

PURE VELVET GENETICS

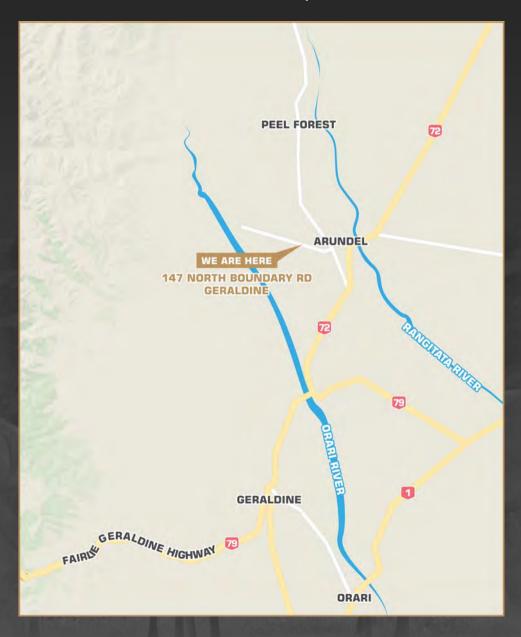
3rd ANNUAL STAG SALE AUCTION 11AM 13TH JANUARY 2020 VELVET VIEWINGS FROM 10am





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WELCOME TO OUR THIRD RUPERT RED DEER SALE

The 2019/2020 season has been filled with highlights. On 1 June 2019 we purchased Woodbury Downs, 213ha of rolling clay hills just 10km from the home farms in the high rainfall belt of Woodbury. This was followed by a major redevelopment of the property into a hind block, which included virtually refencing the entire farm plus a new laneway system and deer shed. With increased scale, we will be able to lift our hind numbers enabling greater diversity and genetic potential. The first 470 MA hinds are fawning there now and we plan to increase this number to about 800.

Another highlight has been observing the progression of Zinzan Brook, an exciting young Zeus son. This stag first caught our attention as a two year old with an excellent 5.9kg SA2 head, and we used him for breeding that season. It was a difficult decision to put him up for sale, but we strongly feel that to continue breeding the best deer possible, we need to look to the future and not get stuck with what worked in the past.

We are proud of the line-up of three year old sires on offer at this years sale, most of which were out of young hinds (first and second fawners) at the time of birth. All the deer in this sale are 100% pure English Red, and while they are chiefly selected for velvet traits, they are inherently tough, hardy animals that thrive in a wide range of environments. We have been pleased to hear that our stags from previous sales have continued to perform in their new environments throughout the country, including hard North Island hill country with no supplementation. We see this as a huge benefit of the English breed and something worth preserving in future.

We stand behind the stags we sell and are always keen for feedback.

On behalf of the Rupert Red Deer team, Best regards, Kiri Rupert

WELCOME TO OUR 3RD RUPERT RED DEER SALE.

TB Status

C10 Last test 20 Aug 2019

PARENTAGE

All animals for sale have had their parentage confirmed by DNA testing

Insurance

Insurance facilities will be available on the day of the sale

CONDITIONS OF SALE

- The sale will be conducted by PGG Wrightson with the conditions of sale as set down by the Stock and Stations Agents Association, a copy of which is exhibited in the office on sale day.
- 2. Each lot becomes the purchaser's property and risk at the fall of the hammer.
- 3. Warranties and Insurance are covered under separate headings.
- Terms are strictly cash unless prior arrangements are made with the auctioneers. Accounts
 not paid within 14 days of sale shall bear interest, at current rate per annum from the date of
 sale.
- 5. The sale is conducted exclusive of GST.
- 6. A buyers commission of 4% is payable to non-participating companies and recognised independent agents introducing and accompanying purchasers to the sale providing prior arrangements [No later that 24hrs prior to sale] are made with PGG Wrightson.
- 7. Intending purchasers are required to register with the auctioneers prior to the commencement of the sale.
- 8. Instructions regarding delivery and insurance of any purchases must be signed and provided after the sale.
- No warranty is made as to the soundness, condition or other quality of any livestock sold in this sale.
- 10. While every care has been taken to ensure the facts in this catalogue are correct, no responsibility will be taken for any mistakes or errors made.

Disclaimer

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PGG Wrightson, its employees and agents are not responsible or liable in any way whatsoever, whether in contract, tort [including negligence], or otherwise, to any person for any loss or any damage whatsoever arising directly or indirectly from any information or misrepresentation included or omitted from this catalogue.



