

JUNE 2001

# POOGINOOK<sup>®</sup> NEWS

Also available on [www.pooginook.com.au](http://www.pooginook.com.au)

Edition No. 30

*Elite Wool from Unique Genetics*

## POOGINOOK DIARY:

### 150 Rams Pooginook NSW Ram Sale

Tuesday October 2 2001  
at 12.30pm  
*Inspection Day:*  
Monday October 1 2001  
11.00am to 3.00pm

### 140 rams WA Ram Sale

Monday September 24 2001  
Narrogin Showground (TBC)

## IN THIS EDITION:

- Hillston wether trial
- What is happening in P/GK flocks
- Branding products
- Update PGKWI



*"Thinking and breeding for the future"*

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**"The highest prices ever received  
for our wool"** Bert Matthews Bedarbidgal Hay



*Bert & Liz Matthews with the 2001 Reserve Champion Commercial Ewe at the Hay May Sheep Show.*

Selling wool for 2202c clean/ kg (1500 c greasy) from grazing Merino's on the Hay plains was a great achievement for Bert and Liz Matthews from Bedarbidgal. The four bales of 17.1 micron wool were from ewe and wether hoggets. The total 3583 kg of hogget fleece wool averaged 17.9 micron with an average strength of 38n/kt achieving a \$1725 per bale including 1440 kg of pieces.

"For the past 9 years improving wool quality is a key element of selection and reduction of micron is a bonus" Bert said. The Matthews have used the best classing and technology available. And dividends are now being paid.

Both Bert and Liz are active participants in Pooginook Wool Initiative and have attended all the workshops run by the group.

The changes made at Bedarbidgal are...

- In 1997 Rob Russell from Sheepscope started classing the Bedarbidgal P/GK blood flock.
- Since 1994 ewes have been joined to type.
- Rams have been fibre tested since 1992
- During December 2000 the whole flock was fleece tested and then culling a small percentage with poor figures saw a reduction of one micron in the breeding flock.
- April 2001 shearing the hoggets were In-shed tested with laserscan.
- In February 2001 a laparoscope AI programme was done to hasten genetic progress

The Bedarbidgal flock has used Pooginook rams since the early 1980's. It is a self-replacing flock consisting of 2000 ewes but building upto 3000. The property is 6895 ha, 40 km East of Hay. "We aim to produce 6 kg of clean wool of all ages of ewes and wean 90% lambs to ewes joined," Bert said.

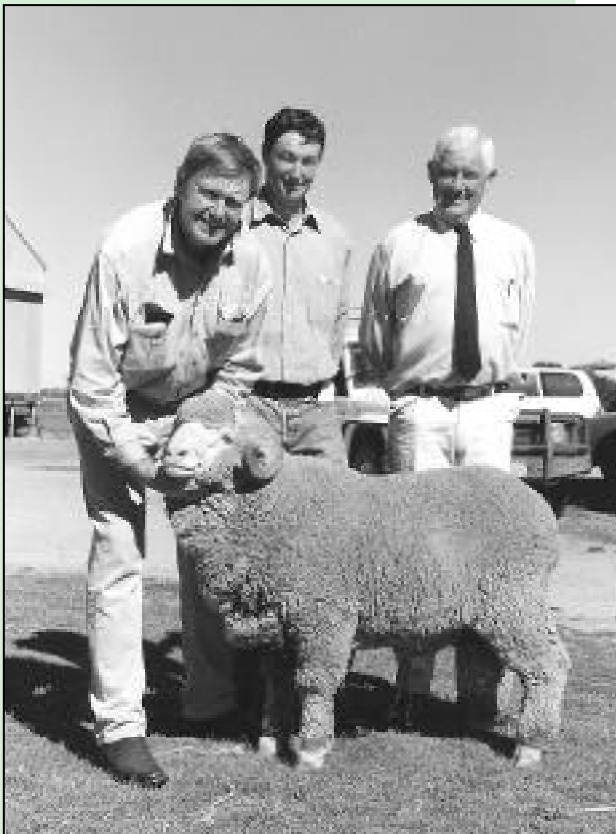
At the 2000 Hay wool show Bedarbidgal was the most successful exhibitor winning the medium wool ewe fleece also first and second in the wether fleece commercial yield section. The winning fleece was 19.2 micron fleece with a value of \$63.51.

