

JUNE 2003

POOGINOOK® NEWS

Also available on www.pooginook.com.au

Edition No. 32

Elite Wool from Unique Genetics

POOGINOOK DIARY:

270 Rams for Auction

WA Ram Sale

Wednesday September 24 2003
Corrigin Showground 12.30pm
130 Rams

Pooginook NSW Ram Sale

Tuesday September 30 2003
1.00pm
140 Rams

IN THIS EDITION:

- Hillston Wether trial Win
- Natural Instinct Wool
- Staple Strength
- OJD MN3



Producing the Modern Merino

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A Vote of Confidence



Dr Stan held by Pat Brown with David & Gillian Taylor

Pooginook Dr Stan a Winner

Dr Stan was the Elders ram of the year at the 2002 Riverina Stud Merino Field Days. Dr Stan named after British co inventor of the Smart Fabrics (an AWI backed business venture).

Dr Stan was sired by P/GK Jewell x P/GK Perkins x P/GK Jim. Fibre analysis test under full shed feed September 2002 were Micron 20.8 SD 3.5, CV 16.8, CF 99%.

2002 senior judge of Riverina Ram of year Jim Ashby from Southrose SA said in Weekly times "Dr Stan is a beautifully defined ram. This ram is the kind of ram that will pack high quality high processing wool on sheep"

Dr Stan was joined to 150 ewes at Pooginook at the December joining. He will be displayed with young reserve rams at Bendigo & Dubbo sheep shows and Riverina Stud Merino Field days.

Semen available from Dr Stan, P/GK Jewell, Perkins and Millennium 8.1 at \$50 per ewe dose plus GST.

Website

Breeding, marketing, Pooginook Wool Initiative www.pooginook.com
Progressive wool marketing www.naturalinstinctwool.com
Environment and production www.learningfromfarmers.com.au

Ram Buyers Profile

The Bilney's from Kojonup

A business association that has lasted over 50 years and more than 2500 km apart between the Bilney and the Taylor families is an achievement. For Mick and his son Michael Bilney from Rocky Creek Kojonup they have purchased Pooginook genetics continuously for 3 generations.

The Bilney's have a clear direction of what they want to achieve from their Merino breeding enterprise. "We want the right rams for the right price that can make us competitive in the wool and excess sheep market" Michael Bilney said. "We have found the Pooginook sheep good value for money and white stylish soft wool Merino's that is why my father first came to Pooginook."

People often wonder why we source our Merino genetics from the Eastern states and why Pooginook has such a successful business in WA. I think it is because of wool quality. That is why we went to Pooginook and that is why we are still there. The wool quality is consistently white, and defined crimp. It has its own stamp. In fact you often hear people say, "this a Pooginook style wool", here in WA. They are not necessarily the biggest sheep, but they are comparable. Our 5-year-old wethers easily make shippers at 60 to 70 kg.



Three generations of Bilney family Mick and Michael, Shelley, Rohan and Shannen Bilney.

David regularly visits us over the years and has had a say about our flocks progress. We appreciate this interest. In fact we don't just buy rams from Pooginook. We feel the Taylor's really care about our success. The Pooginook Wool initiative and now Natural Instinct Wool company has given us more control over our Merino business. We have attended the workshops and now invested in NIWC.

In the past David has sent the rams from NSW sight unseen. Now with the Pooginook WA we have the opportunity to select rams. However we are happy for David to advise us at selection time. I figure the rams are

guaranteed and it is in his interest for us to be doing well. And it works.

No's of Ewes	1600
Wether Flock	1450
No. of rams purchased each year	8 -10
Average price of rams	\$800
Purchase rams	Privately

Recent achievement

Elders supreme clip of the sale F09 2002

Nov 2002 sold excess hog wethers and ewes for \$61 in 3 month's wool.

Quotable Quote "P/GK rams are good value for money"

"Soft Wool on Robust Rams" *quote Farm Weekly WA September 2002 Sally Hinks*

WA buyers continue to support our Western Australian business with gusto. At the September 2002 ram sale held at Corrigin showgrounds 104 rams averaged \$1043. Regular P/GK buyers and four new clients supported the sale.

The top price on the day was \$3800 for a 17.9 micron ram bought by John Cristinelli from Tambellup. The Cristinelli's have been buying P/GK rams for 35 years. John also bought to rams for \$2100 and \$1200. Other major buyers included The Nazari family from Tambellup, John, Thelma, Neal and Winton bought 11 rams to \$2200 and average \$1400. While Frank and Jerry Clune from Newmarracarra Geraldton bought 28 rams to \$1500 and averaged \$764.

