

Working with other woolgrowers is our **KEY TO PRODUCING CHAMPIONS**

Pooginook Merino



"Thinking and breeding for the future"

Pooginook Clients tell their story...

CW Mattiske and Co

Alan Mattiske and daughter
Jill Baldwin



"The quality of pooginook rams is perfect for what we want to do especially the wool quality is a big plus. We purchase rams for the auction and feel we can only move forward by buying better rams. Select well-nourished sheep with productive skin in the 20 micron".

**Geraldra
Stockinbingal NSW**
Used Pooginook since 1974

Property size: 14,000 acres
Rainfall: 480mm (22")

Pooginook Blood Merinos:
2800 Breeding ewes
1500 Wethers

Wool Cut adult ewes and wethers: 7.8kg
Micron: 21.3 adult sheep
Sheep classer: Neville Kelly
Lambing percentage: 10 years 99% aim to increase to 110%

KF Perry & Co

Craig and Bruce Perry



"We moved to Pooginook because the stud offered a full package of Merino genetics, sheep classing, marketing education and brand promotion. We had always watched Pooginook and David Taylor progress in the industry. Our sheep have got plainer in the body retained size and the wool is softer, whiter and brighter with more style".

**Waddell
Bears Lagoon Victoria
Craig, Bruce & Keith Perry**
Used Pooginook since 1998

Property size: 4800 acres
Loddon River Flood plains 60km north
Bendigo
Rainfall: 360mm (16")

Pooginook Blood Merinos:
2000 Breeding ewes
700 Wethers

Wool Cut adult ewes and wethers: 8 kg
Micron: 21
Lambing percentage: 10 years 95% to 100%
Sheep Classer: David Taylor

JB & AM Sutherland

Picture John and Anthea
Sutherland at the 2003 Hay
Show where they were the most
successful exhibitor.



"Pooginook sheep are well balanced Merinos with fertility, structure and carcass. The medium wool fills bales and the sheep are very productive in our conditions".

**East Borambil
Condobolin NSW
John and Anthea Sutherland**
Used Pooginook since 1988

Property size: 4069 ha
Rainfall: 360mm (16")

Pooginook Blood Merinos:
3200 Breeding ewes

Wool Cut adult ewes: 7.5 to 8 kg
Self-replacing flock
Micron: 20.8
Lambing percentage: 95% to 105%

Sheep Classer: David Taylor

Pooginook Ram Sales - 2004

Hamilton Sheep-vention	3rd August	5 rams
West Wyalong Ram Sale	Tuesday 7th September	5 rams
Pooginook NSW Ram Sale	Tuesday 28th September	150 rams
Pooginook WA Corrigin	Thursday 7th October	140 rams
Private Selections	From mid September	1000 rams

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P/GK Queensland contact & Sheep classing consultant
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Breeding, Marketing, and Pooginook Wool Initiative:
www.pooginook.com

Progressive Wool Marketing:
www.naturalinstinctwool.com

Environment and Production:
www.learningfromfarmers.com.au

Contact Us

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Pooginook Airstrip: 34 52's 145 45'E
Runway: 750 metres

Pooginook Merino

We are pleased to introduce you to the Pooginook Merino. The Taylor family have been breeding Merinos since 1912 in the Riverina Region of Southern New South Wales. Pooginook also runs a stud breeding enterprise in Western Australia.

Pooginook property exclusively runs Merino studs and commercial breeding ewes while producing over 500 bales of 18 to 21 micron wool.

At Pooginook we supply:

- Stud and commercial Merino rams
- Semen from proven sires
- Excess ewe sales
- Wool management & marketing through Pooginook Wool Initiative
- Value adding opportunities through Natural Instinct Wool Co Ltd
- Accredited Ovine Brucellosis free flock and MN 3 Johnes disease status



Our customers have been buying rams in NSW, WA, SA, VIC and QLD for over 92 years.

In 1995 Pooginook Wool Initiative began to work with 65 of our key ram buying customers to improve management, wool preparation, marketing options and provided information forums.

Since then the development of Natural Instinct wool Company in 2001 has continued with value adding opportunities. The group processes woollen wear for corporate and club customers.

With these value adding opportunities, the group produced woollen wear for corporate and club customers.

Measurement and Performance became a key part of our decision making in ewe and ram selection.

Our type is distinct. The Pooginook Merino is known for its characteristic wool type. The frames are big, the fleeces are medium bulky and high yielding, and genetically predisposed high tensile strength wool. We select twinning ewes and manage for high production.

Pooginook at a glance...

