

# INTELLIGENT LIVESTOCK

## Performance recording, EID data and sheep management

How to use EID, farm data &  
modern breeding information  
to create more profit from  
Sheep

**Peter Baber**

**Dartmoor  
Hill Farming Project**  
Jan 25<sup>th</sup> 2023



# **Who do you buy your rams from?**

## **Sheep breeder**

**or**

## **‘Sheep fancier’ ?**

# Fitter Rams

- Rams can be capable of serving many more ewes
- The longevity of rams can be improved

# Stronger Rams

- Rams must be capable of regaining condition on Autumn/Winter grazing

- **Breeding stock** should be produced and selected in **similar conditions** to those in which their **offspring** are **expected to perform**





# **‘Fit for Purpose ?’**

**What does it mean for you?**



# Weir Park Farm

*‘Selling  
Genetics  
Not  
Cosmetics’*



Peter & Louise Baber





**Welcome to the 8<sup>th</sup> Exlana “*Data Driven*” Sale of  
the UK’s Elite Shedding Genetics**

*“From 42 to 300 rams sold “  
“The sheep world is catching on”*

**Ram lambs** should be selected for  
**‘foraging ability’** not for ability to  
thrive on high levels of cereal feeding.

Rams should not 'melt' when they  
come home

# PL & LF Baber

**Professional Sheep Breeders**

producing

**'FIT for PURPOSE'  
stock**

Delivered all over Wales to

**Progressive Profitable  
Commercial  
Sheep Farmers**





Do you buy rams for their....

**Genetics**

or

**Cosmetics ?**

# Rearing Rams on Grass ?

**Living on grass**



**Genetics**

**Not just standing on grass**



**Cosmetics**

# Shearing themselves ... as they lamb outside unassisted



- Shows and Sales have limited purpose in modern progressive commercial sheep production systems.



# **Who do you buy your rams from?**

## **Sheep breeder**

**or**

## **‘Sheep fancier’ ?**

# Basic Breeding Principle

- **Ram lambs** should be selected for '**foraging ability**' not for ability to thrive on massive levels of cereal supplementation.

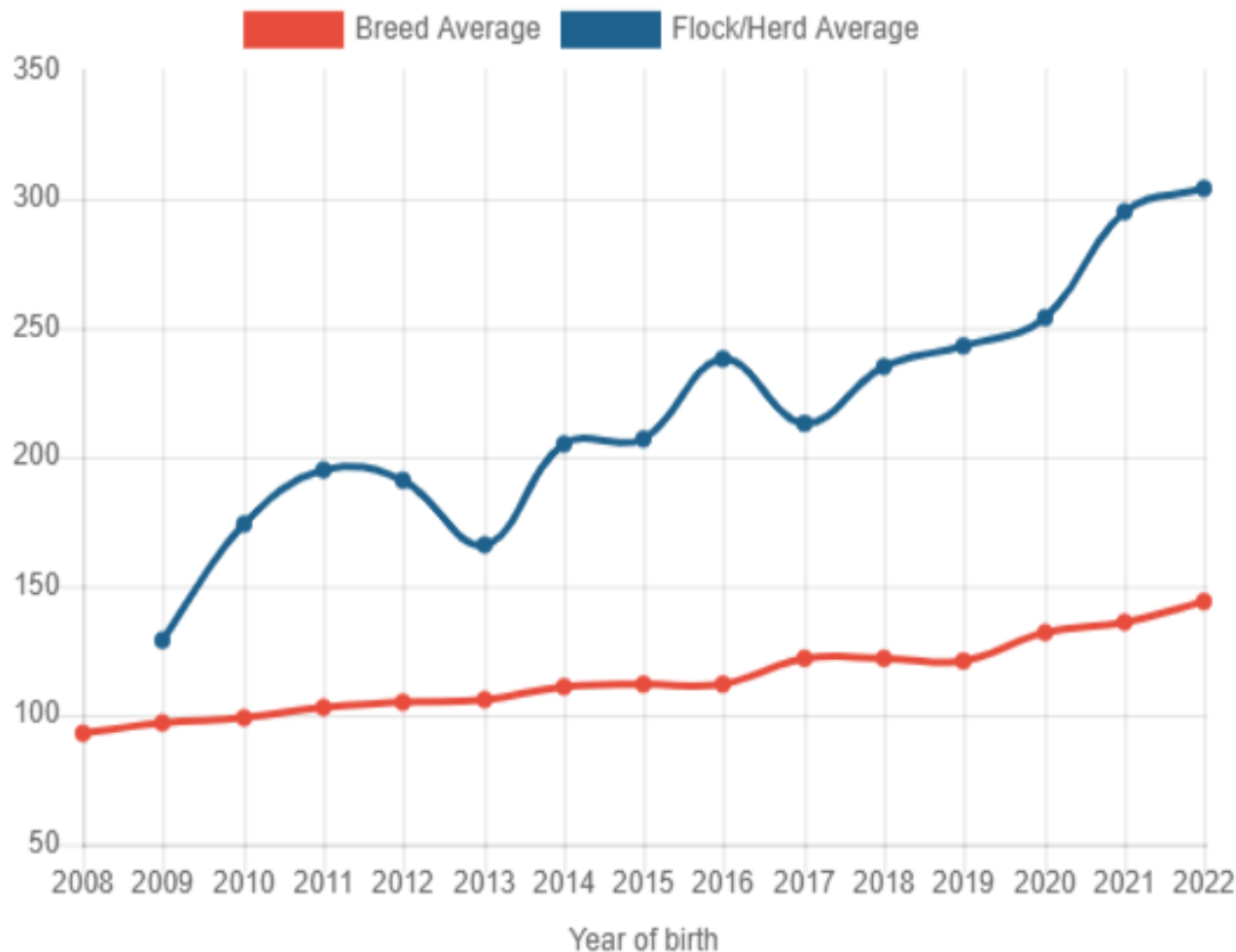
# Potential Gains

- Reduced ram costs
  - £3/lamb
- Improved lambs
  - £3.5/lamb
- Higher margin per lamb
  - £6.50 /lamb
- Higher margins per ewe
  - £10 more profit per ewe per year !!



# Suffolk Index

Index Averages for UK 0 369455





# How to find a 'Fit for Purpose' Ram

- Performance recorded flock
  - Superior genetics
- Reared on grass alone,
  - Rams are fitter, more fertile, higher libido, and with more longevity
- Purchase direct from the breeder's farm
  - Avoiding the show ring and sale ring
  - Improved biosecurity

# PL & LF Baber

**Professional Sheep Breeders**

producing

**'FIT for PURPOSE'  
stock**

Delivered all over UK to

**Progressive Profitable  
Commercial  
Sheep Farmers**

