



## JULY 2012 NEWSLETTER EDITION 41

### Celebrating 75 Years of Breeding at Pooginook

This year marks 75 years since Yoorooga Merino stud was divided to form the Pooginook and Wonga stud flocks.

In effect, this divided the Taylor and Culley family partnership which had operated as Yarooga since 1913.

Pooginook was renowned in the show ring from the 1970s to mid 1990s under stud master David Taylor. The breeding focus then shifted to producing large numbers of commercially productive flock rams and the stud looked to drive the economic returns of clients through education.

Paraway Pastoral Company bought the Pooginook property and stud flock in July 2007. Paraway has continued to breed productive rams focused on balancing fertility, wool cut, micron and growth.

### Continuing to Invest in Objective Measurement

The stud has submitted performance data to genetic evaluation service Sheep Genetics to provide another tool in correct ram selection for clients, whilst continuing visual and objective measurement at classing.

Pedigree Matchmaker will be used this year on 1700 single mate ewes. This data will provide improved linkage and identify the top performing ewes of the flock to ensure they are maintained for future breeding.

Measured benchmarking is critical in the continual appraisal of Pooginook's breeding direction. This ensures clients have access to industry-leading genetics.

### Growing Numbers to Meet Demand

Stud ewe numbers have increased steadily towards our target of 6000. Last year, 1147 Merino and 205 Poll rams were sold.

- David Taylor continues his role as stud classer.
- In 2011, 4100 stud ewes were joined to Merino rams and 1800 to Poll rams.
- Last year, 109 per cent lambs were weaned to ewes joined. This will provide more than 1600 rams for selection in 2012.
- Scanning this year has revealed a potential lambing of 110 per cent to ewes joined.

This year's on-property auction will have 250 Merino and Poll rams available on Tuesday, October 2. Further flock rams and semen will also be available

Pooginook congratulates clients Eric and Dianne McKenzie, Bethungra, NSW, on winning the wool component of the 2010-2012 Peter Westblade Memorial Merino Challenge.

I would like to thank the Pooginook team and my family for their continued support.

John Sutherland *Pooginook Manager*

## POOGINOOK DIARY

- Australian Sheep and Wool Show, Bendigo - July 20 - 22
- South West Slopes Merino field day, Greenthorpe - September 6
- On-property sale - October 2

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Visit [www.pooginook.com](http://www.pooginook.com) for the latest news and our e-catalogue pre-sale.



# What's happening at PGK

## Capturing maternal pedigrees accurately

Lamb survival and ewe mothering ability are under the spotlight at Pooginook with the stud using Pedigree MatchMaker (PMM) to capture maternal pedigree information.

Pooginook is using the program on 1750 scanned-in-lamb single mated ewes for the first time this year, with data analysis completed on the first 680 ewes by Exact Livestock showing 95 per cent of lambs were accurately mothered.

Technical officer Belinda Steers said mothering-up lambs with ewes usually came at a high labour cost.

Ms Steers said NSW DPI research had revealed the cost of one person mothering-up 1000 ewes during a six week lambing was \$10-\$25 a lamb.

Ms Steers said 78-100 per cent of lambs were matched up to their dam across all states and all climates using Pedigree Matchmaker.

The lambs follow the ewes through a draft fitted with an electronic reader, which records ear tag numbers with a time stamp.



Xavier Maher recording the weaning weight of syndicate lambs prior to shearing in October 2011.

Exact Livestock co-principal Bill Murray said the Pooginook team had closely followed protocols and were achieving good results within 14 days.

"They are to be commended on attention to detail and quality control at all data collection events including fleece and body weighing," Mr Murray said.

"(Pooginook) can be confident in the accuracy of all measured information on all sheep."



Belinda Steers from Exact Livestock checking data records at one of the sites.

## Chinese outlook sound for medium wools



Fox and Lillie Rural Wool tour of China producer group in one of the Tianyu Wool Industry topmaking plants.

Anthea and I have just returned from an intensive wool supply chain tour in China. We came home with a buoyant outlook for 18 to 21 micron wools in Australia.

I felt assured the medium to long term market prospects for fine-medium Merino wools in China appear sound.

We toured China and Hong Kong in June as part of the Fox & Lillie Rural contingent to study major woollen mills, processors and retailers. I saw examples of how Australian Wool Innovation (AWI) was facilitating market demand and innovative products in China, leveraging its funding with industry commitment.

This is underpinned by education programs for Chinese retail sales staff, spinners, knitters, weavers, designers and university students.

I believe the scale and spending of the growing wealthy middle class in China provides enormous opportunity for demand of well bred and managed wool – especially below 21 micron.

Fox & Lillie Rural technical and marketing manager Eamon Timms forecast the Chinese market to become the most important consumer market globally within the next decade.

"The growth in spending on premium brands is exceeding the growth in consumer spending on normal retail," Mr Timms said.

"If wool can build on its base and expand into new areas, we should have a solid future in this market," he said.

# Silver a leader in Sire Evaluation

Pooginook stud sire, Silver, has stamped his dominance as a dual purpose trait leader in an innovative program to identify Australia's leading young Merino sires.

The Bluechip Livestock Young Sire Program is independently testing 10 NSW and Western Australian rams by artificial insemination across 400 Poll Merino ewes, with the progeny assessed for fleece, carcass and structural traits.

Pooginook Silver, a 2008-drop ram, has emerged as the trait leader for the dual purpose seven per cent index.

In a new initiative for sire evaluations, the Bluechip Livestock Young Sire program

retains the male progeny as rams – enabling them to be part of the Sheep CRC Genomic II pilot project. The ram lambs have full pedigree and Australian Sheep Breeding Values.

