

Why should Merinos feature on your farm?  
Take two days out to answer this timely question.

US wool marketing expert among a high calibre speaker list.  
Trade sites, product demonstrations and more...



## why merino?

**EARLY BIRD DISCOUNT:  
SAVE 20% IF YOU REGISTER  
BEFORE JULY 30!**

Issues to be covered:

- Wool
- Meat
- Fertility
- Risk management
- Grass management

WHEN: August 19 & 20, 2010

WHERE: Dubbo Showground, Dubbo, NSW

ENTRY: \$70 per person

REGISTRATIONS: Close on Friday, August 13, 2010

**+ Join us for a three-course conference  
dinner to network and be entertained by bush  
storyteller, Murray Hartin.**

For information and to register:

email [amy@lawsoncommunications.com.au](mailto:amy@lawsoncommunications.com.au) or contact **0427 464 333**

PROUDLY

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**Australian Farm Journal**

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## Thursday, August 19

| Time                 | Session  |
|----------------------|--|
| 11.45am              | Registrations, viewing of trade sites  |
| 12.15pm – 12.30pm    | Introduction by chairman: <b>Patrick Francis</b> , Editor, Australian Farm Journal   |
| 12.30pm – 1.30pm     | <b>Dr Jason Trompf</b> , VIC<br>Our national sheep flock: the big picture. Turning reproductive potential into reality. Reproduction: the modern, maternal Merino. What's Lifetime Ewe Management (LTEM)? Scanning ewes – why it's so important. |
| 1.40pm - 2.15pm      | <b>Dr Jim Watts</b> , SRS Company<br>Evolution of the SRS Merino   |
| 2.20pm – 3.15pm      | <b>Dr Alex Ball</b> , MLA R&D Manager<br>How do we stabilise Merino flock numbers? What can genetics do to help us?  |
| 3.15pm – 3.50pm      | Afternoon tea. Opportunity to browse trade sites and view demonstrations of auto-drafting system, Upright Posture Shearing Platform (UPSP), RFID tags  |
| 3.50pm – 4.30pm      | <b>Peter Trefort</b> , Director of Hillside Meats and WA Q-Lamb Supply Chain<br>A meat processor's perspective. Why does the processing industry need Merinos? Where is there room for improvement?  |
| 4.35pm – 5.10pm      | Author and Merino industry figure, <b>Charles Massy</b><br>Listening to the customer: lessons from 900 years of wool textile and sheep history   |
| 5.15pm – 5.40pm      | Panel discussion with day 1 speakers   |
| 6.30pm for 7pm start | Dinner. Be entertained by bush storyteller, <b>Murray Hartin</b>   |



## Friday, August 20

| Time              | Session  |
|-------------------|--|
| 8.20am – 8.30am   | Introduction by chairman: <b>Patrick Francis</b> , Editor, Australian Farm Journal   |
| 8.30am – 9.30am   | United States' multi-fibre marketing agent, <b>Denine Woodrow</b> , DP Woodrow and Company<br>Merino wool in the US market: A presentation about textiles in the US retail sector. How does wool fit in the highly competitive apparel industry? What is the profile of a US consumer and how has that changed in recent times? How is wool purchased by the major brands and retailers? What do Australian wool growers need to do to satisfy current consumer demands? |
| 9.35am – 10.15am  | <b>Andrew Michael</b> , Leahcim Merino Stud, SA<br>Why did you implement ASBVs and how has that affected profitability? Tell us about your clients' transition to non-mulesing. What do we need to do now to better position ourselves for the future?   |
| 10.15am – 10.45am | Morning tea. Opportunity to browse trade sites and view demonstrations of auto-drafting system, Upright Posture Shearing Platform (UPSP), RFID tags  |
| 10.45am – 11.30am | 2008 NSW Farmer of the Year, <b>Nigel Kerin</b> , Kerin Poll Merino Stud<br>Taking the risk out of your Merino enterprise. What's a waste audit? What role does grazing management play in profitability of Merinos? Tell us your story and how Merinos make more money than all other enterprises on your farm.   |
| 11.35am – 12.15pm | Resource Consulting Services (RCS) director, <b>Terry McCosker</b> , QLD<br>Grazing management: why is our wealth in our grass and not necessarily in our animals?   |
| 12.15pm – 12.40pm | Merinos as a risk management tool – a banker's perspective   |
| 12.40pm – 1.00pm  | Panel discussion with day 2 speakers   |
| 1.00pm – 1.20pm   | <b>Dr Alex Ball</b> , MLA R&D Manager<br>How do people change from doing what they've always done to doing what they need to do? Get out your crystal ball: sheep industry beyond 2020.  |
| 1.20pm - 1.30pm   | Conference summary and close by chairman: <b>Patrick Francis</b> , Editor, Australian Farm Journal   |



## About the Speakers



### **Denine Woodrow**

Denine operates a full service business consulting firm, DP Woodrow & Company, in North Carolina, United States. Her business client list includes the world's largest wool spinning company, Südrolle GmbH, which uses about 10% of Australia's wool clip each year. Other clients include Brooks Brothers, Beauty, ADVANSA, Lenzing Plastics, NewMerino™, and AWI.