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SIRE REFERENCES



AXEL

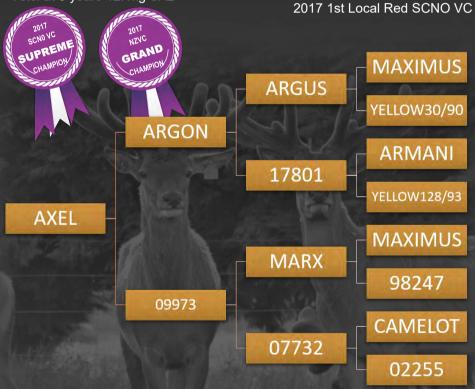


Axel at 6 years 12.1kg SA2

Production:

Velvet 2 yr 4.7kg SA2
Velvet 3 yr 8.3kg SA2
Velvet 4 yr 10.5kg SA2
Velvet 5 yr 11.5kg SA2
Velvet 6 yr 12.0kg SA2
Velvet 7 yr 11.6kg SA2
Velvet 8 yr 12.7kg SA2
Competition results:

2017 Grand Champ NZVC 2017 1st Open Red NZVC 2017 Supreme Champ SCNO 2017 1st Level Red SCNO VC



Champion of Champions at the 2017 National Velvet Competition at 6 years old with a beautifully balanced head. A classic mix of his sire Argon and his grandsire Marx, Axel displays the ideal combination of traditional style and heavy weight.

ZEUS



Zeus at 3 years 8.6kg SA2

Production:

Hard Antler 2 yr 12.5kg
Velvet 3 yr 8.6kg SA2
Velvet 4 yr 10.1kg SA2
Hard Antler 5 yr 22.6kg
Velvet 6 yr 14.1kg SA2

Velvet 8 yr 14.1kg SA2 Velvet 8 yr 14.6kg SA2 Velvet 8 yr 16.6kg SA2

Competition results:

2018 1st Open Red SCNO VC 2018 2nd Open Red NZVC 2014 1st 3 Year Red NZVC



Zeus's dam was a full sister of Austin, probably the best velvet stag bred in New Zealand and a multiple National Velvet Champion. Zeus himself won the 3 Year Red section at the National Velvet Competition and was placed 2nd in the Open Red category in 2018 at 7 years with 14.6kg. Zeus has proven himself to be an outstanding sire; he consistently adds weight to any bottom line and most of our rising stars feature his influence.

RONALDO



Ronaldo at 5 years 12.2kg SA2

Production:

Velvet 2 yr 6.3kg SA2 Velvet 3 yr 8.8kg SA2 Velvet 4 yr 10.6kg SA2 Velvet 5 yr 12.2kg SA2 Velvet 6 yr 15.0kg SA2

Competition results:

2019 1st Open Red SCNO 2018 2nd 5YearRed NZVC 2017 1st 4YearRed NZVC 2017 1st 4YearRed SCNO



Ronaldo produces heavy, top quality velvet with tidy conformation and is extraordinarily quiet in the yards and easy to handle. These traits can also be seen in his progeny and we have been impressed by their consistently high quality velvet production. An excellent sire stag.

MARX



Marx at 8 years 10.0kg SA2

Production:

Velvet 2 yr 4.9kg SA2 Velvet 3 yr 6.6kg SA2 Velvet 4 yr 6.9kg SA2 Velvet 5 yr 9.5kg SA2 Velvet 6 yr 9.7kg SA2 Velvet 7 yr 10.7kgSA2

Competition results:

2011 1st Local Red SCNO 2011 2nd Open Red SCNO 2010 1st Local Red SCNO 2007 2nd 4Year Red SCNO



A key foundation sire for Rupert Red Deer; Marx was a gamechanger. He lifted the standard for velvet weight and style and his legacy lives on with his strong, correct velvet genetics appearing in many of our current standouts.