Used as an industry link sire, Pooginook Silver ranked in the top two sires for greasy and clean fleece weight percentage, yearling liveweight, staple strength, eye muscle depth and reduced worm egg count.

Yearling progeny weighed 2.6kg above the trial average of 50.2kg, with an eye muscle depth of 0.4mm above the average and a staple strength 3.9 Newtons a kilotex above the average.

Pooginook Silver, sired by PGK Gem 031324, has also been benchmarked in the 2010 Central Test Sire Evaluation, Sheep CRC information nucleus program and genomics pilot program.

This year, stud sires PGK Lehmann and PGK Frazier have entered the second young sire evaluation at Temora, in southern NSW.

Sires PGK Ranger and PGK Clark have entered the Central Test Sire Evaluation at Trangie, NSW, while PGK Clark has been included in the Victorian Sire Evaluation at Balmoral, Victoria.

## Pooginook presence in Western Australia



L-R: John Sutherland, Ian and Peter Robertson from Donnachaidh Farming Company, Broomehill, WA

Pooginook had a presence at one of the important events on the Western Australian sheep calendar for 2012.

The Williams Gateway Expo on April 21 put the spotlight on the sheep and wool industry, featuring 220 maternal and terminal breeds.

John Sutherland and Pat Brown were on hand to present the Pooginook trophy for the champion hogget Merino ram.

Pat said the visit was an opportunity to talk to like-minded Merino enthusiasts.

"We also took time to visit some of our long time ram buyers on their properties throughout the great southern area," he said. Pat preceded his WA trip with a visit to stud and commercial clients in Queensland.

"It was a great experience to travel north to catch up with northern NSW and Queensland ram buyers during April," Pat said. "The country was looking good following summer rains and the stock were in great condition heading into this year's lambing."

## PGK on top in Merino Challenge

A Pooginook-blood team of Merino wethers has dominated the nation's biggest commercial Merino genetic evaluation trial.

The team entered by Eric and Dianne McKenzie, of Bethungra, in southern NSW, blitzed the field of 50 teams at the final shearing of the 2010-2012 Peter Westblade Memorial Merino Challenge.

Drawing teams of 30 wethers from commercial producers in NSW, Victoria and Western Australia, the challenge aimed to help Merino breeders make informed decisions on their genetics.

At the final shearing on March 8 and March 9, Eric and Dianne McKenzie emerged as the most profitable team in the wool challenge with a net value per hectare (based on a five year average including the mutton value) of \$567.69. This was \$246.24/ha above the trial minimum.

The McKenzie's wethers tested at an average of 19.7 micron, had a greasy fleece weight of 8.4kg, clean fleece weight of 5.4kg and bodyweight of 65.8kg. The team finished with the top average wool value of \$56.02/head and was among the top teams for carcass with a value of \$81.27/head.



Eric McKenzie

Overall, the three Pooginook-blood teams averaged \$49.12/head on wool value, \$79.76/head on carcass value and had a net value of \$485.73/hectare.

Four Pooginook blood flocks from NSW, Victoria and South Australia have entered the 2012-2014 Peter Westblade Memorial Merino Challenge. They are Kym Mosey, Twin Creek Pastoral, Kapunda, SA; Hugh Thackeray, Woonack Pastoral Company, Young, NSW; Ray Norman, Illabo, NSW and Stewart MacPherson, Glenorchy, Vic.

250 stud and selected Merino and Poll Merino rams for auction at Pooginook at 12.30pm, Tuesday, October 2, 2012

Catalogue available at [www.pooginook.com](http://www.pooginook.com) from mid September.

- celebrating 75 years
- wool quality
- ASBV's
- fertility and growth
- polled genetics
- benchmarked

## Sire Watch Flock Code: 500788 • latest micron test August 6, 2011

### Pooginook Ranger

FID 82065 (born June 2008)  
Fibre: FD 18.5 SD 2.9 CV 15.6 CF 99.5  
Ranger continues to be a leading sire at Pooginook while providing important linkages to the industry through sire evaluation results. In the 2011 Victorian Sire Evaluation trial at Balmoral, Ranger progeny were above average for weaning weight, greasy fleece weight, curvature and a lower average fibre diameter.

Semen packages are available.

### Pooginook Frazier

FID 090494 (born June 2009)  
Fibre: FD 20.1 SD 2.3 CV 11.4 CF 99.7  
Single mated to special stud ewes in 2011. Entered Bluechip Livestock Young Sire Evaluation program. Sons of Frazier are available in 2012. Semen available.

### Pooginook Clark

FID 103462 (born June 2010)  
Fibre: FD 18.5 SD 2.9 CV 15.6 CF 99.8  
Single mated to special stud ewes in 2011. Entered in the Trangie Central Test Sire Evaluation in 2012. Semen available.

### Pooginook Lehmann

FID 104160 (born June 2010)  
Fibre: FD 19.2 SD 2.8 CV 14.5 CF 98.9  
Single mated to special stud ewes in 2011. Entered Bluechip Livestock Young Sire Program. Semen available.

**please find PGK sires  
current Merino Select ASBV  
at [www.sheepgenetics.org.au/SGSEARCH/](http://www.sheepgenetics.org.au/SGSEARCH/)**



## Flock Rams Available in 2012

Pooginook will have a selection of well grown flock rams available for private sale.

- 250 Merino and Poll Merino rams offered at the Top of the Drop on-property sale.
- More than 1400 selected and flock MERINO AND POLL MERINO rams will be available in grades from \$600.

Australian Sheep Breeding Values (ASBVs) and micron data will be available to assist with ram selection.

Enquiries are always welcome. Contact Pat Brown Pooginook Stud Sales Manager on 0427 546 151.