



## ABOUT US

POOGINOOK MERINO IS OWNED, MANAGED & SHEEP CLASSED BY THE TAYLOR FAMILY SINCE 1912 IN THE RIVERINA REGION OF SOUTHERN NEW SOUTH WALES.

VALUE ADDING MERINO:

NATURAL INSTINCT WOOL CO 

POOGINOOK WOOL INITIATIVE GROWERS GROUP



RIVERINA MERINO REGIONAL MARKETING GROUP



Riverina Merino

## CONTACT US

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POOGINOOK AIRSTRIP: 34 52's 145 45'E      RUNWAY: 750 METRES



**PRODUCTIVE BREEDING**  
SELECTED FOR LENGTH AND DEPTH OF BODY,  
FERTILITY AND ELITE MEDIUM WOOL

## WEBSITES

BREEDING, MARKETING, POOGINOOK WOOL INITIATIVE:  
[WWW.POOGINOOK.COM](http://WWW.POOGINOOK.COM)

PROGRESSIVE WOOL MARKETING:  
[WWW.NATURALINSTINCTWOOL.COM](http://WWW.NATURALINSTINCTWOOL.COM)

ENVIRONMENT AND PRODUCTION:  
[WWW.LEARNINGFROMFARMERS.COM.AU](http://WWW.LEARNINGFROMFARMERS.COM.AU)



"Thinking and breeding for the future"

## OUR AIM

- TO PROVIDE ADVANCED MERINO GENETICS AND WOOL MARKETING OPTIONS FOR THE WOOL INDUSTRY
- TO RUN A PROFITABLE BUSINESS WHILE IMPROVING THE NATURAL ENVIRONMENT
- TO SHARE KNOWLEDGE AND ACHIEVE A MEANINGFUL WAY OF LIFE FOR EVERYONE CONCERNED



AT POOGINOOK WE WORK WITH NATURE AND PROVIDE REST FOR OUR VALUABLE COUNTY

## OUR PROPERTY AND ENVIRONMENT

- 14,000 HA PROPERTY IN RIVERINA SOUTHERN NSW
- 400 HA OF IRRIGATED PASTURE
- NATIVE GRASSLANDS OF BOREE AND CYPRESS PINE
- ANNUAL RAINFALL OF 360MM
- 100 HA OF NATIVE OLD MAN SALT BUSH
- 150 HA OF CULTIVATED SALT BUSH

## OUR PRODUCT

- FINE TO MEDIUM WOOL MERINO
- BREEDING OBJECTIVES:
  - FERTILITY
  - BALANCED PLAINER FRAME WITH LOOSE SKIN
  - RETAINING THE UNIQUENESS OF THE POOGINOOK WOOL
- 500 STUD MERINO EWES
- 1,000 STUD AND COMMERCIAL RAMS SOLD ANNUALLY
- QUALITY EXCESS SALE EWES
- WOOL PRODUCTION OF 90,000KG
- 17.5 TO 20.5 MICRON
- SHEEP MEAT TO 80KG
- SEMEN FROM PROVEN MERINO RAMS- P/GK BOXER, JEWELL, MILLENNIUM, BALANCE 5.18
- WOOLEN GARMENTS SOLD THROUGH NATURAL INSTINCT WOOL CO



FIRST TUESDAY IN OCTOBER:

## ANNUAL RAM AUCTION

AND PRIVATE RAM SALES ON PROPERTY



## OUR WORK

- DECEMBER: EWES ARE JOINED TO RAMS OR ARTIFICIALLY INSEMINATED
- APRIL: SALE RAMS SHORN AND FLEECE WEIGHED
- MAY / JUNE: LAMBING AND SIRE GROUP IDENTIFICATION
- AUGUST / SEPTEMBER: EWE AND RAM HOGGETS CLASSED, FLEECE TESTED AND GENERAL SHEARING
- FIRST TUESDAY IN OCTOBER: ANNUAL RAM AUCTION AND PRIVATE RAM SALES ON PROPERTY
- SEPTEMBER / OCTOBER: EXCESS EWE AUCTION AND PRIVATE SALES