The 2001 drop rams sold had current wool tests with an overall average micron of 20.3 micron, 19% CV 3.2 SD and 98.4% CF.

The auctioneer was Brian Faithful and Wesfarmers Bruce Rock conducted the sale.

The 2003 ram sale will be held at Corrigin Show grounds on Wednesday September 24 at 112.30. Rams penned from 9.30 am.

2003 Programme for WA

- PGKWI Day Woodanilling Pavilion Friday August 15
- P/GK Ram sale Corrigin Showgrounds Wednesday September 24
- Private selection From Sept 23

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.

Stud Numbers Maintained over big dry

David Taylor Comments

Oh what a year. I say this tongue in cheek. A year like this reminds us all how important it is to plan for the bad times.

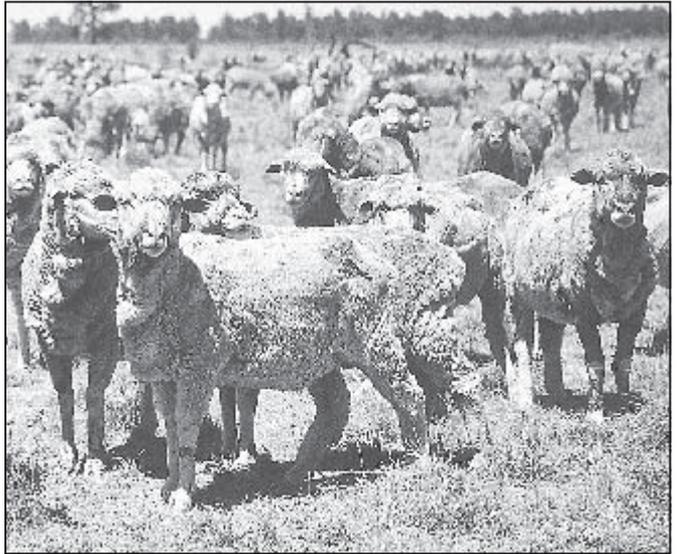
So it is back to the drawing boards. All the projected budgets, productions and personal goals need to be revised. At Pooginook I was fortunate enough to get some real drought management experience when I first came home in the 1970's. This laid down foundations for my future decision making and particularly for the drought we are still in.

At this stage Pooginook has only received 75 mm of rain. The biggest fall has been 23 mm. The growth has been slow. We went into the drought with good cover on our country mainly due to our management strategies of rotational grazing since 1995. This has defiantly paid dividends. There is no doubt we could not have carried the stock numbers if we didn't have the dry feed and ground cover. This year even with low water allocation we were able to get good stocking rates from the irrigation. We did reduce cattle number to retain only key breeding stock.

Our drought strategy was to maintain our breeding ewe numbers, 7000 ewes were joined successfully and we expect (after preg testing) 100% lambs. All the ewe were paddock mated. I am pleased with the quality of the sires. Many of you would have seen the reserve rams at the field days and sheep displays last year.

Because of the drought feeding routine the ewes are going into lambing in score 4 conditions. It has been expensive to supplementary feed grain and Molofoss from November to March but I am confident our investment will pay off.

The sheep meat market continues to have a strong outlook and underpinning fluctuations in the wool market. The Merino



gives us a double dip at both markets with current returns about 50:50 each way. We must remember to give Merino sheep going to market every opportunity and comparable feed management when comparing production from other flocks and breeds.

I continue to show confidence in the wool industry. I am not disheartened by the current turmoil I think there will be more of a need for quality wool with staple strength and style. Gillian and I have decided to continue our focus on sustainable land management of Merino genetics and wool production on the Riverina Grasslands. We consider this the best way to turn grass into investment for our family's future.

WA Workshop & Field Day

A special day for P/GK ram buyers and family will be held at Woodanilling pavilion and sheep classing at near by Roger and Kelvin Crosby's property **on Friday August 15.**

Speakers, David Taylor talking about Merino breeding in the 21st Century the changes and challenges. Eastern States speaker Bruce Farquason talking on "Feeding Merinos for maximum commercial production". Rams will be on display.

Pooginook will not participate in the 2003 Great Southern Field days. A letter will be circulated to WA customers explaining the decision.

During April 90 NSW bred P/GK rams made the trip West to adapt to the WA seasonal conditions prior to being sold in September. They will complement the 200 rams bred at Shackleton. According to John Venemore the manager of Pooginook WA the growing conditions have improved with steady rains since March.

In December 2002 an AI programme was conducted involving 500 ewes. Ewes were joined to leading Pooginook Sires. Including Jewell, Dr Stan, Peg Leg & Magnum.

