



plevna  
merinos

MODERN MERINOS SINCE 1979

## CONTACT information

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## For your diary

**Modern marketing  
opportunities field day**  
Monday, 8 August

**Plevna Merinos ram sale**  
Thursday, 22 September

# WOOLPRESS

EWES-LETTER + INVITATION

2016

2016 has been a year of extremes with February, March and a good part of April being hot and dry. Then it started to rain and rain and rain... We hope that everyone is managing as best as can be.



LEFT TO RIGHT: ANTHONY SIMMONS, DOMINIQUE NIXON, CRANLEY GOWING, MATHEW AVEYARD, GARRY SUNDERLAND WITH JUDGES MICHAEL ELMES AND ANGUS GIRLE.

## Ted Little WIN

The year started well with Mathew and Korina Aveyard's flock winning the Ted Little Merino Ewe Competition. Two first placings of Plevna blood sheep in the last three years. A great result.

The judges were Michael Elmes (Michael Elmes Classing) and Angus Girle (Livestock Manager, Fletchers International). They both agreed the qualities that placed these sheep highly were their heavy cutting fleece, high fertility and an overall great modern style sheep.

## On Farm Classing

During the last part of 2015 we introduced a classing box (a crate that holds sheep in a position where as visual traits can be examined). Paul Kelly, our classer, kindly let us copy his equipment. Eliza was the main engineer! Great job Eliza.

Visual classing is so important when selecting sheep to stay in your flock. A great portion of the Stud Merino industry has relied solely on visual classing when a combination of visual

and objective measurement is essential. We offer this service to all existing, new clients and on a commercial basis for outside breeders. This can be a benefit when running two enterprises such as a typical first cross and straight merino and determining which ewes are to go to which breeding program. Putting off type ewes to a terminal sire and better types to your merinos will fast track quality and still provide another income stream. During our August 8th field day I will spend some time on Identifying the work area in most participants flocks. ►



ENGINEER WITH CLASSING BOX NEARLY FINISHED.



CLASSING PLEVNA EWES INTO JOINING GROUPS

## On Farm

This year we trialled six monthly shearing as opposed to one year shearing and a crutching prior. We will have updated figures at our 8th August Field Day. Thank you very much, Greg Sawyer from AWN for helping us with this process.

For the first time we directly sold one of our main lines to a garment making operation. This new program of shearing has been a great success. There are also a number of benefits to the sheep.

Our ewes went into both joining and lambing in fantastic condition.

Across the road, Mat & Korina Aveyard have been building a new shearing shed and sheep yards during the past year.

We have been able to help out with various bits of construction, and in June this year were able to see Terry Charlton shear the first sheep on the raised board!

I think we are all experiencing a bit of shed envy at the moment!! It is a wonderful resource that will be used a lot over the coming years.



SHED BUILDING AT MAT & KORINA AVEYARD'S WEST PLEVNA, MARCH 2016

## Field days and workshops

Throughout 2015-2016 we have hosted a number of field days and workshops.

**The Modern Merino** was run in September; funded by Pastoral Profit and included speaker Mark Gardner from Vanguard Business Services.

**Pastoral profit** is a new joint initiative between MLA and AWI that aims to increase the access of leading industry information, resources and technical experts for pastoral producers' by growing the number of face-to-face and online development and learning opportunities for these producers. It targets business management skills in order to improve the bottom line of sheep, sheep meat, and wool producers in the pastoral region.

We look forward to hosting and being involved in many more of these useful workshops, and look forward to seeing you at our next day on Monday the 8th of August. *See attached flyer.*

Megan Rogers of Sheepsmart Solutions has also been running two **Life Time Ewe Management** courses. Each has been made up with sheep producers with different enterprises. The underlying theme throughout the course is the understanding of what our breeding ewes need to perform well.



BOYD AVEYARD & MEGAN ROGERS AT BREDWELL FEDWELL WORKSHOP, SEPTEMBER 2015.



SHED BUILDER TERRY CHARLTON SHEARS THE FIRST SHEEP IN JUNE.

## Sale-o!

2015 was our third on farm Helmsman sale, thank you to Rob Hellyer of McCarron Culhinane & Chudleigh for conducting the sale. The sale averaged \$920 with the top being \$2200 the sale started with a reserve of \$600. We are looking forward to our 2016 sale.



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## On display

- A selection of Plevna Merinos; young rams, sires and ewe hoggets.
- Information on our sheep classing services.

## RSVP + information

Mark Gardner and  
Amanda Furney  
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# Modern Marketing Opportunities

## A DISCUSSION AND LEARNING DAY



## VALUE-ADDING & DIRECT MARKETING

Presented by experienced, entertaining speakers:

Boyd Aveyard (Plevna Merinos), Mark Gardner (Pastoral Profit),  
Greg Sawyer (Australian Wool Network), Eric Harvey (Gilgai Farms) and  
Kim G Goldsmith (Ochre Communications)

Topics covered:

- **Skills, attitudes and mindset** to become a value added marketer and successful case studies (wool and meat)
- **Opportunities for creating a value added business**  
What does the Modern Customer require?
- **New ways to market:** Facebook, Instagram and Social Media.  
The basics of successful social media
- **Starting an on line (web based) business:** how to go about it.
- **The benefits and costs of a value added business** with Eric Harvey, Gilgai Farms, Geurie

Practical session in the yards in the afternoon looking at how individual animal performance data can be coupled with visual selection to create the Modern Merino. Please bring appropriate gear!

*Note: Eric and Kim will be joining us remotely using "Meet Now" technology*

**Date** Monday 8 August 2016

**Venue** "West Plevna" Woolshed, Numulla Rd, Trundle (12km Trundle)

**Time** 9.30 am to 3.30 pm

**RSVP** Friday, 5 August

**BBQ lunch provided**

**Pastoral Profit**

A joint  
initiative of

awil

mla  
MEAT & LIVESTOCK AUSTRALIA

Australian  
**WoolNetwork**

*Gilgai Farms*  
A Passion for Solutions

