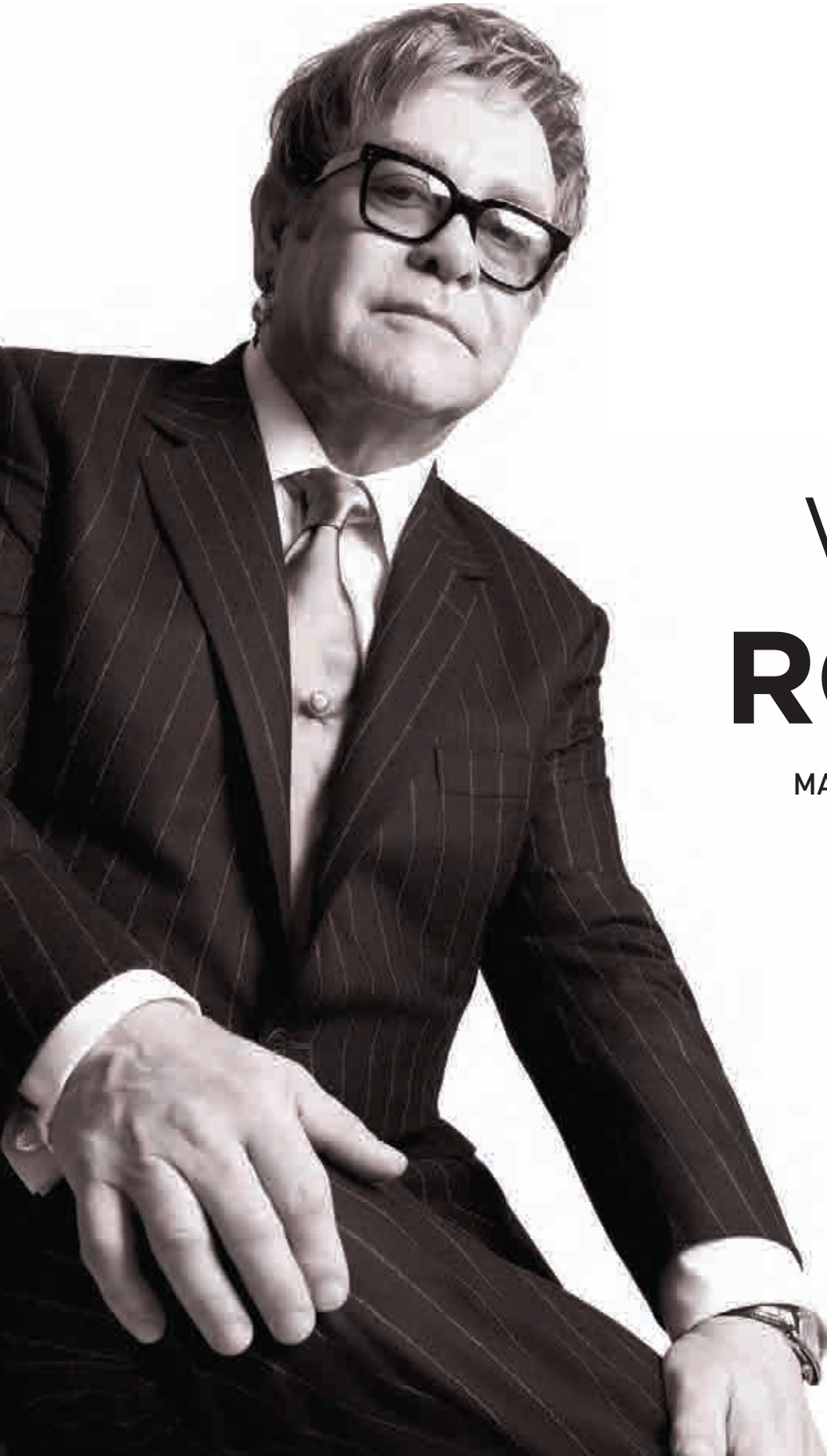


Beyond the bale

PROFIT FROM WOOL INNOVATION

ISSUE 57 DECEMBER 2013



WOOL ROCKS!

MARKETING AUSTRALIAN WOOL
SHEARING EXCELLENCE
WILD DOG CONTROL



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NEW MERINO.COM
FOR CONSUMERS

Merino.com is optimised to be read on desktop/laptop, tablet and mobile devices.

AWI has redeveloped its Merino.com website to increase its consumer engagement and provide a central marketing channel for the fibre, its products and its brand image.

Merino.com is an engaging online destination that explores the use of Merino wool, from fleece to fashion. Told through the perspective of the world's leading fashion designers and brands, and the clothes they create, it is a place for consumers to learn about the true substance of the world's finest wool.

The content being promoted on Merino.com takes an extensive look at the fibre and the processes, innovation and creativity employed to take it from the grower to a garment.

Merino.com is optimised to be read on desktop/laptop, tablet and mobile

devices. It contains video content, image galleries and premium articles.

The consumer-focused **Merino.com** complements AWI's other two main websites:

- **Woolmark.com** for trade and designer audiences
- **Wool.com** that provides information and tools to help woolgrowers increase their on-farm profitability, and inform them of where AWI is investing their wool levies.

All three sites will continue to evolve with dedicated resources constantly updating the digital content for these sites at AWI.

More information: www.merino.com



Beyond the Bale is published by **Australian Wool Innovation Limited (AWI)**, a company funded by Australian woolgrowers and the Australian Government.

AWI's goal is to help increase the demand for wool by actively selling Merino wool and its attributes through investments in marketing, innovation and R&D - from farm to fashion and interiors.

AWI INVESTMENT STRATEGIES

- 1. ON-FARM R&D
- 2. OFF-FARM R&D
- 3. MARKETING
- 4. GLOBAL BUSINESS SERVICES

View the interactive online edition of *Beyond the Bale*, with pop-up videos and image galleries, at <http://beyondthebale.wool.com>

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Front cover: Sir Elton John featured alongside 13 other British rock 'n' roll icons dressed in Australian Merino wool in the 25th anniversary edition of the *British GQ* menswear fashion magazine - see pages 4-5.
PHOTO: John Wright.

AWI Annual General Meeting

FAST FACTS

- AWI reported at its AGM on a year of healthy progress across wool research, development and marketing.
- Paul Cocking, James Morgan and Meredith Sheil were elected to the Board of AWI.
- A video and slides of the AGM proceedings can be viewed on the AWI website.

At its Annual General Meeting (AGM) last month, AWI reported on a year of healthy progress across marketing, research and development for the nation's woolgrowers.

AWI Chairman Wal Merriman reported to the AGM and via webcast how his Board continues to set the strategic direction of the company.

"Despite significant global uncertainty over the past financial year, the wool price has remained relatively stable. We would always like to see a higher price, particularly for superfine wools, however we are very positive for the future," he said.

Marketing highlights for the 2012-13 year include the strong momentum behind the Campaign for Wool which has now attracted more than 445 retail partners across a dozen key markets. The International Woolmark Prize, the *Merino. No Finer Feeling™* campaign and the Chinese-focussed Woolmark Gold program all work with designers, retailers and manufacturers to sell wool as an aspirational fibre.

On-farm highlights include the training of over 2500 shearers and shedhands, the Lifetime Ewe Management program reaching over 15 per cent of the national flock, the formation of 24 new wild dog control groups and proof of concept for a liquid nitrogen treatment to prevent flystrike.

AWI CEO Stuart McCullough outlined how the company was in a solid financial position. Operating expenditure across the company for 2012-13 was

\$28.12 million, a 42 per cent reduction from four years ago. Project costs were \$47.07 million and expenditure ratios across marketing and R&D was well within stated parameters.

"We are finding many new and emerging manufacturing and retail markets for wool. We are proud of the opportunity to work for Australian woolgrowers and very optimistic for the future," Mr McCullough said.

At the AGM and in accordance with the *Corporations Act 2001*, shareholders voted to limit the board to seven Directors. In the subsequent election of Directors, Meredith Sheil was re-elected and Paul Cocking and James Morgan were elected to the Board. The complete AWI Board is now comprised of these candidates along with Wal Merriman, Colette Garnsey, Brian van Rooyen and David Webster.

The new Board met immediately following the AGM and re-elected Wal Merriman as Chairman.

AWI shareholders that were unable to attend the AGM in person had the opportunity to view the AGM proceedings and ask questions via webcast.

More information:
The complete broadcast of proceedings (including the Chairman's and CEO's presentations and question time) is available to be viewed on demand (until November 2014) on the AWI website at www.wool.com/2013AGM

NEWLY ELECTED DIRECTORS



PAUL COCKING

It is an honour to be elected to the AWI Board and I thank the woolgrowers of Australia for their great support. I have a strong scientific and technological background, with

commercial wool growing experience plus a high level of business acumen and Board experience. I believe I can add unique skills and a real balance to the Board on many key issues. Research and development programs must have a strong commercial focus that have outcomes to increase productivity and profitability of woolgrowers. I believe in a continued balanced approach to marketing and research and development. I am committed to ensuring that growers' funds are effectively utilised.