ARCO



Arco at 4 years 9.3kg SA2

Production:

Velvet 2 yr 3.9kg A2 Velvet 3 vr 6.1kg SA2 Velvet 4 vr 9.3kg SA2 Velvet 5 yr 11.3kg SA2 Velvet 6 yr 10.1kg SA2 13.1kg SA2 Velvet 7 vr Velvet 8 yr 12.8kg SA2

Competition results:

2015 Supreme Champion Velvet SCNO VC 2015 1st 4 Year Red SCNO VC VINNER UPREME 2015 3rd 4 Year Red NZ VC 4 YEAR OLD **MAXIMUS ARGUS** Y30/90 **ARGON ARMANI** 17801 YELLOW128/93 **ARCO CRAIGY** CAMELOT WY8-4 09984 **MARX** 07784 05656

Arco has proven himself to be a solid performer with an excellent ability to pass on his genetics for clean, heavy velvet and great longevity

MERLOT



Merlot at 8 years 11.5kg SA2

Production:

Velvet 2 yr 3.8kg SA2 Velvet 3 yr 5.4kg SA2 Velvet 4 yr 6.9kg SA2 Velvet 5 yr 7.1kg SA2 Velvet 6 yr 9.0kg SA2 Velvet 7 yr 10.3kg SA2 Velvet 8 yr 11.5kg SA2

Competition results:

2016 2nd Local Red SCNO VC 2016 3rd Open Red SCNO VC 2016 5th Open Red NZVC 2014 1st 4 Year Red SCNO VC



One of our first home-bred stags to prove himself at competition level, Merlot exemplified what happens when two great bloodlines combine and helped solidify our breeding programme. He has successfully passed on his genes for heavy, tidy velvet,

CAMELOT



Camelot at 9 years 10.8kgSA2

Production:

Velvet 2 yr 4.0kg SA2 Velvet 3 yr 4.3kg SA2 Velvet 4 yr 7.0kg SA2 Velvet 5 yr 7.6kg SA2 Velvet 6 yr 8.6kg SA2 Velvet 7 yr 9.8kg SA2 Velvet 8 yr 9.5kg SA2 Velvet 9 yr 10.8kgSA2 Velvet 10 yr 9.9kg SA2

Competition results:

2012 3rd Local Red SCNO 2012 3rd Open Red SCNO 2011 2nd Local Red SCNO 2011 3rd Open Red SCNO 2009 2nd Local Red SCNO 2007 2nd 5YearRed SCNO



A proven and reliable performer, Camelot appears in the bloodlines of many of our best deer. His genes for clean, tidy velvet with excellent structure have been a crucial addition to our genetic base. He also brought valuable longevity traits into our herd; time and time again, the oldest animals on the farm are of Camelot stock.

ARGON



Argon has been highly valued for his contribution of clean, correct-styled velvet genetics which are well represented in his progeny, as seen in his standout son Axel.



Top son of Marx, Matai has left clean, tidy velvet in his offspring. As well as excellent first cut velvet weights, he has consistently produced over 2.5kg regrowth each year since he was four years old. Unfortunately he had to be retired from breeding duties early after breaking his pizzle in the 2013 roar.

RASCAL





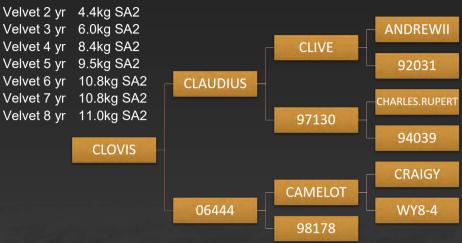
Rascal added grunt to our genetic base with his trademark huge beams proving to be very heritable. Sire of Ronaldo, one of our current top sires.



Mr.Darcy has been valued for his extremely quiet temperament and tidy velvet, with a growing reputation for siring massive velvet producers including Lot 3 in our inaugural sale (11.1kg at 3 years) and Lot 3 this year (10.0kg at 3 years). Strong regrowth genetics are an added bonus to his bloodlines.

CLOVIS

Production:



Clovis provided length to our bloodlines with typically long tops and stretched beams.



Rambo left big bodies and heavy velvet genetics in his offspring. His grandsire Rapper was notable for his excellent liveweight growth rates, a trait which has been maintained by his descendants.

NEW SIRE - ZAPPA



Zappa at 4 years 10.6kg SA2

Production:

Velvet 2 yr 7.0kg SA2 Velvet 3 yr 9.7kg SA2 Velvet 4 yr 10.6kg SA2

Competition results:

2018 Supreme Champ SCNO VC 2018 1st 3 Year Red SCNO VC



Zappa continues to impress with his long, traditional styled velvet. We look forward to assessing his progeny when the first crop hits two years old next season.