Information about sires on website www.pooginook.com

**We recommend you come to
Riverina Stud Merino Field Days**

At Hay

Shear Outback

Friday September 12 2003

Stud displays and Discussion forum

Thinking Beyond the Boundary Fence

Designed for broad agricultural, grazing, conservation, youth and public audience. To learn more about practicalities of conservation and grazing land for the long-term future. Respected industry presenters talk briefly on highlights followed by questions and discussion groups. Starts at 2.30 after judging of Riverina Ram of the Year

Pooginook on display at Hay from 9 am

Its Oky Doky for Kevin



Softness and comfort underpin the breeding programme for Kevin and Dorothy O'Callaghan Oky Doky flock at Tabbita NSW. Their flock topped out of 22 entries in a three-year wether trial at Hillston.

The Oky Doky flock was established 60 years ago and for the past 30 years has used Pooginook bloodline.

In the trial the Oky Doky wethers had an average greasy weight of 6.4kg of 18.3 micron wool at the 2002 shearing compared to the trial average of 6.1 kg of 19.9 micron. Across the 3-year trial the total sheep value of \$177.13. It was \$12.57 ahead of the nearest rival. The 10 wethers were selected from a flock of 2000 head based on 800 breeding ewes.

Kevin O'Callaghan and co-sheep and wool classer Cheryl Rawle (pictured) are focused on selecting soft wool sheep despite the lack of direct commercial rewards. Kevin believes the measurement is crucial to improving his clip and is a major consideration in ram selection. "We class our ewes every year culling about 20 per cent from the older ewes. Age is not a factor as long as the sheep perform", He said.

"We want to breed an easy care uncomplicated sheep and have been selecting along those lines for a long time. We are also aware of breeding to change the fleece without reducing size, frame or constitution. We saw the danger of going too small and selecting against it. It's all right to keep an objective in mind but not to go into it blindly Mr O'Callaghan said.

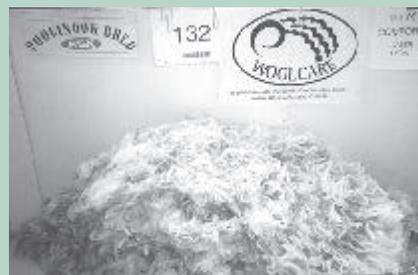
Cheryl Rawle says "about 20 to 30% of the flock is now elite wool when it lands on the table. This wool is exciting stuff," she said. "We don't plan to push micron much lower since the nutrition is not generally good enough to grow high strength wool but the focus on comfort factor will continue."

P/GK

POOGINOOK



Pooginook Wool Initiative Update



2002/2003 update

- The **Woolcare programme** is currently on hold, waiting for an organisation to take responsibility for the quality management programme. A number of PGKWI members have qualified to use the quality assurance brand when selling wool. Training organiser David Crean from TAEF at Dubbo said with the changes in the wool industry he waits for a decision from AWI, Australian Wool Exchange, WoolProducers and other parties to come to agreement. In the mean time accredited wool care clips can use the programme to highlight wool prepared under the QA system. From PGKWI perspective we are committed to a Wool Integrity Programme to assure wool processors of our commitment to prepare wool with quality from paddock to the end user.
- The big issue this year is **AWI Wool Levy vote**. If you have an opinion please contact Garth Strong on 0269598644. We would like to put a recommendation to members of PGKWI.
- **P/GK Bred stickers** and stencil. Remember to remind your wool broker to put the sticker on wool boxes for your merino fleece and pieces and lambs wool that meets the specification of PGKWI membership. We also recommend PGKWI growers use Green ink on woolpack with the stencil. It gives it a point of difference and could be a marketing tool at no extra cost.
- **2003 PGKWI Workshops** Two workshops will be held at Katanning WA and West Wyalong NSW during July and August. Information attached. Contents will include nutrition and achieving production goals by Dr Bruce Farquahson. Anne Ramsay from SARDI, Turretfield Research on Selection comparison trials on Merino breeding. David Taylor will outline Pooginook Breeding objectives. Sheep will be on display. All welcome a small charge to none PGKWI members

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

Contact:

Gillian Taylor 02 69546145 or 0260234011 Email pooginook@bigpond.com
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.

Natural Instinct

- **Natural Instinct Wool Company Ltd.** A registered unlisted company with 35 shareholders. Chairman Michael von Berg heads the board of 5 directors, Bert Matthews, John Sutherland, Roger Andrews and David and Gillian Taylor. To date the focus has been on R & D and the commercial feasibility of small projects that can be managed within the company resources. We have not put emphasis on collection and dispatch of raw wool due to the current climate in the raw wool market. We hope to launch a woollen product onto the market in coming months. We welcome new shareholders (as A class share holder woolgrower only or B class shareholders) to this woolgrower initiative. For further information contact Secretary Gillian Taylor bus 0260234011 or visit www.naturalinstinctwool.com for more information.