JAMES MORGAN

I am very honoured to have been selected in the role as an AWI Director. I will do my utmost to contribute to the sound management of the funds that are placed in the hands of the Board to spend

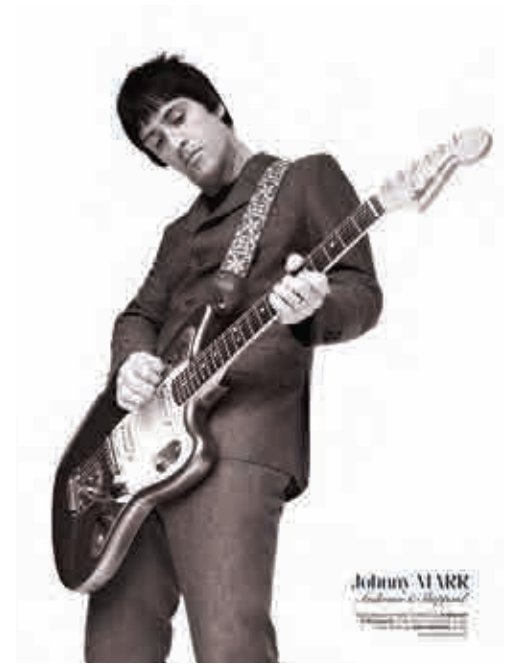
wisely. AWI is very diverse in its operations, with a Board that has a large range of skills. The stability of the industry is very important to growers, traders and manufacturers and the Board possesses a range of abilities to undertake its functions. I hope to bring a common-sense approach to decision making, and I place a very high priority on sound fiscal management and integrity. It will be a steep learning curve but a challenge I look forward to.



MEREDITH SHEIL

I am very grateful to have been re-elected to the Board and send my heart felt thanks to woolgrowers. I am sad to farewell Roger Fletcher and George Falkiner, and would like to

pay tribute to the enormous contribution they have made to the Board. It has been a great pleasure and privilege to work alongside them. I congratulate and welcome the new members of the Board and look forward to working together to deliver the best results that we can for woolgrowers.



trends for consumers across the world, especially Asia. To help celebrate 25 years of the magazine, AWI – under its *Merino Wool. No Finer Feeling™* fibre advocacy campaign – has collaborated with *GQ* to create a 26-page magazine feature in which the 14 music icons are tailored with Australian Merino wool.

The editorial feature in the December edition of the magazine hit newsstands on 31 October and was also available for tablet applications, as well as online on the www.gq.co.uk website which housed a special video created by the musicians specifically for the collaboration to showcase the drape and movement of Australian Merino wool. The feature highlighted the perfection of bespoke Savile Row tailoring and the carefully crafted woven fabrics that were derived from Merino wool produced by Australia's woolgrowers.

AWI Chief Strategy and Marketing Officer Rob Langtry said the collaboration with *British GQ* presented Merino wool in a truly iconic way, highlighting Merino fashion and tailoring to the modern-day consumer.

"For 25 years *GQ* has been the leader in men's fashion and making it accessible to an increasingly discriminating global audience," Mr Langtry said.

"Like rock 'n' roll, fashion has its icons – personalities and designer inspiration that rise above short-term trends and drive true change and innovation. *GQ* has presented these fashion icons for 25 years, just as in this issue they celebrate 25 years of rock 'n' roll in wool tailored by Savile Row. Merino wool is, and always has been part of this fabric of modern life

– real, accessible, responsible and iconic."

The collaboration provides consumers with instant visual access to the variety and flexibility offered by wool, from luxury suiting to more relaxed tweeds and coats as preferred by each of the musicians. The versatility of Merino wool and the mix of different music genres provide a snapshot of **Music. Fashion for your ears** and **Fashion. Music for your eyes.**

The *British GQ* 25-year celebration also coincided with a two week display on Savile Row and Jermyn Street in London of life-size images of the musicians in their wool finery and commemorative window decals, and Woolmark and wool displays.

British GQ editor-in-chief Dylan Jones explains how the collaboration between

the magazine and AWI represents the core common values shared by the two iconic brands.

"For the past 25 years *GQ* has gone out of its way to celebrate the classic and the contemporary, the traditional with the modern. In our rock 'n' roll Savile Row wool story in our 25th anniversary we think we may have achieved the perfect fusion of the two. By shooting some of the greatest rock icons in the best of Savile Row wool tailoring, we hope we have produced a timeless portfolio that properly reflects the brand values of both *GQ* and Woolmark."

More information:

www.merino.com/wool-rocks-gq/



The photo of Bryan Ferry featured in the shop window of Anderson & Sheppard.

LEVI'S®

WOOL DENIM 501® JEANS

FAST FACTS

- AWI and Levi Strauss & Co. have collaborated to produce an historic wool denim version of the classic 501® jean.
- The wool denim 501® jeans are part of a wider Levi's® Holiday 2013 product line featuring men's and women's knitwear made from Australian Merino wool.
- As part of the collaboration, Levi Strauss & Co. has become a Woolmark licensee, and AWI continues to work with the company on product development.



Levi's® wool denim 501® jeans are branded with the Wool Blend logo.

Iconic American apparel brand, Levi Strauss & Co. has joined with AWI for an historical development: Levi's® wool denim 501® jeans.

Made from Merino wool and cotton, these 501® jeans look like conventional denim but, as Levi Strauss & Co. state on their website, "they can do things no ordinary denim jeans can do, like keep you warmer in cold weather".

AWI CEO Stuart McCullough said Levi's® jeans are one of the most recognisable pieces of clothing in the world, capturing the imagination and loyalty of people for generations.

"We are delighted to partner with Levi Strauss & Co., a classic American brand famous for its quality, integrity

and pioneering spirit. These values are completely in line with what AWI represents across the world," Mr McCullough said.

"By incorporating some Merino wool with the cotton, these wool denim 501® jeans feel warm to the touch, even in winter, and when wet feel drier on the skin and more comfortable than 100 per cent cotton.

"We look forward to continuing our creative collaboration with Levi's® and supporting their pursuit of product innovation."

The wool denim 501® jean is available in stores across the United States, Japan, Korea, Hong Kong and China. It is also available for purchase online (although the company does not ship to Australia).

Levi Strauss & Co. has also created an innovative Holiday 2013 product line featuring Australian Merino wool. The collection includes a diverse range of men's and women's knitwear as well as the wool/denim blend of the classic 501® jean. The range highlights the signature style and craftsmanship of Levi's® together with the benefits of Australian Merino wool, including the fibre's exceptional versatility, warmth and natural elasticity.

More information: <http://us.levi.com>

LEVI STRAUSS & CO.

In 1853, Levi Strauss opened a wholesale dry goods business in San Francisco that became known as "Levi Strauss & Co.". Seeing a need for work pants that could hold up under rough conditions, he and Jacob Davis, a tailor, created the first jean. In 1873, they received a U.S. patent for "waist overalls" with metal rivets at points of strain. The first product line designated by the lot number "501" was created in 1890.

Levi Strauss & Co. has grown to be one of the world's largest brand-name apparel companies and a global leader in jeanswear. The company designs and market jeans, casual wear and related accessories for men, women and children under the Levi's®, Dockers®, Signature by Levi Strauss & Co.™ and Denizen™ brands.

The company's products are sold in approximately 50,000 retail locations in more than 110 countries through a combination of chain and specialty retailers, department stores, online sites, and company-operated and franchised stores.

Levi Strauss & Co.'s fiscal 2012 net revenues were US\$4.6 billion.





Merino: big in Japan

Australian woolgrower Murray Picker shows a superfine Merino fleece to UNITED ARROWS senior PR manager Mr Daisuke Kawahigashi (left) and AWI Country Manager Japan Toshiya Inoue at the Pickers' family property 'Hillcreston' in Bigga, New South Wales. PHOTO: Ray Strange/NewsPix.

FAST FACTS

- AWI has partnered with leading Japanese retailer UNITED ARROWS.
- The two-year collaboration is part of the *Merino Wool. No Finer Feeling™* fibre advocacy campaign.
- A UNITED ARROWS delegation visited Australia in September to see and film the properties where the wool in the company's apparel comes from.

AWI has united with leading Japanese retailer UNITED ARROWS as part of the *Merino Wool. No Finer Feeling™* fibre advocacy campaign.

The two-year partnership symbolises a unique venture with the high-profile company, to raise the profile of Merino wool as a luxurious fibre within the Japanese market.

UNITED ARROWS is the fastest-growing top-tier retailer in Japan, and with 38 stores across the country plus digital channels, the retailer's plan to place a greater emphasis on Merino wool is a welcome decision.

A delegation from UNITED ARROWS embarked on a provenance research tour

in September to help source the most appropriate Merino wool for the retailer's apparel range.

The trip included a visit to Murray Pickers' family property 'Hillcreston' in Bigga, NSW, and features in a short film produced by the retailer. Hosted on the retailer's website, the film titled *How my sweater came to be* starts in Japan and traces the journey of a consumer's sweater to China where it was manufactured, and then right back to Australia and 'Hillcreston' where we see the Pickers' Merino sheep and some shearing.

"We visited Australia in September to discover the natural origin of Merino wool, and we are planning to develop promotional activities which tell the benefits and the high level of quality of wool products to Japanese consumers," UNITED ARROWS Senior Executive Officer Naoki Ota said.

"Wool items will also be widely highlighted at UNITED ARROWS for the 2013/14 Autumn/Winter season."