### **Peter Trefort**

Peter is a director of Hillside Meats abattoir at Narrogin, Western Australia, and the WA Q-Lamb Supply Chain, and is a MLA board director. But his connections do not stop there. The respected conference speaker and media commentator has more than 40 years experience in sheep and cattle production as well as management across the supply chain.



### **Dr Jason Trompf**

Jason is a wool and lamb producer from Greta, Victoria, an Honorary Research Fellow with the Department of Agricultural Sciences at Latrobe University, and he is the current Chairman of BEST WOOL/BEST LAMB, which delivers economic, environmental and social benefits to wool and sheep meat producers. He co-authored and developed the Lifetime Ewe Management System (LTEM).



### **Nigel Kerin**

Nigel is a passionate stud and commercial Merino breeder from Yeoval, south of Dubbo. The 2008 NSW Farmer of the Year winner has benchmarked his enterprises of Merino breeding, composite sheep breeding, winter cropping and cattle trading over the past seven years, and Merinos consistently come out on top in \$/DSE per hectare net return. Nigel and his wife, Kate, recently established Kerin Poll Merino Stud.



### **Dr Alex Ball**

Alex is MLA's research and development manager and operates a grazing property at Guyra in the NSW New England region. Current R&D programs that Alex is directly involved with include the Sheep CRC information nucleus and eating quality programs, MERINOSELECT and LAMBPLAN, the national lamb forecasting committee, and the new Sheep Industry Strategic Plan (SISP).



### **Terry McCosker**

Terry is a founding director of Resource Consulting Services (RCS). Terry, a Churchill Fellow, is internationally-recognised for his research work, extension activities and property management advice. He introduced the concepts of holistic property management and time control grazing to Australia in 1990. Terry is the founding Australian teacher of the popular Grazing for Profit School.



### **Dr Jim Watts**

Jim is a former CSIRO scientist who developed SRS (Soft Rolling Skin) Merinos, which are the result of selecting for low primary fibre diameter and high density and length of wool fibres. SRS sheep have been marketed as a genetic alternative to mulesing due to their reduced body wrinkle and plain bodies. Jim and his wife, Sally, operate The SRS Company, with a membership of about 40 SRS stud breeders.



### **Andrew Michael**

Andrew and his wife, Rosemary, use technology and performance data to maximise genetic progress of their highly successful Leahcim Poll Merino Stud at Snowtown, South Australia. The stud last year achieved one of the highest on-property ram sale results in the country and Leahcim bloodlines broke the national commercial Merino record in March, when 130 ewes sold for \$261 each.



### **Charlie Massy**

Charlie is a renowned Merino breeder, consultant, industry representative and author from Cooma in the NSW Southern Highlands. His published books include 'The Australian Merino' (1990). He is currently a PhD scholar, researching innovators in sustainable agriculture and change. He developed the well-known Severn Park Merino Stud in 1975 – one of the founding SRS Merino studs.



### **Murray Hartin**

For years, Murray has been making audiences laugh, cry and visualise the spoken word with his unique style of Australian storytelling. The former Moree boy and country journalist is perhaps most well-known for his story 'Turbulence' – arguably the most popular spoken word piece since 'The Man From Snowy River'.



# Your Registration Form

**EARLY BIRD DISCOUNT:  
SAVE 20% IF YOU REGISTER  
BEFORE JULY 30!**

Please complete this form and forward with payment by Friday, July 30, to take advantage of the early bird offer – **a 20% discount!**

Register early to guarantee your seat. **REGISTRATIONS CLOSE ON FRIDAY, AUGUST 13, 2010**

## Send your registration to:

Phone/fax: (02) 6846 4333

Mail: Why Merino? Conference  
c/- Lawson Communications  
Locked Bag 1001  
Yeoval NSW 2868

Email: amy@lawsoncommunications.com.au

## Delegate details:

Full Name/s \_\_\_\_\_

Address \_\_\_\_\_

Telephone \_\_\_\_\_

Email \_\_\_\_\_

How did you hear about 'Why Merino?' ? \_\_\_\_\_

## Registration Type: (Please tick boxes)

- I am registering through the early bird offer \$56 per person
- I am paying for general admission \$70 per person
- I/we will be attending the three-course dinner \$50 per person

Afternoon (day 1) and morning (day 2) tea will be provided as part of your conference registration, together with provision of a conference book. Lunch will be available for purchase on-site, on both days.

## Payment Method: (Please tick boxes)

- Electronic transfer:  
Account Name: Lawson Communications, CBA  
BSB: 062 619  
A/C: 1011 8417  
(Include your name in the Description section)
- Cheque: I enclose cheque or money order for \$ \_\_\_\_\_  
(payable to 'Lawson Communications')