[www.pooginook.com](http://www.pooginook.com)

Ram sale catalogue prior to sale

Regularly updated with information on Pooginook,  
P/GK Wool Initiative Sheep sales. Pooginook clothing collection

# Pooginook WA on track



*David Taylor holding the top priced ram with purchaser Jock Clapin and guest auctioneer Brian Faithful after the WA auction, September 2000.*

- Annual Field day WA at Wickepin showgrounds Monday August 20
- Annual P/GK WA ram sale at Narrogin showgrounds(TBC) Monday September 24
- WA Rams for private selection from September 21

After 3 years of setting up the P/GK breeding depot in WA it is beginning to consolidate. John and Sue Venemore manage the stud ewes on their Shackleton property 2 hours east of Perth. The Venemore formally owned Buckinordie Merino stud and now run a commercial flock on their 10,000 acre mixed farming property. John has excellent stock skills and facilities.

The highlight of our WA business is the long-standing commitment of our WA growers to the Pooginook bloodline. Some buyers are 3rd generations purchasing Pooginook genetics. The Taylor's have selected and trucked rams to WA annually since 1951.

The WA move has been a big change for all parties and new opportunities are opening up. With support from Agwest and the WA wool strategy group in particular Dr Mark Dolling a very successful networking session was held in February. Some of the outcomes from this forum will go into the business planning process for Pooginook Wool Initiative. Roger Andrews from Tandora Boyup Brook is the coordinator on behalf of the WA growers. Roger can be contacted on phone 08 9332260

Rams will be available for auction at Narrogin Show ground on Monday September 24. 140 plus rams will be offered. (120- 2000-drop rams bred in NSW were transported to WA in April to boost numbers). There will be rams available for private selection.

## 2000 WA ram sale

Pooginook achieved one of the highest averages for a private production sale in WA for 2000.

The average of \$1186 for 76 rams. The top price was \$3100 for a 18.9 micron ram with a comfort factor of 99.6pc.

The ram was purchased by Jock Clapin from Ballochmyle stud Cranbrook. Ballochmyle has used P/GK bloodline for 15 years and breed's rams for his 10,000 ewe flock.

Consistent P/GK buyer Geoff and Wendy Thorn from Yantecup, Kojonup secured rams to \$2900. Other major buyers were Frankland River Grazing Co, from Frankland River, A & LM Cristinelli, Tambellup.

New buyers Bevan and Richard Norrish bought 13 rams for an average of \$794.

P/GK has attracted new buyers both privately and at the auction from the eastern wheatbelt area of WA and Great Southern districts.



*Getting together after the WA rams sale were Barney Walsh, Charlie North Tom Walsh from Frankland River Grazing Co Frankland River, Gillian Taylor, Wendy and Geoff Thorn, Yantecup, Kojonup, Jock Clapin, Cranbrook and Lachlan Thorn.*

### **Pooginook Statement of Purpose**

Provide advanced Merino genetics and wool marketing options for the wool industry. We want to improve the natural environment, provide an environment for the exchange of knowledge and achieve a meaningful way of life for everyone concerned.

# Retaining a breeding balance

## David Taylor Comments



With the focus on micron for money many are loosing sight of the other profitable but some long-term aspects of breeding.

For breeding predictability and avoiding micron blow out it is vital to take into consideration the Standard Deviation (SD) of fibre diameter and Comfort Factor (CF). Co Efficient of Variation of diameter (CV) can be high if there is a shift of the histogram to the left Some productive hoggets can also show a higher CVD than average.

By taking SD into consideration it tells us the “range “of micron either side of the mean micron. The higher the SD the more likely the micron “blow out” will occur as the sheep gets older. We want to avoid using these sheep in our flock.

From a breeding point a high number of fibres over 30 or CF indicate a certainty of micron blow out.

The processing advantages of taking a balance of FD, SD, CV and CF are now well accepted in the industry. To only focus on fibre diameter will not lower micron as fast as treating all figures seriously.

Mating rams and ewes with low FD, SD, CV and high CF puts predictability into the progeny, as these traits are highly heritable. Breeding is a balance of visual assessment, of all wool tests and of fleece and body weight.

One of our growers likens the wool testing technology to satellite farming. “Where grain growers precision fertilize and seed paddocks. The good information is here. - Lets use it to better our product.”

## Driving down micron and retaining wool cut 2000 P/GK Wool test

Pooginook reduced .2 of a micron per year for the past 4 years according to data analysis done by NSW Agriculture Advanced Breeding services. Back in the 1980’s our clip average was 22.2. Now our 3-year average is 20.8 with last years clip at 20.3 micron.