Wool: Wear to Now?

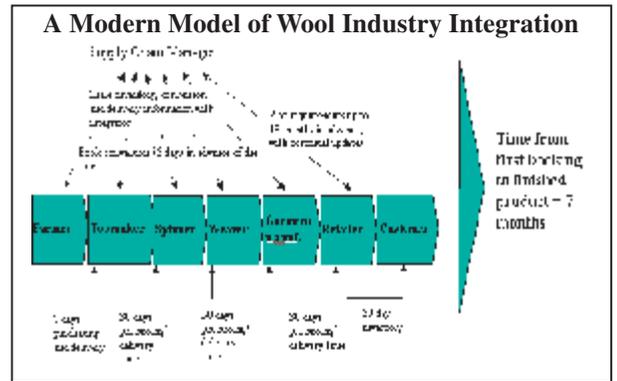
Comments from Steven Read General Manager Elders Wool Ltd Director BWK Ltd

The dynamic nature of the Australian Wool Industry continued this season, highlighted by huge weekly fluctuations in wool prices. Not only has the average wool price moved both up and down dramatically, the relativity between microns has closed up to a level not seen for more than a decade. As the wool pipeline rationalises, (due to smaller supply and demand and the relocation of manufacturing from Western to Eastern Europe and China), and global demand and supply signals remain unclear, we expect this volatility to continue for some time to come. In regard to the relativity between type- or basis- it remains to be seen if the high volumes of fine wool caused by the drought will “disappear”.

This volatility, with the ongoing changes in the supply chain, does create opportunities for those who are committed, astute and well advised.

It is in our mutual benefit to rebuild the national flock and while the producing industry should take a holistic view of their sheep enterprise- that is considering both wool and meat as products. The processing industry should look to find better and more efficient ways to get the fibre to fabric in this most competitive global textile and fashion industry.

Wool operates in a deregulated market and in a this shorter pipeline we must accept the opportunities and risks that it creates. The shortness of the pipeline means we get the impact of the effects of market signals swiftly. Low supply and poor global demand conditions, and unexpected international events and the continued strengthening of the \$A against the US have created the current environment The industry has tools to manage this and we support the use of these to our clients.



With the shorter wool pipeline we can consider possibility of actually matching the garment/ fabric to the fibre. This allows both facets of the industry to seek efficiencies which the alignment creates. From this we can tailor our breeding, classing and processing to what is actually required by the consumer of a particular product.

In the traditional model focus was on trying to capture efficiencies in part of the supply chain, leaving commercial relationships in tact. Integration from fibre to fabric however can be taken to a much greater level. (see diagram above)

We then need to find our particular position in the industry and where can we add value. To Elders it is clear where the Pooginook Wool Initiative sees itself, and we commend that.

It is in the hands of those remaining in the industry to grasp the moment and determine the future of structure of their wool trade. Elders are continuing with their dedication in the development of appropriate vertically integrated supply chains in some segments of the industry, and are encouraging committed wool producers to join us and ultimately rebuild the national flock to ensure the future of the industry in which we are all entwined.

Eastern States Ram sales

The ram-selling season started at **Hamilton Sheep vention** ram sale in August 2002 when a Pooginook ram sold for the second highest price of the sale at \$7500 to Tony and Penny Inder from Allendale, Goolma. In all Pooginook auctioned 4 rams to average \$3000. Pooginook will offer 5 rams at the 2003 Hamilton Sheepvention sale on August 5 2003.

The **annual Pooginook on property ram sale** saw 123 rams average \$1493. Selling to a top of \$6000 to Rob and Kay Lindsay from Cora Lynn Merino Stud Peak Hill. They purchased a son of Jewell with micron test of 20.9. Another 2 rams were secured by the Lindsay's to go into the Cora Lynn stud. Eric McKenzie from Grassmere Bethunga paid \$5500 for a son of P/GK Caesar 9.15.

Other major buyers were, BA Jose, Menidee, SA, John and Anthea Sutherland, East Borambil, Condobolin and Tarbarra Pastoral Company, Dirranbandi Qld and Kym Mossey from Twin Creek Past Co, Kapunda SA.

P/GK Jillaroo top award

Pooginook jillaroo Jo Kuch was delighted at the announcement she had won the prestigious Sandy Robertson award at the Riverina Merino field days last year. Jo is from Perry Bridge in Gippsland and is in her second year working at Pooginook.