PURE VELVET GENETICS

SALE SIRE STAGS



3 YEAR OLD SIRE STAGS FOR SALE

Lot No.	Tag No.	3yr Velvet	2yr Velvet	Sire	Dam's Sire	LWT
1	16105	9.1kg SA2	5.9kg SA2	Zeus	Argon	221kg
2	16067	8.0kg SA2	5.7kg SA2	Zeus	Rascal	210kg
3	16147	10.0kg SA2	8.8kg SA2	Matai	Mr.Darcy	195kg
4	16001	7.8kg A2	5.0kg SA2	Ronaldo	Camelot	207kg
5	16173	8.3kg SA2	5.1kg SA2	Merlot	Zeus	193kg
6	16002	7.6kg SA2	4.2kg SA2	Ronaldo	Camelot	198kg
7	16091	9.0kg SA2	5.1kg SA2	Arco	Mr.Darcy	181kg
8	16112	6.2kg SA2	4.3kg SA2	Zeus	Argon	224kg
9	16024	8.9kg SA2	7.1kg SA2	Quinn	Argon	238kg
10	16101	8.3kg SA2	6.1kg SA2	Zeus	Argon	202kg
11	16072	7.6kg SA2	5.9kg SA2	Zeus	Rascal	200kg
12	16102	7.4kg SA2	4.8kg SA2	Arco	Marx	209kg
13	16176	7.9kg A2	5.2kg SA2	Merlot	Rascal	219kg
14	16177	8.1kg SA2	5.5kg SA2	Merlot	Rambo	215kg
15	16082	6.9kg A2	5.1kg SA2	Ronaldo	Camelot	185kg
16	16106	7.3kg SA2	4.7kg SA2	Arco	Camelot	203kg
17	16081	7.0kg SA2	4.4kg SA2	Ronaldo	Marx	204kg
18	16146	6.6kg A2	5.0kg SA2	Matai	Clovis	212kg
19	16059	6.5kg SA2	5.9kg SA2	Zeus	Marx	212kg
20	16111	6.5kg SA2	4.8kg SA2	Arco	Marx	183kg

^{*}Live weight as of 27/11/19

2 YEAR VELVET STAGS FOR SALE

Approximately 40 two year old velvetting stags will be auctioned. Velvet photos and average velvet weights will be displayed on sale day and prior to the sale on Facebook and our website.

LOT 1 - ZINZAN BROOK 16105



Zinzan Brook is one of the most exciting stags we have bred to date. His velvet is beautifully proportioned and balanced, and with a strong pedigree he has the makings of an exceptional sire. We used him as a two year old and look forward to seeing what his progeny will do.

LOT 2 **–** 16067



Plenty of heavyweights feature in the pedigree of this young sire, with Zeus and Rascal lending genetics for huge beams while the presence of Marx on the hind line maintains traditional style and conformation.

LOT 3 - MARADONA 16147



An outstanding two year old that is maturing into an extraordinary sire, Maradona is sure to add velvet weight to any genetic base. Used for breeding as a two year old. Sire Mr.Darcy also left Darius, a massive velvet producer who cut 7.9kg SA2 at 2 years followed by 3.3kg of regrowth and has since totalled 65.3kg of correctly cut velvet in 4 years (not including this years regrowth!).

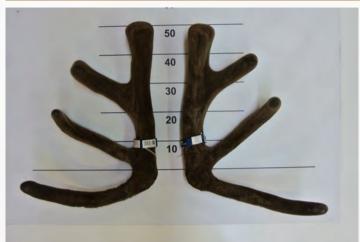
LOT 4 - 16001





Strong expression of Ronaldo's style in this stag, with those heavy beams and thick lower tynes providing plenty of weight with great conformation and balance from Argon's influence. Nice round tops throwing back to Camelot.

I OT 5 - 16173

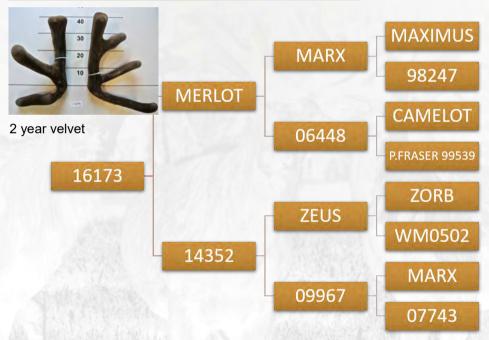


Production:

2yr 5.1kg SA2 3yr 8.3kg SA2

Lwt 2yr*: 146kg Lwt 3yr**: 193kg

*As of 3/12/18
** As of 27/11/19



This stag shows what happens when classic meets current; lengthy, traditional style but with added thickness and weight. Again, we see the value in Zeus as a master sire, adding excitement to whatever genetics we put him across. A compelling mix with a lot of potential. Dam 14352 also produced Darius who we have retained for breeding.