From the 1999-drop rams sold last year 1780 unclassed tested in August 2000 and averaged 19.4 micron. The sisters of the rams were shorn in August and wool sold early September

With nine months growth the wool averaged 93 mm in length and 18.5 micron. One line of 4 bales averaged 18.3 micron with a comfort factor of 99.2. All the fleece lines averaged \$1540 a bale and the top line \$1940.

## Okky Doky leads Hillston wether trial

Okky Doky is currently placed first year in the 2000-2002 Hillston District Sheep Breeders Association wether trial.

Commercial flock owner Kevin O’Callaghan from Tabbitta NSW said, “It was the first time I have entered a wether competition but after following other trials developed an interest in the concept and felt a need to benchmark our flock.” Since the competition there has been a lot of interest in our sheep he said

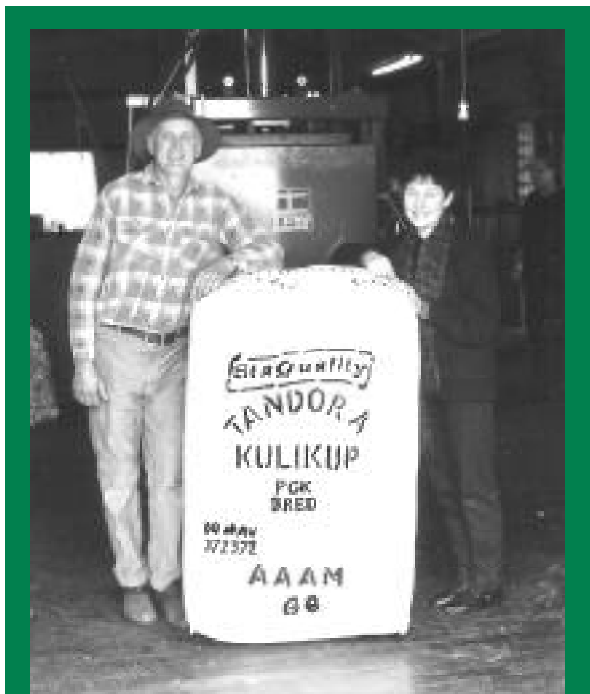
Kevin & Dorothy recently sold their property but are retaining an interest in there P/GK flock. Cheryl Rawle from Griffith helps Kevin class the Okky Doky flock.



*A lot of people will know Kevin O’Callaghan from P/GK ram sale and PGKWI workshops.*

	GFW	Micron	Yield	CFW	Fle	BW	Wool value Clean price
Okky Doky	7.9	19.8	67.1	5.1	913	60.4	\$43.96
Trial average	7.4	21.1	66.5	4.7	691	58.8	\$31.23

# P/GK bred helps sale result



*Roger and Elizabeth Andrews disperse their pure Pooginook flock and highlight P/GK bred on all publicity*

Highlighting Pooginook Wool Initiative (PGK Bred) at the Tandora Merino dispersal paid off for owners Roger and Elizabeth Andrews. Roger said it was obvious that growers were confident about the fine end of the wool market and were chasing pure P/GK blood sheep to fine down their flock micron.

The Andrews dispersed their Tandora Merino stud and commercial flock at Boyup Brook in December. They have used Pooginook genetics since the late 1970's and line bred the flock with a focus on nourishment and handle.

The complete clearance of 4744 sheep at a well-promoted auction saw stud ewes sell to \$92.50 and average \$66.40. There were 64 registrations of both stud and commercial producers from all sheep growing areas of WA. One buyer Des Tilbook from Yorkkrakine will conduct an on property trial with Pooginook blood sheep from Tandora over his base flock. Mr Tilbrook bought P/GK Dave (the top priced ram at the 1999 PGK WA auction) for \$3900 at the dispersal. P/GK Dave microned 16.7 and sired over 170 lambs paddock mated in the year 2000.

## NSW Ram Sale

A 1998-drop ram sold for \$6000 privately to Richard and Sandra Retallock from Pidgee Partnership Binnaway topped last years ram sale

At the auction spirited bidding achieved a good solid sale. A 100 pc clearance of 146 rams with an average micron of 19 grossed \$207,466 and averaged \$1421.

Ashrose stud at Tintinara, SA was the purchaser of the top priced ram at auction. P/GK 9.2 had a micron of 18.3 and was well nourished bold crimping soft handling wool ram, he sold for \$2800.

Other major buyers were JH Nazzari and Sons Tambellup WA bought 11 rams to average \$1800 including a \$2600 high for a super soft ram with a 17.4 micron fleece. The McKellar family from Grenfell secured 12 rams to average \$1558 while Evan Baillie, Glenfarne Investments, Forbes bought 9 rams to \$2500 and average \$1710. John & Anthea Sutherland from East Borambil Condobolin bought 10 rams to average \$1480.