In-store promotions across the retailer's 38 stores ran throughout October as part of the campaign's first phase, highlighting wool's inherent benefits. Customers who purchased wool items over JPY10,000 (about AU\$100) during

the in-store promotional campaign also received a UA Knitted Cap in a bid to increase brand awareness.

Advertising in two high-profile Japanese publications also ran in October to further promote the collaboration and the *Merino Wool. No Finer Feeling™* fibre advocacy campaign.

The *Merino Wool. No Finer Feeling™* campaign aims to inform a new generation of consumers - and the fashion community - about the natural attributes and benefits of Merino wool. The campaign establishes Merino wool as the fibre of choice for fine, contemporary fashion and the new venture with UNITED ARROWS will raise wool's profile within the Japanese market.

"The Woolmark Company is proud to be partnering with UNITED ARROWS, sharing the rich history and provenance stories of Australian Merino wool with a country that places great respect on history and tradition," explains AWI CEO Stuart McCullough. "We hope that the collaboration allows Japanese consumers to enjoy the modern beauty and versatility of Merino wool." ◀

More information:

View the UNITED ARROWS video at www.united-arrows.jp/movie

Campaign for Wool across the world



THE CAMPAIGN FOR WOOL
Patron: HRH The Prince of Wales



THE WOOLMARK COMPANY
SUPPORTS THE CAMPAIGN FOR WOOL

FAST FACTS

- Celebrations of wool unfolded across key consumer markets during the northern hemisphere autumn retail season.
- The Campaign for Wool is being celebrated on an unprecedented global scale, with Italy for the first time taking part in the campaign's initiatives.
- The campaign has been instrumental in driving a new demand for wool internationally.

Now in its fourth year, the Campaign for Wool, of which His Royal Highness The Prince of Wales is Patron, is a global campaign that aims to encourage manufacturers, retailers and designers to choose wool and, in turn, educate consumers about the fibre's environmental benefits.

The Campaign for Wool is run every year through a sequence of Wool Weeks in the most important key markets of the world through co-branding initiatives and in-store promotions.

The campaign continues to expand globally, with Italy holding its inaugural Wool Week this year.

Australia, New Zealand and South Africa initiatives occurred earlier in the year during the southern hemisphere autumn/winter retail season. Some of the highlights from northern hemisphere Wool Week activities are listed below; initiatives in other countries, such as China, Korea, Belgium and Spain, are also being held at the moment.

ITALY

Milan hosted the country's inaugural Wool Week during September, with promotional and educational initiatives taking place inside and in the windows of the leading Italian department store, La Rinascente in Milan.

The seven-floor mall encompasses classic men's wear, women's wear, children's wear, casual and sports apparel, interiors textiles and more, and was the perfect stage to promote the natural beauty of wool, thanks to the central position of the store, facing the Duomo of Milan, the very heart of the city. One million people pass every day in front of La Rinascente.

A highlight was a 40-metre sheep and grass pen set up in front of the department store alongside the Duomo, to highlight the natural origin of wool and offer to consumers an unexpected wool experience.

To open Wool Week, AWI also joined forces with leading textile and trade show Milano Unica and supported ON Stage, a spectacular fashion show involving some of the most appreciated new talents of global fashion. The designers presented their unique interpretations of wool at a collective fashion show that took place in one of the most prestigious locations in Milan, the Galleria del Corso, located close by the Duomo and to La Rinascente.



A pen of sheep set up alongside leading Italian department store La Rinascente, in front of which one million people pass every day.



One of the windows of the La Rinascente department store in Milan highlighting the benefits of wool.



A live knitting display in the window of the John Lewis department store on Oxford Street in London.

UK

The creative design project Wool School returned for a second year, pairing students from leading fashion schools with the nation's favourite retailers – including Christopher Raeburn, Topman and Barbour – to create unique pieces for sale during Wool Week. The retailers had a massive online promotional presence.

Campaign for Wool patron HRH The Prince of Wales continued his ongoing support by inviting the Wool School students to a reception at Clarence House in July, where they were invited to talk him through their winning designs.

John Lewis was a major partner for the duration of Wool Week and held a series of master classes in both their London Oxford Street and Edinburgh branches to celebrate the art of hand knitting in a contemporary fashion context. A live knitted window on Oxford Street developed over the course of Wool Week drawing the attention of thousands of shoppers, media and bloggers alike.



HRH The Prince of Wales at Clarence House where he met the winning Wool School students (wearing their winning designs).



GERMANY

Germany's Wool Week also had a strong focus on Wool School and on the young generation, involving brands, retailers and universities to produce special wool collections, exhibitions and events all celebrating the natural benefits and performance of the fibre.

A tour was undertaken of German cities with every location inspired by a particular aspect or quality of Merino wool, involving important retailers of the region.

The celebrations started in Hamburg at leading retailer Wormland, before heading to Marc Cain's headquarters in Bodelshausen and finally finishing at Berlin's leading retailer Andreas Murkudis.

A cream-coloured coat designed by Annika Hartwig that won the Wool School competition in Germany, a collaboration with the University of Hanover and retailer Wormland.

THE NETHERLANDS

Wool Week opened with an exhibition of special wool pieces created by 35 internationally renowned Dutch fashion and product designers, with each piece highlighting a specific benefit of wool.

A photo exhibition was also held, in which 10 established photographers expressed their views on sheep and wool.

During the yearly Museum Night, a collective celebration of wool was held with a spectacular embroidering activity open to the public.

A Tour de Wool informed consumers about locations in Amsterdam where they can buy woollen garments. From concept stores to boutiques and department stores, wool was everywhere!



The store of JoeMerino.com that specialises in pullovers — all made from 100% Australian Merino wool.



JAPAN

The Campaign for Wool Japan continued to support the fashionable cycling "Tweed Run" events held in Tokyo and Nagoya as well as "Tweed Walk and Ride" in Kobe. Designers and bloggers attending the Tokyo Tweed Run included Christopher Raeburn, Susie Bubble and style.com photographer Tommy Ton.

A series of events was also held in public shopping districts to promote Merino wool and fibre advocacy.

More information: www.campaignforwool.org

Participants in the Tweed Run in Tokyo.

PHOTO: © Tweed Run Tokyo 2013.



Wool winner available at retail

Christian Wijnants with some of his collection at the Harvey Nichols store in London.

2012/13 International Woolmark Prize winner Christian Wijnants has come a long way over the past two years.

Since the Belgian designer was first nominated early last year to compete in the competition, he has edged out more than 40 other emerging international designers, showed his clothes to fashion icons on the global stage – and now has had his winning collection of wool apparel stocked in some of the world's leading retailers.

AWI CEO Stuart McCullough noted, "Christian's collection is a fine example of innovation with wool as it brings to life woollen yarn, knitted in organic shapes, but with a strong modern twist that appeals at a commercial level."

The collection first launched globally through Harvey Nichols' iconic store in London where some of the UK's most important journalists and editors attended the launch event. Two weeks later a sophisticated media and VIP customer event was held in Milan's prestigious 10 Corso Como store, before making its way to Australia.

The collection is now available for purchase from Sydney's David Jones city store, with some key pieces having been specifically redesigned using a lighter-weight yarn for the Australian market.

David Jones Group Executive of Merchandise Donna Player said the Elizabeth Street store was extremely excited to have Christian as part of its international collections: "He's an extraordinary talent and I think that the Australian customers, being as sophisticated as they are, are really going to enjoy his collection."

Vogue Australia Editor-in-Chief Edwina McCann, who was present at the David Jones launch, praised the value that the International Woolmark Prize added not only to the fibre, but to Australia's fashion retail industry: "To have a department store like David Jones follow it through and take it to the customer, that's what it's all about. It's about selling clothes so that's why this prize does such a great job."

Global publications of Vogue have celebrated Christian's launch into retail with an advertising campaign running throughout the September editions of the high-profile fashion magazine.

More information:

www.woolmarkprize.com

View a video of the launch at David Jones on the Woolmark channel on YouTube at www.youtube.com/woolmarkonline



FAST FACTS

- The highly anticipated wool collection designed by 2012/13 International Woolmark Prize winner Christian Wijnants is available to purchase.
- The collection has been stocked at leading retailers across the world including the David Jones Sydney store.
- A global advertising campaign ran in the global editions of Vogue magazine in September.



Model wearing a design from the Christian Wijnants

winning wool collection – now available at the David Jones store in Sydney.

Paul Smith's Woolmark collaboration

FAST FACTS

- AWI and world renowned fashion designer Sir Paul Smith have announced a collaboration that will see Australian Merino wool being highlighted across two seasons of the designers' Men's London collection.
- For his Spring/Summer 2014 collection, Sir Paul Smith will focus on the use of Cool Wool lightweight fabrics made from fine Australian Merino wool.
- Paul Smith has a global fashion following, with a particularly strong presence in Asia and expanding into the Middle East market where there is a need for garments that can perform in the heat.



British designer Sir Paul Smith with his Men's London collection for Spring/Summer 2014.

AWI and British fashion designer Sir Paul Smith have announced a collaboration that will see Australian Merino wool being highlighted across the Paul Smith Men's London collection for Spring/Summer 2014 and Autumn/Winter 2014/15.

