



plevna merinos  
MODERN MERINOS SINCE 1979

## NEWSLETTER

2015

### WOOL, MEAT & LAMBS



Hello and welcome to our 2015 newsletter and information on our 3<sup>rd</sup> annual Helmsman Ram sale. We hope 2015 finds you and your family well.

The season started slowly following a dry spring and heatwave conditions in November 2014. All in the local area will remember the terrible fire in the Kadungle/Tullamore area for a while. Once the heat was over, and it started to rain 2015 provided us with vastly improved wool prices and solid lamb and mutton markets. Things look positive for the 2016 markets.

Firstly we welcomed Eliza Kelly who is undergoing a Traineeship with us. Eliza has been a fantastic addition to our operation & we are sure will go well at anything she undertakes.

Paul Kelly joins us as our sheep classer, Paul comes from a background with vast experience in management in the Stud & Commercial Merino industry.

In February, we completed a successful AI program using Pooginook 110311 across 100 stud ewes. This ram was selected by progeny sired in 2014. Our ewes were selected on their progeny history of previous two years. This is to strengthen our genetic base. We are looking forward to the results.

In March, Plevna Merinos hosted their second Bredwell Fedwell workshop. This workshop was presented by Jason Tromph, and Megan Rogers of SheepsMart. These workshops focus on the breeding ewe which is the main profit driver in the sheep industry. Developing breeding objectives & ram selection with the aid of Breeding Values was also covered. 16 participants registered with all surveyed noting how helpful the day was to their flocks.

#### **What's been happening in 2015?**

- Our first AI program.
- Second hosting of Bred well Fed well workshop.
- Conversion to EID (electronic identification).
- Incorporation of new software program (Sapien Technology) for more efficient data management to Sheep Genetics.
- Eliza Kelly joins us as a Trainee.
- Paul Kelly comes on board to class our Stud & Commercial flock.

#### **Upcoming Events**

##### **September 9th**

MLA/AWI Workshop

Back page for details

##### **Thurs - September 24th**

**Third on property**

**Helmsman Ram sale.**

In June we started to make the transition from management tags & Excel records to Electronic Identification & Sapien technology's Kool Collect Software programme. While some headaches occurred swapping records over, we now have a much more efficient Data management system.

July and August have been busy with drift lambing our single joined ewes. Our AI lambs hit the ground in the middle of an extreme cold snap in mid July. The ewes in general have handled the cold well. Marking % should be good. In the last week we have conducted our eye muscle and fat measurements with Trevor Pearce from Young (in the rain!). These are important measurements for our ASBV's.

Looking forward to 2016, and we hope to see you at our upcoming workshop.

Cheers,

Boydie, Alex and Eliza.



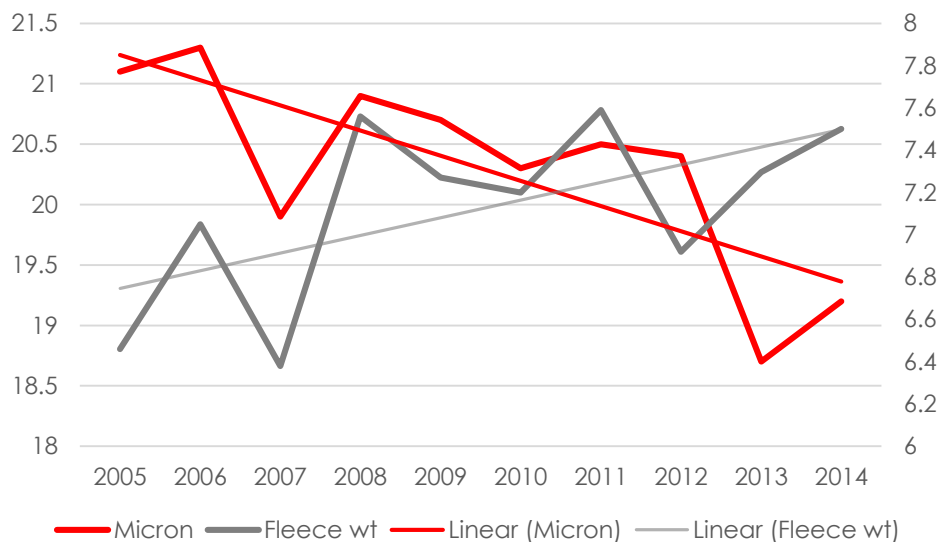
Steve Quirk (Jemalong Wool), Eliza Kelly (Plevna, Trundle), and Paul Stanbrook (Tullamore) at Yenora Wool sales 27<sup>th</sup> May 2015.



Eye Muscle Scanning – 26/08/2015  
L-R Frank Donnelly, Trevor Pearce, Eliza Kelly

### 10 YEAR TRENDS IN FIBRE DIAMETER & FLEECE WEIGHT

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	7.296
2014	19.2	7.5



#### 2015 – Our Third Helmsman Sale

This year's annual Plevna Ram sale is on

#### Thursday 24<sup>th</sup> September

See our Website for more details.



#### 2014-Our Second Helmsman Sale

2014 was the second of our intended Annual Helmsman Ram Sale.

- 70 Rams were penned for an 11am inspection.
  - 66 were sold by completion of the sale, averaging \$840 and a further 20 others were sold within the following week.
- Overall it was a resounding success.

Thank you to Rob Hellyer & Adam Chudleigh of McCarcon Cullenhome & Chudleigh for conducting the sale

For More information: **Contact Boyd & Alex Aveyard PH: 0268921087 or 0428921087**

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# “The Modern Merino”

## A Day about current Research, Opportunities and Profit

**Date:** Wednesday 9<sup>th</sup> September 2015  
**Venue:** Plevna, Numulla Rd Trundle (12 km RH side of road from Trundle)  
**Start:** 9.30 am to 3.30 pm

Setting the scene: Overview and discussion to some of the big challenges facing farm family businesses (Labour and availability, costs, profitability, debt and capital, big trends)

What does the research tell us? DPI Report: Farm Profit and Gross Margins  
Benchmarking data: Farm Profit and Gross Margins

*Discussion on past and current profitability*

Profitability Discussion: Getting our heads around how profit is created and RISK, based on a MS and A research study.

*Is our thinking current and up to date: The Modern Merino*

Opportunities: *The modern merino:*  
Current Gross Margins  
Key drivers of profit (reproduction rate and wool)  
What is possible (lambing % and weaning rates)  
Ease of management

Key technologies: Breeding  
Management (eID)  
Grazing Management  
Marketing developments: Big Picture

Conclusions: The opportunities for higher profits, lower costs and less labour.



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Please RSVP to Boydie and Alex  
for catering purposes.  
Contact Details Below.

## Pastoral Profit

A joint  
initiative of



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