## Pooginook Wool Initiative Update



### 2000/2001 Achievements

- Two very successful networking sessions were held in Forbes NSW in October 2000 and Katanning WA in February 2001. Michael von Berg from Adelaide is consulting to the group and conducted the network sessions and business planning process. Reports are available on request to P/GK growers.
- The Business planning process is under way and should be completed in July 2001
- Elders Price Grid. Craig Turner from Elders International and PGKWI has negotiated a price grid for low co efficient of variation wool from 20.5 to 21.5 micron. Price premiums are built in. We are supplying wool to an Italian spinner.
- "Woolket" blanket trial continues with Japanese spinner, manufacture and wholesaler. Coordinated by Woolmark Co and PGKWI. Samples supplied and should be released at trade Japanese fair in Oct 2001.
- Breeding trial workshop held in August 2000. Highlighted to 50 attendees. Paul Swan the project scientific consultant presented a workshop on tensile strength. Final outcomes of the breeding trial will be available February 2002 at Condobolin. Contact John Sutherland 02 68953017
- New logo designed with marketing information for buyers and manufactures. Distributed widely
- Wool Market Link grant from Woolmark Co to analyse PGK WI wool sale data and contact top buyers. Co coordinated by Bert Matthews 0269932118
- Wool database is updated and working. Information shared with buyers and growers. Growers get annual update of how their clip compares with other P/GK growers in region and state.
- Website updated for PGKWI see [www.pooginook.com](http://www.pooginook.com) pages marketing group and sheep sales
- 16 growers and 2 directors of Australian Wool services participated in a 3-day wool processing tour in Victoria and southern NSW
- Pooginook Clothing collection selling well on Internet site. [www.pooginook.com](http://www.pooginook.com)

### Dates for the Diary

July TBA Business planning update  
October 26 Annual General Meeting

*For details on Workshops and membership or Associate membership to Pooginook Wool Initiative*

#### Contact

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Pooginook Jerilderie NSW 2716

Liz Matthews Bedarbidgal Hay NSW 0269932118

New Members welcome. Two levels Pooginook full member or associate member. Membership fee \$55 Inc GST per year.

# 60 square km ram paddock.

A group of 80 Pooginook rams had the ultimate test on their constitution. They went to Arcoona Station at Woomera SA in late October last year and were dropped into a 60 square kilometre ram paddock. In the past 12 months Arcoona Station had only 128mm of rainfall (46mm for the first 5 months of this year). Arcoona is a 1 million acre property owned by S. Kidman and Co. Manager David Oag said at shearing in May 77 of the 80 rams were shorn. This is a very good result for the Pooginook draft of rams.

Arcoona is currently doing a trial with 4 bloodlines to establish a future genetic ram source. This year 16000 sheep including 7600 ewes graze Arcoona. The property normally runs up to 20,000 sheep. The aim at Arcoona is to reduce 2 micron from the current clip average.



David Taylor and Arcoona manager David Oag looking at some of the Pooginook ram wool at Arcoona station Woomera SA in May.

## Breeding and Wool Preparation for Profit - August 16 Ewe Hogget Shearing

A special hands on open day will be held at Pooginook on August 16 during the ewe hogget shearing. The day will include speakers and wool table and sheep yard discussions.

David Taylor will discuss ram selection with a selection of rams and ewes of different grades.

Speakers will include Craig Turner Elders International, Peter Small Quality Softwool, John Sutherland from PGKWI to discuss the Pooginook Wool Initiative Breeding Trial and David Taylor

RSVP to Pooginook Ph 02 6954 6145. Fax 02 6954 6168. Email [pooginook@bigpond.com](mailto:pooginook@bigpond.com) for catering and workshop organisation. There is no charge for this day

## Working in Partnership paying off

Education is one of the primary movers in modern agriculture and business. Most of the successful organisations in the future will be learning organisations. And one of our biggest challenges as woolgrowers and land managers is to learn faster than our competitors.

With our growers Pooginook Wool initiative has been built into a training organisation and marketing group to brand our products. One of the most important elements of the group has been the training and working with other growers to achieve a similar goal. We need to communicate with each other, collaborate and get a better transfer of information to further us down the marketing track.

Our next step is branding. We see branding as a key development in modern marketing to develop new markets with the best use of innovative technology. As a group we plan to pool our resources, both intellectual and financial through the business planning now in process.