In support of Merino wool, Sir Paul Smith will take an ambassadorial role in collaborating with AWI on co-branded Woolmark/Paul Smith campaigns for both seasons. The campaigns will run in digital formats as well as traditional print media to widen the reach of consumer engagement.

AWI has chosen Paul Smith for a global collaboration to highlight his design philosophy of 'individuality' and affirm the place of Merino wool as a premium, innovative and versatile fibre.

For his first collection with AWI, the Men's London collection for Spring/Summer 2014, Paul Smith will focus on the use of Cool Wool. Seven worsted Cool Wool fabrics woven by leading European mills have been selected as the mainstay of the collection. Cool Wool fabrics are made from fine Australian Merino wool fashioned into lightweight fabrics through modern manufacturing and processing techniques.

"I have always been a fan of natural fibres, cotton for shirts and wool for the rest, a good staple diet for a fashion designer," said the designer. "Of course over the years since I started, there have been lots of other new high-tech fabrics that have arrived but I still tend to stick with my wool.

"Cool Wool is very important for us because we are selling into 72 countries around the world, and a lot of the countries we sell to are very hot all year round or very humid and Cool Wool has really helped us with that...and high twist wools and fabrics that have life, because a lot of our clients are actors, fashion designers, architects, graphic designers, people who are on aeroplanes and trains, travelling all the time so you need fabrics that have got life."

Merino wool is the natural fibre of choice for a Spring/Summer collection due to its natural breathability, softness, drape, moisture absorption and inherent temperature regulating properties - providing fabrics with luxurious style, shape and elegance.

"Paul Smith is a brand that is synonymous with style and as a designer

and identity Paul Smith resonates with global consumers as a name they trust and respect," explained Rob Langtry, Chief Strategy and Marketing Officer of AWI. "We are pleased to be announcing this partnership with Paul Smith which reaffirms the strong position wool holds in this market while Cool Wool highlights its versatility."

Paul Smith has a global fashion following, with a particularly strong presence in Asia and expanding into the Middle East market where there is a need for garments that can perform in the heat and regulate changes in temperature from cool air conditioned indoor areas to the hotter outdoor environment. Smooth, fine and lightweight wools and high twist wool fabrics offer a great look and provide a dry and cool handle, ideal when dealing with higher temperatures. ◀

More information:

www.coolwool.com

www.merino.com

www.paulsmith.co.uk

View a video of Paul Smith on the Woolmark channel on YouTube at www.youtube.com/woolmarkonline



Left to right: New England Wool Managing Director Andrew Blanch, AWI CEO Stuart McCullough, Reda's Global Directors Fabrizio Botto Poala, Francesco Botto Poala, Ercole Botto Poala. PHOTO: Lucas Dawson.

Reda, one of the world's most important weavers of superfine wool, has committed to a long-term investment in Australia's superfine woolgrowers. An historic agreement will see the best superfine wool, defined in industry terms as 1PP, purchased exclusively by the luxury weaver at an industry premium price.

With the support of AWI, Reda's Global Directors, Francesco Botto Poala and Fabrizio Botto Poala have headed an international media tour to Australia to highlight the source of the 1PP bales to the world and mark the launch of the brand's 150th anniversary celebrations.

The tour group has attended a wool auction in Sydney and visited the New England superfine region to view first-hand the process of producing the premium natural fibre.

Reda fabrics stand out for quality, luxury and sophistication and are the best choice for the most important international fashion houses. Reda is an emblem of Italian expertise, combining craft traditions and technological innovation which was established in 1865 in the hills above Biella, Italy.

Andrew Blanch, Managing Director of New England Wool explained, "This project initiated by Reda will be welcomed by the superfine woolgrowers of Australia. It is a show of faith by Reda in the highest quality superfine wool and wool producers, and is designed to build strong demand at the top end of the market for their wonderful product. This particular promotion is just another example of the passion and dedication Reda has displayed over the many years

of involvement in the Australian wool industry. The 150PP Project will give the industry a huge confidence boost."

1PP certificates are issued to a select number of superfine bales annually that exhibit superlative quality, style and soundness and are prepared in the best possible manner. A 1PP certificate is the highest level of certification that superfine wools can obtain and is highly sought after by producers of superfine wool. The selection of the wool for the 1PP accreditation is undertaken by a panel of five professional and independent wool buyers.

FAST FACTS

- Italian luxury weaver Reda has launched its 150PP Project in which the company has agreed to buy the best superfine wool, defined in industry terms as 1PP, at an industry premium price.
- This is a long-term investment in Australia's superfine woolgrowers by one of the world's most important weavers of superfine wool.
- With the support of AWI, Reda's Global Directors have headed an international media tour to Australia to highlight the source of the 1PP bales and mark the launch of the brand's 150th anniversary celebrations.

"We are encouraged by the continued support and level of interest in the story behind superfine wool which we receive from our supporters in Italy and across Europe," explained AWI CEO Stuart McCullough. "Globally supported initiatives such as this are being driven by the industry and reinforce AWI's efforts to strengthen demand for superfine and ultrafine Australian wool at a sustainable price." ◀

More information: New England Wool Pty Ltd, newenglandwool@tpg.com.au, (02) 9681 6943 www.reda.it



Fabrizio Botto Poala of Reda at Kentucky Station, New England, NSW.

Golden standards a natural fit



FAST FACTS

- No1 Savile Row icon Gieves & Hawkes has become a Woolmark Gold brand partner.
- Woolmark Gold aims to position Merino wool as the prestigious fibre of choice in the rapidly growing Chinese domestic market for luxury goods.
- Gieves & Hawkes has more than 100 stores throughout China, with more set to open their doors to cater for China's ever-expanding and increasingly discerning luxury goods market.

Iconic Savile Row retailer Gieves & Hawkes has become a Woolmark Gold brand partner to increase its sales in China.

Just 10 years after Gieves & Hawkes opened its first store in China, the fabled suit maker now has more than 100 stores throughout the country and there are plans to open more in the coming years to cater to China's ever-expanding luxury goods market.

Internationally recognised as the purveyors of quintessential English style, Gieves & Hawkes embodies a combination of its Savile Row heritage, unique design and finishing skills, and excellent customer service. This makes the company a very attractive Woolmark Gold partner in the increasingly affluent Chinese market that is discerning in its taste and appreciation of quality.

AWI launched the Woolmark Gold campaign in October 2012 in a bid to position Merino wool as the prestigious fibre of choice in the rapidly growing Chinese domestic market for premium goods. Woolmark Gold sets a global benchmark for fine tailoring, a standard shared by Gieves & Hawkes which has prided itself on uncompromising standards of both material and manufacture for more than 200 years.

To qualify for Woolmark Gold status a cloth or fabric must meet strict criteria. First, it must be made from Australian Merino wool of 19.5 microns or less; then, it must have been woven or spun by one of a select group of just 12 British and European Woolmark Gold-accredited weavers and spinners.

Gieves & Hawkes Managing Director Ray Clacher describes the affiliation with Woolmark Gold as a natural fit.

"Our company has a longstanding tradition of craftsmanship, selecting only the finest fabrics available in the world," Mr Clacher said. "The Chinese consumer demands the real thing and Woolmark Gold gives us a genuine seal of approval."

Gieves & Hawkes has celebrated the union through aspirational content including a co-branded film recently shot by Oscar-nominated British director, Mike Figgis, alongside dedicated window displays, Woolmark Gold garment labelling, tickets and staff training across the region.

AWI Chief Strategy and Marketing Officer Rob Langtry said: "The market for luxury apparel in China has been expanding rapidly and consumers are looking for true quality at this level of the market. Working with our European partners, the Woolmark Gold program combines the superb qualities of 100 per cent natural Australian Merino wool with the historical skills of weaving exceptional cloth." ◀



A Gieves & Hawkes store in China promoting its Merino wool apparel and the Woolmark Gold brand.

More information: www.woolmarkgold.com/Gieves_Hawkes.html

A postcard from England

FAST FACTS

- NSW woolgrowers' daughter Jenepher Doyle spent the month of August as an intern in AWI's Woolmark office in London.
- While very familiar with the ins and outs of a shearing shed and working with stock, Ms Doyle was keen to find out how wool is being marketed.
- Ms Doyle was impressed with the work that AWI staff are doing on woolgrowers' behalf to increase the demand for wool.

Woolgrowers' daughter Jenepher Doyle, who grew up on her parents' property 'Blythswood' in the Upper Hunter Valley of NSW, has always had a strong interest in wool, not only the production of the fibre but also how and where it ends up at retail.

Now living on a farm in England, Jenepher contacted AWI's Woolmark office in London to see if there were opportunities for her to work as an intern and learn more about the marketing of wool.

Here, Jenepher tells us her story:

Where did your passion for wool originate?

"I grew up on a large wool property about an hour south of Tamworth where my parents run 7000 Merinos averaging 14 to 16 micron.

"When I was a little girl shearing time at my house was always the highlight of my year. I remember running around playing on the giant wool bales and hiding under the piles of greasy wool. The smells and sounds of the working shed, of lanolin, sheep, sweaty shearers, the clicking of the shears and cheap cigarettes are still lodged into my brain like a sixth sense – a strangely beautiful thing that runs in my blood and has been running in my family's blood for generations."