Ewes & Rams	Classed annually. Micron tested annually as a selection aid at 16 months. Top rams and 400 maiden ewes are muscle scored in November annually.
Hogget ewes	Classed at 15 months about 70% retained in stud. At 18 months fibre tested and fleece weighed.
Computer records	Extensive computer records on measured performance and breeding performance are kept.
Artificial Insemination programme	Annual each year using Pooginook sires.
Wool sheep	Heavy cutting and deep crimp super soft wool, loose supple skin that grows productive elite wool.
Body type	A well sprung deep body. Overall sound conformation and constitution.
Lambing percentage	95% aim for 115%. Highly fertile bloodline.
Body weights	Stud weigh up to 95kg and average 75kg.
Wool cut	2003 ewes averaged 20.2 micron cut 7.5kg wool (rainfall for 12 months growing period 340mm) average rainfall 10 year 360mm.
Micron	1500 rams average micron at 16 months 19.2 micron. 2002 drop ewes average 19.3 micron with 9 months wool in September 2003.
Sire evaluation	Pooginook rams are entered in 5 Sire Evaluation programmes around Australia. SA, Macquarie, Conargo, WA. (Results included).
Area	13765 ha or 34000 acres.
Country type	Prime Riverina country, boree, Cypress Pine, Box Gum and open perennial grasslands and saltbush.
Irrigation	400 ha of irrigated lucerne and sub clover to supplement season variation.
Rainfall	360mm.

Pooginook Merino (Taylor Family)

Commercial and stud clients

Pooginook Wool Initiation Wool Marketing Pooginook Bred Management workshops (65 members)

Natural Instinct Wool Co Product development Research and Development (33 shareholders)

Jewell

P/GK Jewell 9.66

Born: June 1999
Tag: 990883
Sire: P/GK Perkins 7.1 x P/GK Jim
Dam: P/GK special ewe 955003
Price: \$50 ex GST per ewe dose

Description:

Jewel carries highly unique wool qualities on a correct body structure. The wool is lustrous, deeply crimped to the tips and ultra soft.

The surface has a mellow appearance indicating excellent nourishment. The skin is loose and pliable. Jewel has an excellent belly and good cover with crimping to the toes. He has a soft muzzle open horn set and is pigment free. Jewel is described as an excellent "wool type" ram rarely seen in the industry. His body weight on 9th September 2002 was 128kg.

Boxer

P/GK Boxer 8.19

Born: June 1998
Tag: 980844
Sire: P/GK 6.7 "Tyson" - 8.9 family
Dam: P/GK special ewe
Price: \$50 ex GST per ewe dose

Description:

PGK Boxer is a special purpose ram. He is long bodied and robust in appearance. His structure is good and heavy boned. The skin is pliable and carries a moderate front. The wool is very soft, well marked and free growing. Boxer is best mated to top ewes showing some skin pleating or skin complication. The progeny are very predictable to the sire type. Boxer is a potent and recommended sire. His body weight on 9th September 2002 was 132kg.

Pooginook Semen Sires

Sire Evaluation results:

Macquarie Central Test Sire Evaluation 2003.

Progeny 2001 drop. Pooginook Boxer:

- Combined Visual Assessment - Highest assessment.
- Clean Fleece weight vs fibre Diameter - Highest assessment.
- Classers grade performance, tops vs culls - Highest assessment.

Sire Evaluation results:

South Australian Merino Central Test Sire Evaluation- 2003. Progeny 2001 drop:

- PGK Millennium 8.1 Millennium is a half brother to PGK Boxer.
- Performed in the top three for Fleece Value.
- Moderate reduction in FD and high gain in CFW.

Progeny of Jewel:

His first drop of lambs were promising. Five of his sons were in the top fourteen rams offered for auction last year. Pooginook will retain two outstanding sons as impact sires. They feature heavy bone on a correct body. The skins have a silky pliable appearance. P/GK Dr Stan, a son of P/GK Jewell was awarded *The Riverina Ram of the Year 2002*. Has correct structure with good body weight. The skins have silky and pliable appearance.



Jewell's Fleece Tests:

	Aug 2000	Jul 2001
FD	17.8	18.7
CV	18.9	19.7
SD	3.9	3.6
CF	99.7%	99.2%

	Sep 2001	Sep 2002
FD	18.9	19.6
CV	19.5	18.1
SD	3.5	3.5
CF	99.4%	99%

Boxer's Fleece Tests:

	Aug 1999	Aug 2000
FD	19.9	18.8
CV	16.6	14.9
SD	3.3	2.8
CF	99.4%	99.8%

	Sep 2001	Sep 2002
FD	19.9	20
CV	19.1	16.5
SD	3.8	3.3
CF	98.6%	99.5%