Sale Weight:

Price:

Purchaser:

LOT 6 - 16002



Production:

2yr 4.2kg SA2 3yr 7.6kg SA2

Lwt 2yr*: 158kg Lwt 3yr*: 198kg

*As of 3/12/18 **As of 27/11/19



A strong velvet bloodline is evident in this animal with visible influences from sire Ronaldo. Thick beams typical of Rascal descendants, a strong trait which is often seen throughout his lineage. Camelot will add style and longevity.

LOT 7 - 16091



Production: 2yr 5.1kg SA2

3yr 9.0kg SA2

Lwt 2yr*: 149kg Lwt 3yr**: 181kg

*As of 3/12/18
** As of 27/11/19



Another heavyweight from Mr.Darcy, this stag features proven performers throughout the pedigree. Mr.Darcy lends outstanding weight, but Argon will provide valuable traits for traditional style and conformation.

Sale Weight:

Price:

Purchaser:

LOT 8 - 16112



Very much reminiscent of our new sire Zappa, excellent proportions and balance. Was the heaviest 2 year old in the catalogue and has matured into second biggest 3 year old for liveweight. Both Zeus and Argon have proved themselves as master sires with very heritable genes for velvet weight and style, this stag has the goods.

LOT 9 - 16024



Big velvet genetics and big frame on this son of Quinn (owned by Bruce Paterson). Quinn cut 8.75kg as a two year old and those strong velvet-producing genes have made themselves obvious in his sons. Great style traits present in hind line. The heaviest stag in the catalogue by liveweight.

I OT 10 - 16101



Production:

2yr 6.1kg SA2 3yr 8.3kg SA2

Lwt 2yr*: 175kg Lwt 3yr*: 202kg

*As of 3/12/18 **As of 27/11/19



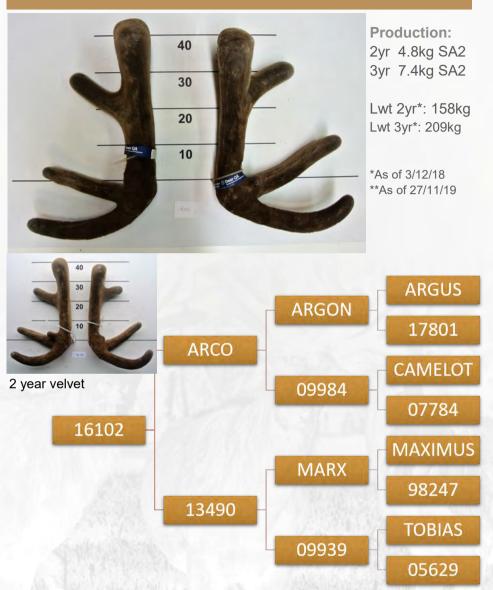
Long lengths and big weights from this Zeus/Argon stag. Great tops with a strong round beam. A solid pedigree which will result in very heritable velvet genetics.

LOT 11 - 16072



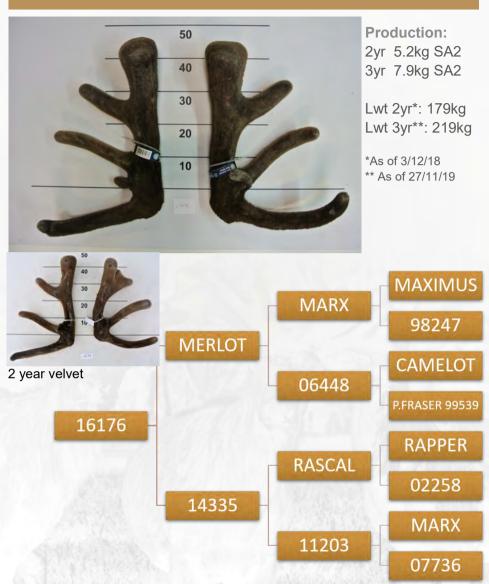
Huge beams reveal the presence of Rascal in the lineage of this Zeus son. Strong bez tynes and heavy trez give him an added advantage, with the promise of big weights to come with those meaty tops. Dam 12388 also produced Lot17 in the 2019 sale.

LOT 12 **–** 16102



Very big beams and solid brow tynes provide the value on this young sire. Classic velvet genetics on both sides of the pedigree.

LOT 13 - 16176



Strong expression of Rascal's trademark beams in this Merlot son, along with big potential for liveweight gains.