How did you end up interning at AWI's Woolmark office in London?

"Like all Australians at some point you pack your bags and head for old Blighty on your big adventure. I packed my bags four years ago and never came back. I managed to find a sheep farmer and fell in love.

"When I was given a chance to come down to London and spend five amazing weeks working with the London team at Woolmark it felt like the jackpot - like a new connection to home. I must admit my parents were proud as punch and I'm pretty sure the entire district knows where I have been and have had regular updates from my dad.

"So off I went on my five week woolly adventure to London town. Meeting the team was nerve wrecking and while I had been expecting a little old lady with farmer's hands and comfortable shoes I was actually greeted by some very cool London ladies who were warm and welcoming. I was brought into the office and made to feel like one of the team straight away."

What were your impressions of the work done there?

"At first it took me a while to get back into the swing of working in an office environment. I had to dust off the old typing fingers and remember how to use spell check but I was guided through with the help of the office crew and slowly got back into the swing of things.

"I learned a lot about Cool Wool and the Campaign for Wool and the role they all play in the wool world. There are many different cogs in the wool industry and I became aware of just how well they come



NSW woolgrowers' daughter Jenepher Doyle on her farm in Northamptonshire, England.

together from the farmer to the designer right through to the consumer. I learned a lot about what actually happens beyond the bale.

"It's not very often you will find a group of people willing to get to the office at 6:30am, wrestle with demanding designers and do the amazing job they do. The team in London are an asset to Woolmark. They work outrageously hard and genuinely care about the product. They care about Woolmark and they care about where the wool comes from. They have in depth knowledge from behind the bale to beyond the bale and they certainly understand designers a lot more than I do."

Any final words?

"So a big thank you to the team in London for accommodating me and my strange love of sheep and for all your seriously hard work. I know everyone at home will be proud to know that their livelihoods and their passion are in good hands. Thank you for keeping me entertained, I had a great time on my woolly adventure." ◀

Wool4Skool® celebrates 50 years of wool in fashion



THE WOOLMARK COMPANY
CELEBRATES



WOOL4SKOOL®
Student Design Competition

FAST FACTS

- The Wool4Skool® student design competition is set to get even bigger in 2014, with the program now open to Year 11 students.
- Just in time for the Woolmark brand's 50th birthday, the 2014 Wool4Skool® theme is the past 50 years of fashion.
- Internationally recognised Australian fashion designer Jonathan Ward returns for the fourth year, and his support is joined by leading label Camilla and Marc.

AWI's Wool4Skool® design competition is set to get even bigger in 2014 as it expands into Year 11, providing more students with the chance to win money-can't-buy experiences and learn about the fibre of our nation – Merino wool.

Open to secondary students across Australia, the real life design project has been planned by teachers and textile experts for the Years 7 to 11 education curriculum and offers a rewarding design experience without students actually having to make the garment.

Teachers are being encouraged to incorporate Wool4Skool® into their lesson plans and register now on www.Wool4Skool.com to receive a free teacher's resource pack, including Merino wool fabric samples, tailored to their specific year group.

Once again there is more than \$10,000 worth of prizes for both students and teachers, with money-can't-buy experiences also on offer to kick-start a student's career in fashion design.

For the fourth year running the

internationally recognised Australian fashion designer Jonathan Ward is throwing his support behind the Wool4Skool® design competition. Not only will he judge the submitted entries, but the Year 10 winner will have his/her design sketch brought to life as Jonathan will make the outfit which will then feature in a photo shoot with *Girlfriend* magazine.

Leading Australian label Camilla and Marc has also offered one week's internship for the winning Year 11 student, which will allow the winner to gain a first-hand experience in the fashion industry.

Wool4Skool® project manager Ashley Hollis said that having the support from these two leading labels further supported the fostering of the emerging talent of young designers.

"Having both Jonathan Ward and Camilla and Marc on board is a massive feat for Wool4Skool®, which not only adds an extra level of integrity to the competition but also adds another level of excitement for the students," Ms Hollis said.

"Jonathan has been fantastic throughout the past few years of the competition and with experience as a wool classer and having grown up in Central West NSW he is an ideal role model for students to admire as they learn about Australian wool and fashion design."

The 2014 Wool4Skool® competition is celebrating the past 50 years of wool in fashion, just in time for AWI to celebrate the Woolmark brand's 50th anniversary. Students are being asked to design an outfit – made from at least 80 per cent Merino wool – inspired by the 1960s, 70s, 80s, 90s or current era. As usual, lesson plans have been designed for teachers in line with each state curriculum, making it easier to incorporate the program into every classroom.

The program is another initiative developed by AWI as part of its education portfolio which continues to reconnect new generations of Australians with our country's most famous fibre. ◀

More information: www.wool4skool.com

THE PINNACLE OF MERINO ENDORSEMENTS



Leading mountain rescue team *Bergrettung Tirol* from Austria puts its utmost trust and confidence in Merino wool.

FAST FACTS

- AWI has teamed up with a leading European mountain rescue team to help spread word in the outdoor sector about the performance benefits of Merino wool.
- The mountain rescue team, based in the mountains of the Austrian Tyrol, routinely faces some of Europe's harshest weather conditions.
- The commitment of this team to Merino wool is the pinnacle of fibre endorsement in the mountaineering world.

High in the Tyrolean Alps of western Austria is a group so dedicated to Merino wool they're willing to trust their lives to it.

The *Bergrettung Tirol* is the mountain rescue service of the Tyrolean Mountains in Austria. Often, they are faced with some of the harshest mountain conditions in Europe. They risk their lives to save those in need - injured mountaineers, hikers and hunters.

Working in an environment with conditions as harsh as these the choice

of equipment can literally be a matter of life and death. Confidence and trust in equipment - from ropes to socks - can be of utmost importance, especially in challenging terrain where there is a high-risk of severe weather such as snow blizzards. Merino wool is helping protect the rescue team members whilst they protect those in need.

The team's full-time trainer Christian Eder stressed the importance of clothing when working in sub-zero conditions.

"I'm a really big fan of Merino wool for outdoor gear; all of us at Tirol Mountain Rescue use it," he said. "It's important that our clothes wick sweat away, both in summer and winter. And Merino wool is excellent at doing that.

"Another big advantage of Merino wool is that in cold weather it keeps its ability to retain heat, even if it gets wet which can be life threatening. With others, let's say artificial outdoor clothing, you'll freeze if it gets wet. But of course Merino wool works much better in those situations."

AWI has partnered with the *Bergrettung Tirol* to help spread the fact that Merino wool is indeed the high performance fibre used by professionals and those in the know.

"When it comes to clothing, the

most important thing is that it adapts to, and functions in, every situation," AWI's Global Category Manager for Sports and Outdoor Lars Ulvesund said. "For these rescuers, Merino wool is the only thing that works for them, whether they are climbing cliff faces, sitting on a mountain's peak in sub-zero temperatures, or supporting the victim and keeping them dry and warm.

"For AWI, this group represents the pinnacle of endorsements for the fibre in this sector. They recommend Merino wool apparel to other avid mountaineers and outdoorspeople, both for safety and next-to-skin comfort.

"*Bergrettung Tirol* director Peter Veider came with us earlier this year to the ISPO sports and outdoor trade show in Germany. He will join us again at the 2014 show to talk to buyers and the press about wool's natural high performance benefits.

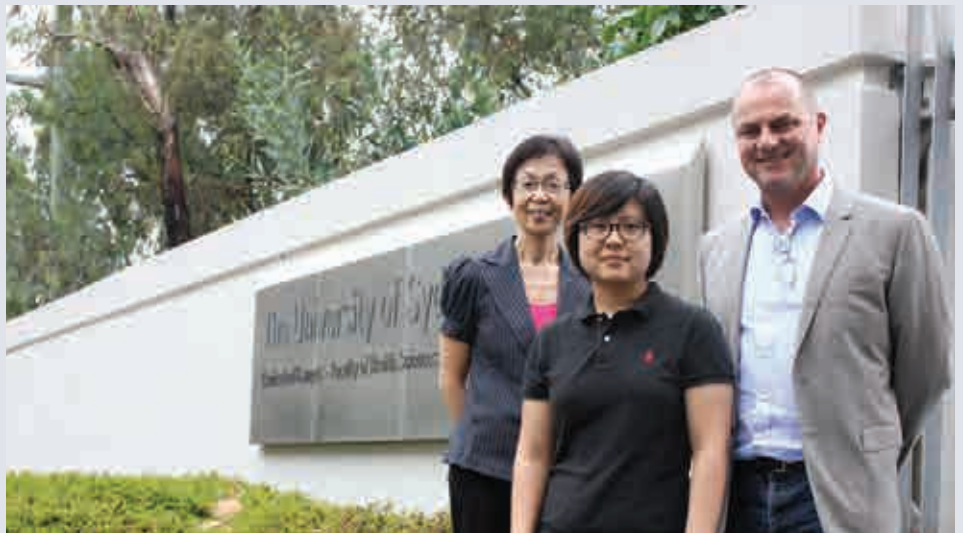
"We see them as the ultimate partner who knows just how superior the Merino fibre is. They wear it because it's the best." ◀

More information: View a video about the mountain rescue team's use of Merino wool on the Woolmark channel on YouTube at www.youtube.com/woolmarkonline

Science backs sleeping with wool

FAST FACTS

- Consistent with earlier science findings, AWI-funded research has found that a better night's sleep is achieved when sleeping with wool.
- In an adult sleep study undertaken by the University of Sydney, wearing Merino wool pyjamas significantly reduced the time for the participants to fall asleep, thereby tending to increase total sleep time.
- A children's pilot sleep study undertaken by La Trobe University found that some of the major factors affecting sleep quality included temperature and bedding.