The award was judged from five other candidates. The award aims to reward and foster the achievement of young stud Merino industry enthusiasts. Jo completed an agriculture degree at Dookie College in 2001. She plans on working in the wool industry before returning to the family property. Jo will join the Marcus Oldham rural leadership program in July this year for winning the award

Jo Kuch and David Taylor after winning the Sandy Robertson award and Elders Riverina Ram of the year.



Semen Sires

P/GK Jewell 9.66

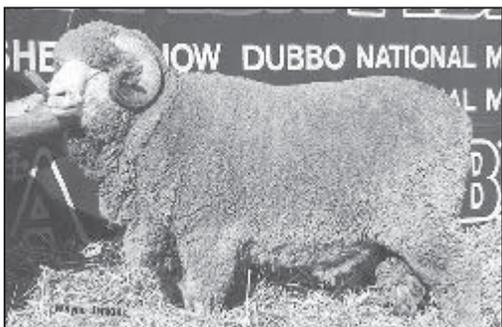
Born June 1999 tag 990883
Sire: P.GK Perkins 7.1 x P/GK Jim
 Dam P/GK special ewe 955003
 Price per ewe dose \$50. = GST
 Fleece Tests

Aug 21	00	July 01	Sept 01	Sept 02
FD	17.8	18.7	18.9	19.6
CVD	18.9	19.7	19.5	18.1
SD	3.9	3.6	3.5	3.5
CF	99.7	99.2	99.4	99

Jewell 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. Jewell has an excellent belly and good cover with crimping to the toes. He has a soft muzzle open horn set and is pigment free. Jewell is described as excellent "wool type" ram rarely seen in the industry. Body weight September 9 2002 128 Kg

Progeny of Jewell. His first drop of lambs were very 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 Thr Riverina Ram of the Year 2002. Have structure and correct with good body weight. The skins have silky and pliable appearance.



P/GK Dr Stan

Sire: P.GK Jewell x P/GK Perkins 7.1 x P/GK Jim
 Dam P/GK special ewe
 Price per ewe dose \$50. = GST
 Fleece Tests

	June 2002	Sept 02 Full Feed
FD	19.4	20.8
CVD	18.6	16.8
SD	3.6	3.5
CF	99	99

Dr Stan was awarded 2002 Riverina Ram of the year. The judge's comments were "a very productive ram with great body size and soft heavy cutting wool. He was a ram hard to go past for his overall production.

David Taylor comments. Dr Stan's outstanding feature is his length of body and barrel. The wool is well-nourished, good length and growing off a productive skin. The first drop of Stan lambs are born in June this year. Semen available



Dr Stan Swallow and Asha Thompson from Detect Sensory Fabric Surrey UK with David Taylor at a recent visit to Pooginook. Dr Stan the ram was named after Stan Swallow. Asha and Stan are examining the feasibility of woollen products that conduct electronic charges with Australian Wool Innovations as business partners.

2003 Programme for Eastern States

• PGKI Day	West Wyalong show grounds	Tuesday July 15
• Bendigo Sheep Show	Bendigo showgrounds display	July 18 to 23
• Sheepvention	Hamilton 5 rams auction	August 5
• Dubbo sheep show	Display only	August 26 to 28
• West Wyalong	Ram Sale 5 rans	Tuesday Sept.2
• Riverina Field Day	Hay Shear Outback	Friday Sept. 12
• P/GK Ram sale	Pooginook Jerilderie	Tuesday Sept. 30
• Private selection	on property	From Sept 30

MN3 P/GK Johnes Market Assurance Status

Pooginook one of Australian major genetic sources by achieving the highest possible sheep health status for Ovine Johnes Disease, Footrot and Brucellosis



2003 Ram Grades

Flock rams available from \$400 to \$800
 Specially Selected \$1000
 Stud rams available on request
 Ewes available from November 2002
 Semen catalogue available www.pooginook.com or mail on request
 All rams will be Fibre Diameter Analysis tested taken first week September 2003.
 1600 rams available from September (NSW Stud Merino Breeders Testing Accreditation)
 New Orders Welcome
 Contact Pat Brown to book a ram selection time 0269544676 or fax 69544672

Specialist breeders of the Modern Merino

Pooginook offers 1600 rams annually throughout Australia and major merino semen marketer

The Statistics that count

Fine to Medium wool - 18 to 21
 Wool weight - 7 to 8.5 kg
 Lambing Percentage - expect 100%

NSW 150 rams auction Tuesday September 30 2003

WA 150 rams to auction Wednesday September 24 2003



"Thinking and breeding for the future"