has 10 ewes and 8 rams for sale. All registerable.

Larry Russell of Kelowna BC Canada has 1 - 2 1/2 year old proven ram, \$350.00 US. Also 8 mature ewes, \$300.00 US each. 7 ram Lambs & 6 ewes lambs at side, \$200.00 US each. (Negotiable on all). (250) 878-1765 leave message or email to: lorrainew@pritchardwoodall.com. These animals are registered to a KHSI member.

Wethers for Sale. Contact Sherman Taft of Prior, OK 918-825-3756

SHEEP FOR SALE

12 February and March ewe lambs. Two single out of first times, ten are twins. Some are white with brown spots, some mostly white, some with speckles faces. Pictures on my web site: klkfarm.tripod.com. Enrolled in the Voluntary Flock Scrapie Certification Program. E-mail: klkfarm@arkwest.com. Phone 501-233-6058. Kim Carter. Casa Arkansas.

Bev & Ron Reeser of Pilot OR are dispersing their flock. Over 30 registerable ewes and ewe lambs and 1 registered ram. Also some Katahdin-Texel ewe lambs for sale. 541-443-7821

OPP CONCERNED SHEEP BREEDERS SOCIETY

OPP (Ovine Progressive Pneumonia) is a viral disease of the lentivirus family (or slow virus family). The symptoms of OPP can include any of the following: chronic wasting (ewes eat but don't gain condition), progressively labored breathing/exercise intolerance, hard bag, and/or lameness due to knee and/or hock arthritis. Confirmed diagnosis requires a test of the animal's blood. Many sheep flocks have the disease and the breeder culls the ewes for being unthrifty or for having trouble raising lambs and may not realize the problem is OPP. There is a society that helps breeders understand the disease, helps train them to draw blood for the tests and suggests methods for eliminating it from the flock. OPP is typically passed from the ewe to all her offspring via the colostrum. Symptoms often don't show for several years, so the disease can be widespread in the flock before it is diagnosed. If you are interested contact information is below. Membership is \$10/year.

OPP Concerned Sheep Breeders Society. Holly Neaton, DVM, Secretary/Treasurer. 11549 Highway 25 SW, Watertown, MN, 55388. Phone: 952-955-2696. Email: hollyneat@juno.com. Website: www.interrain.com/opp

CLASSIFIED ADS

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**Don't Miss the Article
"Writing Effective Sheep Ads" page 12**

SHEEP FOR SALE

David Martin of Harvey ND has 7 Registered Rams for Sale. Flock in scrapie program, sire was grand champion of Saskatchewan. d2martin@stellarnet.com 701-324-2848 evenings after 6 pm.

Tim O'Guin-TN- 2 white ram lambs, born March 2002 as twins. Vaccination, records provided. 901-465-8631 email: birdsonghill@prodigy.net

SHEEP FOR SALE

Twenty registered, 30 half and three-quarter cross vaccinated ewe lambs with registered/recorded lambs at foot, lambing late May. Coat inspection provided on one year olds before departure. Email photos available. Can be exported. Rick or Sharon Schaefer 306 675-4410. s.schaefer@canada.com.

M. Wilson Fisher-Illinois. 1 super ram lamb, white, born Jan 15, 2002. 618-749-5317 or: 19400 Marydale Rd, Carlyle, IL 62231-6014.

SHEEP FOR SALE

Doug & Mary McGregor, Barriere, BC-Canada. Complete dispersal registered flock. 17 proven super ewes w/ variety of bloodlines, 3 mature proven rams. 2002 Jan-Feb born ewe and ram lambs also available. Phone: 250-672-5598, FAX: 250-672-2340.

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KHSI MEMBER'S GUIDE

The Katahdin Hairald is the official publication of Katahdin Hair Sheep International, whose purposes are to:

- register individual Katahdin sheep and record performance
- maintain the distinct identity of the Katahdin breed
- assist in promotion and marketing
- encourage research and development related to the breed

2002 BOARD OF DIRECTORS:

President: Sharon Schaefer, <s.schaefer@canada.com>, 306-675-4410, Saskatchewan

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Honorary: Charles Parker, <seedstock@iname.com>, 614-442-5991, Ohio

KHSI REGISTRY:

Ed Martsof; 1039 Winrock Drive; Morrilton, AR 72110

Phone and FAX: 501-727-5659; <ed.martsof@mev.net>

Contact the Registry for the following:

-All questions about registration, recording, transferring, upgrading procedures

-Send the following to the Registry:

Completed membership and renewal applications, dues

Completed materials having to do with registering, transferring, recording

Katahdins (Animal Registration Forms, transfers, etc)

Office Hours (Central time): Monday through Friday 9 am- 5pm. Answering machine and FAX accessible 24 hours.

CLASSIFIED ADS

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SHEEP FOR SALE

Melissa Morris, Missouri: Selling 1 ram, 57 ewes with lambs, most under 2 years old, hope to sell as one group. 573-255-3253 or website: www.geocities.com/meljanemor/index.html.

Marge & Tom Dubuque, Missouri. Selling whole flock for personal health reasons. Reasonable price if you buy all. Call 573-642-4421 or email: mtdfarm@webtv.net

Susan Bailey, Missouri, also selling out. Call 660-826-3352, email: arrowb@iland.net.

Roy & Susan Workman, Colorado have sheep for sale. RSWorkman@centurytel.net

SHEEP FOR SALE

Ron Davis, Texas near OK border. White ram lambs born Jan-Feb 2002, from triplets and twins, a few singles (One freckled, white). Willing to trade. email: rond@wf.quik.com.

Do you need 3 commercial Katahdins to work your dogs and/or mow your grass? Virginia Street, Kansas, has 2 white ewes, 1 white ewelamb. 316-796-0659.

Mike & Patricia Leshner, Indiana, dispersing for personal health reasons. Yearling ram and ewe, with lamb. 765-689-8124, tallgrassmike@prodigy.net.

MISC. FOR SALE

Katahdin Sheep Booklets for Sale. These are great sales, educational tools. Available through Midwest regional group. Contact Donna Watkins for pricing and shipping information: 21756 E 2450 North Rd, Lexington, IL. 61753. email: dwatkins11@mindspring.com.



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