



FIT FOR PURPOSE, FIT FOR THE FUTURE!

As we in the South West enter the hottest of heat waves – the sun is out, and the ram figures are in – and with results as impressive as the temperature!

We're delighted that once again our Rams have performed superbly with national index evaluations, what's more for the first time in several years all our rams for sale this season have been sired by rams which we have also bred. This is in part due to our high-performance figures and, also to the increasing confidence we have in our homebred rams.

Following the example of the Exlana, where lambing outdoors is standard, we now lamb over 80% of our Suffolk and Texel ewes outside. This is increasingly being adopted within the industry and will soon be standard procedure on our farm. We have achieved this by selecting for traits such as ease of lambing, lamb vigour, good mothering ability and milk yield together. These traits together with our high health status and top performance figures for growth rate and carcass traits, ensure we continue to produce Fit for Purpose rams which will deliver more profit for our customers.

So, 'Genetics Not Cosmetics' continues to be our policy. We would expect those of you who are regular, and previous, customers will be experiencing and benefiting from the product of our breeding regime. We continue to be delighted with the positive feedback about our rams and hope you will continue to be pleased. If you feel you would like to recommend us to one of your friends or neighbours and they become a customer then we would also like to offer you a discount on your next ram purchase.

We are now selling rams all over the UK and will continue to arrange delivery.

We have attached this year's performance figures which you can find on-line through our website www.baber.co.uk and look forward to hearing from you.

We hope you and your families have managed through the turbulent times of recent months and wish you continued good health ahead.

Louise and Peter Baber.

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