Dr Chin-Moi Chow and Mirim Shin of the University of Sydney and Dr Paul Swan of AWI.

An old truism is that a good night's sleep is essential to good health, and modern medical science is generating plenty of supportive evidence. Poor sleep outcomes have been shown to be a risk factor for obesity, diabetes, thoracic cancers, risk of depression, and even overall mortality rate.

With wool having been previously shown to be linked to good sleep outcomes, a strategic investment target for AWI has been to collect and collate scientific data to support marketing statements regarding sleep and sleeping patterns, among other important wellness topics, including skin health.

As reported in the March 2012 edition of *Beyond the Bale*, AWI has been supporting a study at the University of Sydney, led by Associate Professor Chin-Moi Chow, with support from Ph.D student Mirim Shin.

The second phase of this adult sleep study has been successfully completed. For this phase, participants slept in Merino

wool or cotton pyjamas, and under cotton, polyester or wool doonas at 17°C or 22°C ambient temperature, or under a cotton sheet at a tropical 28°C temperature.

The results from the 17°C and 22°C temperature regimes were recently presented at the Australasian Sleep Association's 'Sleep Downunder 2013' Conference in Brisbane in October this year. The key findings are that, under these

conditions, wearing Merino wool pyjamas significantly reduced the time for the participants to fall asleep, and thereby contributing to increased total sleep time.

While the increase in average total sleep time may appear small at just more than seven minutes per night, this equates to nearly an hour per week, or nearly two days per year.

Mirim is working hard to finalise the 28°C ambient temperature paper, among a number of significant research 'leads' arising from this work.

A related stream of research under way

is that conducted by Associate Professor Amanda Richdale at La Trobe University. In this instance, the work focuses on the impact of the sleep environment on sleep quality outcomes of children aged between two and five, whereas the University of Sydney study has focused on adults.

The pilot phase of this study was successfully completed earlier this year, and with the assistance of 101 families with children with and without autism enrolled at the university Children's Centre or from the Olga Tennyson Autism Research Centre's participant registry.

The study found that sleep problems were relatively common, and that some of the major factors affecting sleep quality included temperature and bedding, and also the amount of 'screen' time (time spent on computers/tablets).

This pilot phase finding relating to temperature and bedding has been an important step in building the case for the much larger second phase, which is now under way, with ethics approval already received.

According to AWI's Dr Paul Swan, "the great value of these research investments is that we are now building a very solid and contemporary body of scientific evidence that wool is part of the recipe for good night's sleep, and indeed part of a lifestyle of health and sustainability".

"WE ARE NOW BUILDING A VERY SOLID AND CONTEMPORARY BODY OF SCIENTIFIC EVIDENCE THAT WOOL IS PART OF THE RECIPE FOR GOOD NIGHT'S SLEEP"

DR PAUL SWAN, AWI

Aussie wool: an inspiration

FAST FACTS

- Seven emerging fashion designers from Hong Kong visited Australia in September to learn first-hand about the wool production process and be inspired to use Merino wool in their designs.
- The designers learnt all about the wool supply chain, from the farm through first stage processing to fashion.
- The trip was also an opportunity for Australian woolgrowers to gain an insight into the important market of Hong Kong.

A delegation of award-winning young fashion designers from Hong Kong's leading tertiary organisations visited Australia in September to learn about the origins of Australian Merino wool and experience the Australian wool industry first-hand.

The trip was also an opportunity for Australian woolgrowers to hear the designers' thoughts about working with wool and the key market of Hong Kong.

The seven students were all recipients of the *Best use of Australian Merino* award from various fashion shows and competitions in Hong Kong, sponsored by AWI and the Flinders Merino woolgrowing group of South Australia.

This is the fifth year AWI has welcomed a group of Hong Kong designers to experience Australia's wool industry. They visited working farms, AWEX and AWTA, Michell Pty Ltd in Adelaide, RMIT University's School of Fashion and Textiles, Council of Textile and Fashion Industries of Australia - Textile and Fashion hub, EMU Australia and the National Wool Museum.

AWI key account manager for Hong Kong, Daniel Chan, who accompanied the delegation, said

the trip provided the designers with a unique first-hand experience.

"It's a wonderful trip for the young Hong Kong designers to experience an Australian wool farm and the fashion industry in Australia," Mr Chan said. "The delegation members all enjoyed their stay in Australia and it would be an unforgettable memory for the rest of their lives."

During a five-day visit to woolgrowing properties of Flinders Merino, the delegation developed a greater appreciation for the farm to fashion journey and drew inspiration from the natural and beautiful environment where Australian Merino sheep are reared. The designers also got to try their hand at shearing and feeding sheep - work which they are so far removed from when in Hong Kong.

"This trip was definitely unforgettable," said Hong Kong Polytechnic University (HKPU) student Tim Man. "The knowledge we got from this trip not only enhances the ability to design, but is also crucial for working in the related industry. That's how invaluable it was. I am deeply grateful for The Woolmark Company, especially to Daniel and the woolgrowers."

Hong Kong Design Institute (HKDI) designers Annie Siu and Orange Choi echoed Mr Man's praise for the trip.

"This is a special experience for me," Miss Siu said. "In this trip, the woolgrowers taught us lots of wool knowledge and I enjoyed life on the farm. The Australian natural landscape is really attractive to me and I will never forget this trip."

Miss Choi also said it was an honour to participate in the farm visit to Australia: "I learnt many things from this trip, and it will be very useful for my future career."

The students on the trip were: Tim Man and Constance Lee from HKPU, Orange Choi and Annie Siu from HKDI, Anna Wong from Caritas Bianchi College of Careers, Sabrina Fong from the Knitwear Innovation and Design Society, and Anne Graham from Hong Kong Baptist University.

Award winning fashion designers from Hong Kong travelled to Australia to learn more about the qualities of Australian Merino wool.





Woolmark Texprint Award winner Signe Rand Ebbesen shows her work to the judges John Walsh, Estelle Williams and Daliah Simble at the Première Vision trade show. PHOTO: James McCauley.

FAST FACTS

- AWI supports the UK's leading textile graduate design prize Texprint.
- AWI sponsors the Woolmark Texprint Award to help educate early career textile designers about the benefits of working with wool.
- Designer Signe Rand Ebbesen won the 2013 Woolmark Texprint Award due to her innovative use of texture and the commercial aspects of her designs.

Textile graduate a Woolmark winner

The commerciality of the designs of this year's Woolmark Texprint Award winner, Signe Rand Ebbesen, was highly commended by the judges of this year's competition.

Danish designer and London's Royal College of Art graduate Ms Ebbesen competed against 23 other UK-trained new graduates in the Woolmark Texprint Award that celebrates design excellence in fabrics created with 60 per cent or more Merino wool. The fabrics can be in forms including printed, knitted, woven or mixed media fabric, with judges looking for designers excelling in the inventive use of wool in textile design.

The prize was judged by head of sourcing and production at French fashion label Roland Mouret, Daliah Simble, and collection development manager, Estelle Williams, along with the managing director, John Walsh, of British manufacturer of luxury wool fabrics Abraham Moon & Sons.

Both Ms Williams and Ms Simble said it was the commercial aspects of Ms Ebbesen's designs which really saw her stand out.

"She has thought about the commerciality of her work which is really important, shown by her ability to work to a brief," Ms Williams said. Her colleague, Ms Simble, added, "We both loved Signe's innovative techniques which we at Roland Mouret look for; we would love some of those fabrics at Roland Mouret".

Mr Walsh agreed with his fellow judges, attributing the young designer's win to her superb use of texture.

"She has a distinctive style and understanding of the benefits of this natural fibre, which she used to bring her work to life," Mr Walsh said. "Some of the textures were beautiful and she has also understood the commercial side to her work. She can go far with it."

The judges praised the courses run by the UK fashion schools, particularly noting the Royal College of Art and Central St Martins, for teaching designers about the commercial aspects of design and the translation of textiles into garments.

AWI is a Texprint foundation sponsor, and prize sponsor of the third annual Woolmark Texprint Award. The award has the support of industry experts worldwide

and provides a springboard into the industry for the 24 shortlisted designers.

The prize was announced in Paris as part of the Première Vision trade show in September. For many of the competitors, their presence at the trade show is their first experience of exhibiting and selling their works alongside professional and established designers.

The prize was presented to Ms Ebbesen by Chambre Syndicale de la Haute Couture member Maurizio Galante and AWI global strategic advisor Peter Ackroyd.

"AWI is delighted to continue its work with Texprint, which helps to guide and support the best new design graduates into their professional lives," Mr Ackroyd said. "This is synonymous with AWI's mission to support new designers especially in their creative, innovative and artistic use of Merino wool."