In the past training on wool quality and management has put many P/GK growers at the winning edge of production performance. As a result we have become smarter and added value to our existing investment.

For more information on the development of Pooginook Wool Initiative or if you would like to join contact Gillian Taylor at Pooginook or Liz Mathew Bedarbidgal Hay 02 6993 2118.

## 2001 Ram Grades

Flock rams available from \$400

Specially Selected \$700

Stud rams available on request

Ewes available from November 2001

Semen catalogue available

All rams will be Fibre Diameter

Analysis tested taken first week

September 2001.

1800 rams available from September

New Orders Welcome

Contact Pat Brown to book a ram  
selection time 0269546152

## Dates for the Diary

Thursday August 16	P/GK shearing shed	Ewe Hogget Shearing Open day
Monday August 20	P/GK WA Wickepin	Great Southern Field days
Monday Sept 10	Conargo	Riverina Field Days P/GK
Tuesday Sept 11	Pooginook	Open day Riverina Field days
Monday Sept 24	P/GK WA Narrogin	Ram Sale 140 rams
Monday Oct 1	P/GK Inspection day	Pooginook Jerilderie NSW
Tuesday Oct 2	P/GK Rams sale	Ram Sale 150 rams
Friday Oct 26	PGK WI AGM	Pooginook or Condobolin TBC

Also displaying Pooginook sheep at Bendigo sheep show July 20 to 23 and Dubbo show August 29 to 30.

# Clip of the year

Pooginook clips consistently win the "Clip of the year" competition. P/GK growers Geoff and Pam Norman from Narrawong Hay took out the Elders Supreme Clip Award- Northern area announced at the 2000 Riverina Stud Merino Field Days Their wool classer Cameron Townsend of Carrathool was awarded the classer title.

With the merger of Elders VP 6000 clips a year are sent through the company and it is a great credit to take out the Supreme Northern Clip trophy.

Cameron Townsend who also classes at Pooginook said "you need the wool to be able to class to a certain specification and all credit goes to Geoff and Pam."

Factors of consideration for the award were preparation and presentation including excellence of style, freedom of stain and non-scourable fibres, second cuts and regularity of fleece lines for style, length, soundness and presentation of whole clip.

The 1999 clip of the year was Apsley Pastoral Co Hay also a Pooginook growers, while runner up in 1998 was Romani Pastoral Co Balranald.



*Celebrating the Elders Supreme clip for Northern area are David Taylor, Doug Thomas and Justin from Elders, Pam and Geoff Norman Narrawong, Hay and wool classer Cameron Townsend from Hay.*

## Semen Sires Proven performers. Pooginook sheep Breed to type

### P/GK Millennium 8.1

Born June 1998

Sire P/GK 6.70 Tyson 8.9 family

Price per ewe dose \$40

Fleece Tests

	Aug 99	Aug 2000
FD	18.1	19.8
CV	18.5	15.7
SD	3.5	3.8
CF	99	99.4



Millennium is a well-balanced sire with perfect conformation and constitution. He is faultless on his feet and heavy bone. He has a soft muzzle, open horn set and is pigment free. The skin and neck are loose and pliable. His wool is white and long stapled. Millennium can be joined to a wide range of ewe types

Progeny. In January 2001 68% of the top ram weaners were by Millennium. They showed good bone, and length of body.

### Pooginook Boxer

P/GK 8.19

Born June 1998

Boxer is a special purpose ram. He has a long body and robust appearance. His structure is good and heavy boned. Boxer has a clean and open head. The skin is pliable and carries a moderate front. The wool is soft well marked and free growing. Boxer is best mated to top ewes showing some skin pleating or skin complication. The progeny are predictable to the sire type. Boxer is a potent sire. Body weight October 10 2000 was 121 kg

Progeny In January 2001 42% of boxers weaner rams were classed into the reserve group for wool and high body weight.

Boxers 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

### MM2 P/GK Johnes Market Assurance Status

Pooginook is one of the first major Australian Merino stud to have MM2 market assurance for the National Ovine Johnes Eradication Program. Pooginook consolidates its position as one of Australian major genetic sources by achieving the highest possible sheep health status.



*Ram Breeding is our Core Business*

## 150 POOGINOOK RAMS ANNUAL MERINO RAM SALE

Tuesday October 2 2001

Starting at 1.00 pm

Inspection day Monday October 1 - 11 am to 3 pm

Followed by PGK Wool Initiative update.

WA rams sale at Narrogin

September 24 at 1.00 pm