I OT 14 **–** 16177



Production:

2yr 5.5kg SA2 3yr 8.1kg SA2

Lwt 2yr*: 173kg Lwt 3yr*: 215kg

*As of 3/12/18 **As of 27/11/19



Great length of beam and powerful brow tynes provide for big weights in this young sire.

LOT 15 **–** 16082 50 **Production:** 2yr 5.1kg SA2 40 3yr 6.9kg SA2 30 Lwt 2yr*: 159kg 20 Lwt 3yr*: 185kg 10 *As of 3/12/18 **As of 27/11/19 **RAPPER** RASCAL 02258 RONALDO **ARGON** 2 year velvet 09139 06429 16082 **CRAIGY** CAMELOT WY8-4 12241 MARX 10086

Clean, smooth and round. This stag features strong tidy genetics on both sides with Ronaldo and Camelot in the mix.

04386

LOT 16 - 16106



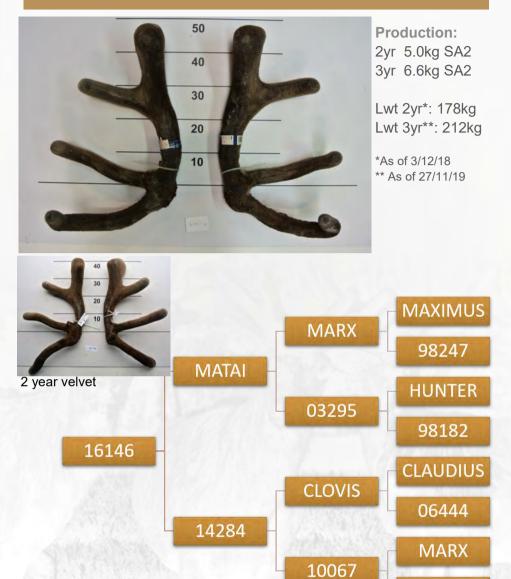
Excellent tyne placement and proportions on this Arco son. Beautifully balanced with great round beams and tops. A strong presence of Camelot in the pedigree will provide great longevity.

LOT 17 - 16081



Another great Ronaldo son which shows those characteristic heavy tynes and excellent structure. Thick heavy beam from the Rascal side balanced by conformation traits from grandsire Marx.

LOT 18 - 16146



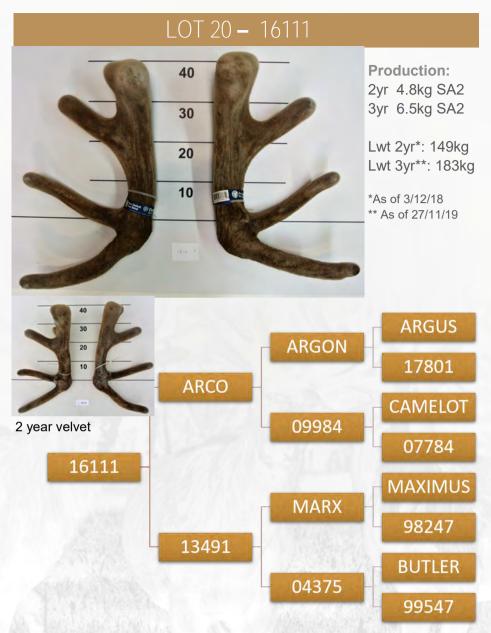
The second of two Matai offerings in the sale this year, with strong influence from Clovis on the dam's side as seen in the long tynes and stretchy beam.

05635

LOT 19 - 16059



A super tidy, compact head on this Zeus/Marx combination. Excellent symmetry and balance much like Zeus's velvet at three years. Two of our most influential sires in the pedigree ensures this stag will provide strong velvet genetics.



Strong beams and ideal tyne placement seen on this solid young sire. Arco lends thickness with the good tops revealing influences from Marx. Classic bloodlines that should add style to any base.



PURE VELVET GENETICS

VELVETTING STAGS



2 YEAR VELVET STAGS FOR SALE

Lot 21 Average velvet weight: Purchaser:	Price:	
Lot 22 Average velvet weight: Purchaser:	Price:	
Lot 23 Average velvet weight: Purchaser:	Price:	
Lot 24 Average velvet weight: Purchaser:	Price:	

NOTES



BUYER INSTRUCTIONS

Name: Address:

Email address: Phone number: NAIT number: Lots purchased:			
Delivery Instructions:			
Insurance Instructions:			
Notes/Special Conditions:			
Buyer/Agent Signature:			

AGENTS

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