As the winner of the Woolmark Texprint Award, Ms Ebbesen was awarded £1,000 in prize money as well as access to training on the benefits and uses of wool through her nearest Woolmark office. ◀

More information: www.texprint.org.uk

BABY AND INFANT WEAR:

FAST FACTS

- AWI's Mothers & Babies program continues to drive demand for Merino wool within the baby wear market.
- The fibre's natural attributes make it well placed to become an integral part of each new parent's health regime for their newborns and infants.
- AWI has been working closely with various partners that are enjoying success in this growing market.

A critical part of AWI strategy is to develop new markets for Merino wool - especially those markets that highly value Merino wool's natural attributes, and in which consumers are prepared to pay premium prices.

The market for baby and infant wear is an important example of such a lucrative market, and AWI's "Mothers & Babies" program is helping to drive demand for Merino wool in this market. The AWI program funds product development, marketing and scientific research into

Merino wool's attributes.

There is very little Merino wool used in this market at present, compared to the very large number of babies born each year. But there is a huge potential for growth in demand for Merino, plus it is an all-year-round market. There is also a strong trend in this market towards natural and environmentally friendly products.

Below are some partners AWI has been working closely with and which are enjoying success in this growing market.

BUGABOO: STYLISH WOOL ACCESSORIES FOR STROLLERS



Naifactory / Javier Ferrer Vidal

Using materials certified by The Woolmark Company, Bugaboo International, the Dutch design company driven by a passion for innovation and known for its performance strollers, has launched a natural, comfortable and stylish collection of wool accessories for strollers:

- This season Bugaboo introduces the long-awaited Bugaboo Wool Blanket. The soft blanket is made of 100 per cent extra-fine Merino wool and is available in three colours: grey melange, rose and ivory. The blanket has an easy-care finish that makes it machine washable and suitable for tumble drying.
- The easy-to-wash Bugaboo Wool Seat Liner with reversible use has 100 per cent wool on one side and a grey melange knitted cotton jersey on the other.
- The Bugaboo Wool Mattress Cover offers true comfort for babies with its cover top consisting of grey melange 100 per cent extra-fine Merino wool. The one-size-fits-all mattress cover can be used in all Bugaboo strollers that have a carry cot.

The Bugaboo Wool Seat Liner and Blanket are available in stores worldwide now; the Mattress Cover will be available from February 2014. Bugaboo products are available in 50 countries across the world including Australia.

More information: www.merino.com/bugaboo www.bugaboo.com/525

EWENIQUE: AUSSIE COMPANY EXPANDING INTO CHINA



Ewenique is an Australian business that specialises in making a range of baby sleepwear using 100 per cent Australian Merino wool, with all garments made in Australia. A partner with AWI since 2010, Ewenique owner and designer Monique Harper said this partnership had allowed for business expansion.

"Last year we began to realise that there was an export market for our range and we decided to focus on the Chinese market first and so we exhibited at two major trade shows in Shanghai earlier this year," Ms Harper said. "The response has been overwhelmingly positive with praise for both the quality of the wool and the garments themselves. The fact that they were made in Australia was seen as a strong plus as this is seen as a guaranteed high quality product."

As a result of the two trade shows, Ewenique has negotiated two major distribution agreements in China: one with a major online retailer and the other being a retail chain with outlets throughout China.

More information: www.ewenique.com.au

A GROWING MARKET

GYMBAROO: FEATURING MERINO WOOL

FEATURE

Merino & Babies

The soft touch for sensitive skin

Soft, luxurious and gentle on skin, Merino wool is a natural fibre suitable for all seasons. So fine is the tender feeling of Merino wool that mothers have embraced this fibre to help care for their young babies.

Nothing could be more natural than clothing your loved ones in Merino. Realistic yet so soft to touch you can trust Merino wool to help your children grow up in a safe, comfortable and natural environment.

Young children's skin is pure and delicate. It needs the strongest form of protection against harsh elements and can be susceptible to chronic skin conditions such as dermatitis.

Red, itchy and irritative skin are common symptoms dermatitis sufferers endure. And for a young child these conditions can be truly debilitating. With common misconceptions that wool is an irritant and exacerbates itchy and dry skin, conventional dermatological wisdom has people with sensitive skin to avoid wearing wool.

Now, in what may come to be seen as a major breakthrough in this perception battle, a dedicated research team at the Queensland Skin and Cancer Foundation (QSCF) has been exploring the idea that superfine Merino knitwear has in the treatment of chronic dermatitis conditions, such as atopic dermatitis.

A dermatological study

A pilot study funded by The Woolmark Company and undertaken by QSCF, has been exploring the impact of wearing superfine Merino wool against over the affected areas of the skin for sufferers of atopic dermatitis. The chronic condition is becoming increasingly prevalent and affects 8 to 12 per cent of children.

Head of The Woolmark Company's Mothers and Babies program, Carol Shubbe, said this pilot study is showing promising results with the 30 adult patients who took part in the trial.

"As a result of wearing the Merino knitwear, many of the patients showed substantial reduction in skin dryness, itchiness, redness, swelling and pain". Ms Shubbe said, "so promising are the results from the adult trial that we are now planning a trial with children in conjunction with a local lawyer."

"We are able to achieve this result with children that we treat with children that we treat with 30 adult patients, that's a wonderful medical development, and a natural alternative to prescription medication."

Lead by Dr Lynda Spielman, the QSCF results suggest that wool keeps the relative humidity of the wearer's skin at the levels it should be, preventing it from becoming too dry or too wet. By actively managing the skin's surface moisture and temperature levels, Merino wool appears to contribute to the prevention of the conditions that trigger atopic dermatitis - effectively stopping it from occurring.

QSCF's next study will be to explore whether wool can be used as a natural barrier to prevent the conditions that trigger atopic dermatitis - effectively stopping it from occurring.

The Woolmark Company and Mothers and Babies program

Nothing more was only a small amount of wool used in the children's wear market. The Woolmark Company set up its Mothers and Babies program to help bridge the gap in major research into the health and wellbeing benefits of Merino products in this area.

And with a strong trend towards natural and environmentally friendly products, Merino wool is well placed to become an integral part of each new parent's health regime for their newborns and infants.

With a major emphasis on safety, Merino wool is a great choice for children's clothing. It is naturally flame retardant and does not contain any harmful chemicals or irritants.

Merino wool is a great choice for children's clothing. It is naturally flame retardant and does not contain any harmful chemicals or irritants.

Merino wool isn't just incredibly soft, it's also incredibly safe. And it's about as breathable, safe and protective as you can get. No garments actually have to be made from wool to be safe.

NO SOFTER TOUCH. MERINO.COM

LILLELAM: BRAND PARTNER GETTING GREAT SALES RESULTS



AWI partner and child development organisation GymbaROO has developed a free online TV series Active Babies Smart Kids TV, which can be viewed at www.activebabiesmartkids.com.au.

This series is aimed at supporting parents by providing information and activities that will help them get their babies off to a great start.

Adapted from GymbaROO's neuro-developmental centres and programs, this series shows parents how to help maximise their child's potential by providing movement and sensory based activities and information that will naturally enhance each stage of their child's development.

AWI provided ongoing support throughout the production, working with four brands to supply beautifully soft Australian Merino wool baby clothes and rugs which feature throughout this series.

Feature articles also ran in GymbaROO's quarterly magazine First Steps, along with advertisements for Woolmark brand partners, highlighting the natural, biodegradable and renewable properties of Australian wool, and teaching all about the benefits of the fibre for babies.

More information: www.activebabiesmartkids.com.au
www.gymbaroo.com.au

Norwegian babywear brand Lillelam produces babywear with outstanding design and function, entirely made from 100 per cent Merino wool and Woolmark-certified materials.

Recently, the brand has developed a jersey knit range which has proven to be extremely popular, and Lillelam is working closely with AWI's Mother and Babies category manager to have the collection meet the tough new specifications to carry the Woolmark Nurture swing tickets.

AWI's new Woolmark Nurture brand for babywear, backed up by Woolmark product specifications, provides an endorsement for quality and performance for this market in which health and safety are paramount.

More information: www.lillelam.no



FAST FACTS

- AWI continues to facilitate the setting up of wool supply chains in emerging markets such as Russia and Vietnam.
- AWI's Out Of Vietnam project has more than 50 manufacturing partners and Australian wool was showcased at recent government celebrations held in Vietnam.
- Bryansk Worsted Mill has become the first ever Woolmark licensee in Russia.

New Aussie wool supply chains

The fashion show in Hanoi showcasing the evolution of wool in fashion during the past 40 years - with Australian Government, Vietnamese Government and AWI representatives.

AWI continues to facilitate the setting up of wool supply chains in emerging markets such as Vietnam, Russia, Belarus and the Ukraine. In doing this, AWI aims to not only create new business opportunities for the Australian wool industry, but also reduce our reliance on China.

VIETNAM

AWI hosted two retrospective fashion shows in October as part of the celebrations highlighting 40 years of trade and diplomatic relations between Vietnam and Australia. The two shows, one in Hanoi and one in Ho Chi Minh City, emphasised some of the most important and leading global designers and how they have used wool to determine trends and influence their generation during the past 40 years, as well as draw attention to the natural excellence of Australian Merino wool.

