

PLEVNA MERINOS

NEWSLETTER

2014



HORNED AND POLL MERINOS

WOOL, MEAT & LAMBS

Hello and welcome to our 2014 newsletter and invitation to our 4th annual field day. We hope 2014 finds you & your family well.

Our field day aim is to provide an Educational experience that focuses on areas that will help make a Merino enterprise more profitable & also the chance to inspect "Plevna" sheep.

Our year started well with Mat & Korina Aveyard's "Plevna Blood sheep winning the 21st Ted little Memorial Ewe Comp & then coming 2nd out of 6 teams in the Central West Ewe Competition. Congratulations.

Judge Cam Munro commented "the even type and high flock fertility made it a well-balanced type that will still cut plenty of high quality wool".

2013-Our first Helmsman Sale

2013 was the first of our intended Annual Helmsman Ram Sale.

- 60 Rams were penned for an 11am inspection.
- 54 were sold by completion with the balance and 20 others were sold within the week.

Overall it was a resounding success.

Thank you to Rob Hellyer & Adam Chudleigh of McCarron Cullinane & Chudleigh for conducting the sale and all buyers!



2014 FIELD DAY

Wednesday 10th September

10am Boyd Aveyard Intro

10.10am - Dr Gordon Refshauge NSW DPI –
Lifetime production traits of ewes. Selection for fertility traits. Heat stress & Pelvic measurement links to ewe performance.

11am - Megan Rogers-
Sheepsmart- Interpretation of ASBVs & Industry Technical developments

11.30am Tony Benson-
Auctions Plus & Online marketing developments.

12pm Rob Hellyer
-Rob Hellyer Livestock. Forward Selling getting it right.

12.30pm Lunch

1.30 -2.30pm Q & A

Boyd Aveyard "PLEVNA"

RAM SALE

Thursday 25th September

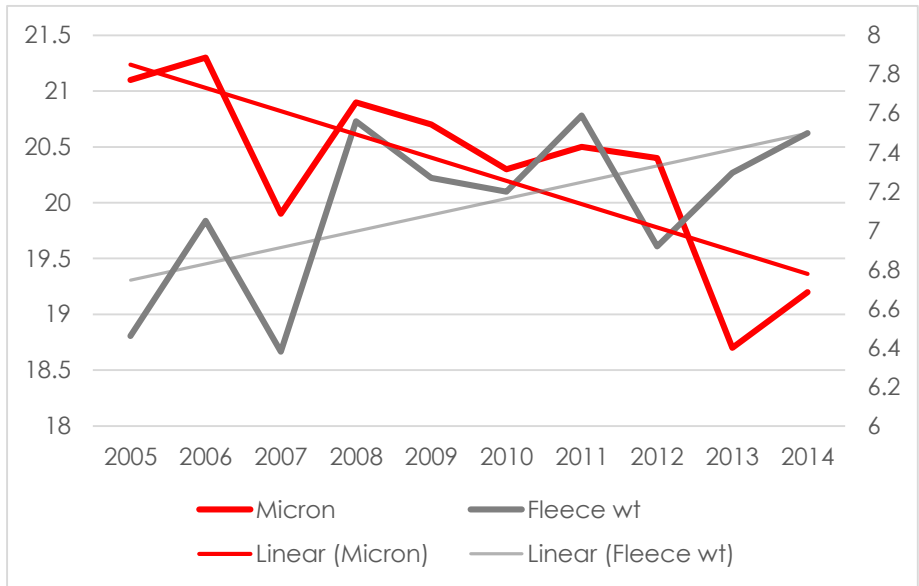
10 YEAR TRENDS IN FIBRE DIAMETER & FLEECE WEIGHT

Thanks to Steve Quirk of 'Jemalong wool' who has helped us gather the information in regard to our wool production. This has been done by dividing our Adult sheep wool clip (grower's sale estimates) & simply dividing by numbers shorn in the tallybook. This is a true indication taking into account all ages of breeding ewes, belly wool, pieces, locks etc.

In summary over 10 years our sheep have reduced fibre diameter by 1.8micron (approx 21mic to 19.2) our Fleece weights have been on the rise & gained almost a kg (6.46 to 7.5kg)

Production varies year in and year out due to seasonal conditions, but needs to be followed to ensure that you are continuing in a positive direction.

Years	Micron	Fleece weight
2005	21.1	6.46
2006	21.3	7.05
2007	19.9	6.38
2008	20.9	7.56
2009	20.7	7.27
2010	20.3	7.2
2011	20.5	7.59
2012	20.4	6.92
2013	18.7	7.29
2014	19.2	7.5



"The Land newspaper recently published an article about how Mat and Korina Aveyard's Plevna blood flock have risen from an encouragement award in 2012 to winning the Ted Little Memorial Merino Ewe Competition on the events 21st Anniversary which was held on February 14th this year. Their flock had the most improvement in the past year. Judge Ken McCrabb stated that the Aveyard's had "bred to a nice balance". The consistency of his flock was what won the day".



Left-Right: Boyd, Mat & Korina Aveyard, Anthony Simmons Catriona Rowntree AWir & Judges Ken McCrabb & Colin Seis

For More information:

Contact Boyd & Alex Aveyard

0268921087 or 0428921087

www.plevnamerinos.com