The retrospective pieces which went down the runway were specially loaned for the event by the Darnell Collection, with curator Charlotte Smith explaining the evolution of wool in fashion during the past 40 years.

The celebrations are part of the Out of Vietnam project, which has seen AWI working towards developing a sustainable supply chain in Vietnam

and expand its current manufacturing market by introducing Australian wool into the pipeline. At the two events AWI showcased products produced by Vietnamese manufacturing partners as part of an Out of Vietnam exhibition.

AWI CEO Stuart McCullough said that since the project launched in 2012 more than 50 manufacturing partners had become engaged with the program.

"The response to Out of Vietnam has been tremendous and all partners have shown the utmost confidence in the project," Mr McCullough said. "We will continue with our efforts to develop more partners in Vietnam and look forward to setting up an established manufacturing base."

RUSSIA

AWI is liaising with manufacturers in growth processing markets, such as the countries of the former USSR including Russia, the Ukraine and Belarus. There are four Russian companies that have scouring equipment and hence the potential to import Australian greasy wool, and AWI estimates that in the past year more than one million kilograms of wool (greasy and processed) was exported to Russia.

September marked a historical event for Bryansk Worsted Mill, the Russian

wool industry and the Australian wool industry, with the Russian mill becoming the first Russian Woolmark licensee. One of Russia's largest producers of special and technical fabrics, Bryansk Worsted Mill - located 379 kilometres southwest of Moscow - now boasts licences for both Woolmark and Wool Blend.

In 2012 and 2013 Bryansk Worsted Mill started to purchase its first consignments of Australian Merino wool - firstly in top form then followed by scoured wool. Bryansk Worsted Mill produced pure new wool fabrics made from Merino wool of a 17.5-18.5 micron, as well as a large amount of wool blends suitable for women's wear.

According to AWI General Manager Product Development and Commercialisation Jimmy Jackson, Bryansk is setting up new lines to process finer wool.

"Previously, they worked with Russian wool," Mr Jackson said. "But now the mill has invested in new spinning equipment and has purchased 12 new looms from Italy in order to make fine fabrics suitable for men's suits and official uniforms including those for the Russian police."

Mr Jackson also said three other Russian manufacturers were currently going through the application process to become Woolmark licensees. ◀

Wool dynasty backs Aussie processors

With lanolin running through his veins, Ian Laycock has a message for woolgrowers: don't forget about the domestic processing sector as we are just as committed to the industry as you are.

Mr Laycock's family tree shows a connection with wool dating back to the 18th century. He is a walking encyclopaedia of the history of wool as a fibre that helped build Australia.

The family dynasty in the UK set up the first carbonising plant in Australia in 1886. It later moved to Normanby Road, South Melbourne (an icon that still stands), and subsequently the business continued in Geelong.

Mr Laycock's obsession with wool began in 1950 when, at the age of 16, he started work with John Vicars, manufacturer of cloth for Fletcher Jones. In 1953 he worked as a "fine apprentice", working with the massive Salts Mill in Bradford, England, the largest in the world at the time.

Later he was to work with Sir James Hill, the world's largest topmaker and became a junior wool buyer on his return to Australia.

"When I started work there were about 60 processors in Australia: worsted, carpet and woollen mills, scourers, carbonisers and sock manufacturers. By 1970 there were about 40 and now in 2013 there are only three first stage processors left in Australia;

FAST FACTS

- The family tree of Ian Laycock shows a connection with wool dating back to the 18th century - and his ancestors set up the first carbonising plant in Australia in 1886.
- As a self-confessed "wool junkie" Mr Laycock is keen to see the survival and evolution of early stage wool processing in Australia.
- There are three first stage processors left in Australia: Michell in South Australia, Victoria Wool Processors and E.P. Robinson in Geelong.

Michell in South Australia, Victoria Wool Processors and E.P. Robinson in Geelong, which we started."

As a self-confessed "wool junkie" Mr Laycock is keen to see the survival and evolution of early stage wool processing in Australia for various reasons.

"I understand the need for a low cost processor; I was on the first trade mission to China in 1994 with then Trade Minister Bob McMullan. Naturally the sector is still dominated by China but that is now moving to Bangladesh and other centres. However maintaining wool processing in Australia is vital. We have to keep in touch with our own product, not to mention what would happen in the unfortunate case of a foreign disease scare. If we couldn't export raw wool the industry would be paralysed overnight."

While Mr Laycock says it may not be the role of AWI to be investing directly in processing he says unity is important and would like to see perhaps some assistance to help processors research and evolve new processing opportunities.

"Growers, processors, manufacturers and retailers are all vital aspects of the wool industry. I think it is important to stay united for the sake of Australia and if we can help in any way to keep the processing sector viable, including their environmental credentials, then I see that as a good thing," he added.

"I have been critical of the former Australian Wool Corporation for encouraging foreign processing businesses to open in Australia that subsequently moved to China. We still have three companies processing wool left in Australia and while we all have been around a very long time there is always something new to trial and learn. Let's move forward together because we are all committed to producing the best quality, as is Woolmark."



Ian Laycock with a cartoon image of his grandfather Thomas Laycock who came to Australia as a wool buyer for the famous W.C. Gaunt.

COOL WOOL FOR THE AUSTRALIAN SUMMER



WOOLMARK
Cool Wool

AWI continues to position Australian Merino wool as a trans-seasonal fibre, boosted largely by its Cool Wool campaign. After finding success with the revived campaign in the northern hemisphere – particularly London – the campaign has come back to our shores thanks to locally owned clothier and tailor M.J. Bale.

The two Australian-owned companies have collaborated to promote the Australian fibre in a creative, modern and relevant way. M.J. Bale will offer Cool Wool suiting as a comprehensive part of the brand's Spring/Summer 2013/2014 suiting collection. More than 90 per cent of M.J.

Bale suits will be woven from Cool Wool fabrics, made from Merino wool produced in Australia and then fashioned into lightweight fabrics by members of the Cool Wool Weavers Guild.

M.J. Bale is embracing Cool Wool as the fibre of choice for spring/summer due to its natural inherent benefits such as breathability, softness, drape and temperature regulating properties, all of which uphold the Cool Wool campaign's credo 'When it's hot, it's not'.

M.J. Bale owner-founder Matt Jensen said the joint-campaign with AWI was a way to promote Australian Merino wool within the country in which the fibre is produced.

"We really can't describe how proud we are to be working with AWI on this vitally important Cool Wool collection," he said.

"From the first moment we launched M.J. Bale we understood the need to work hand-in-hand with Australia's woolgrowers who produce the world's most luxurious

FAST FACTS

- AWI has launched a joint campaign with Australian clothier and tailor M.J. Bale to promote Cool Wool.
- More than 90 per cent of M.J. Bale suits will be woven from Cool Wool fabrics and promoted during summer.
- M.J. Bale has teamed up with Australian sports stars to produce images as part of its Spring/Summer campaign which will also be used to promote Cool Wool.

fibre. In fact, the origins of our name – M.J. Bale – are taken from the initials of my name and a bale of wool. That's how important Australian Merino wool is to our business.

"Above all, the purchase of Australian Merino woven cloth by brands like us and our customers keeps passionate regional Australian families on the land and provides the next generations of Australia with a link to arguably our most iconic cultural heritage."

To celebrate the campaign, M.J. Bale has teamed up with several Australian sportsmen to produce a series of photos with the sportsmen wearing suits that adhere to the Cool Wool specifications. These include former Wallabies captain George Gregan and current player Adam Ashley-Cooper, Sydney Swans star Adam Goodes and Geelong's former captain Tom Harley, Socceroo Mark Milligan and Australian cricketer Steve O'Keefe.

By weaving fashion with sport, as the tailor so often does, it is hoped that a larger consumer market can be reached. M.J. Bale was recently announced as the official clothier for the Australian Soccerroos at the upcoming World Cup in Brazil. The company is also the official clothier to the Australian Cricket Team, and outfits in wool the Australian Polo team, Australian Turf Club and Super 15 rugby union teams the NSW Waratahs, Melbourne Rebels and Western Force.



Cool Wool branded Merino apparel is available at M.J. Bale stores across Australia and online.



Geelong's former captain Tom Harley.

Between October and January M.J. Bale will produce, retail and promote 14,000 Cool Wool jackets, 18,000 Cool Wool trousers and 500 wool ties. In-store promotions include window displays and decals visible throughout selected stores, along with Cool Wool collateral and swing tags on applicable products. M.J. Bale will also promote and explain the Cool Wool campaign on its digital channels, including the brand's official website www.mj bale.com and its page on Facebook.

"Cool Wool is once again at the forefront of the Spring/Summer collections around the world due to its natural, breathable and thermal-management properties," says AWI Chief Strategy and Marketing Officer Rob Langtry.

"M.J. Bale has long been a passionate supporter of Australian Merino wool, and is a brand which resonates well with Australian consumers. We are pleased that one of Australia's premier menswear brands are highlighting the trans-seasonal benefits of wool - the company captures the essence of the lightweight suit in its recent campaign.

"By partnering with M.J. Bale, AWI is helping to cement Merino wool's rightful place within our local market and increase the following of the fibre."

More information:

www.coolwool.com www.mj bale.com



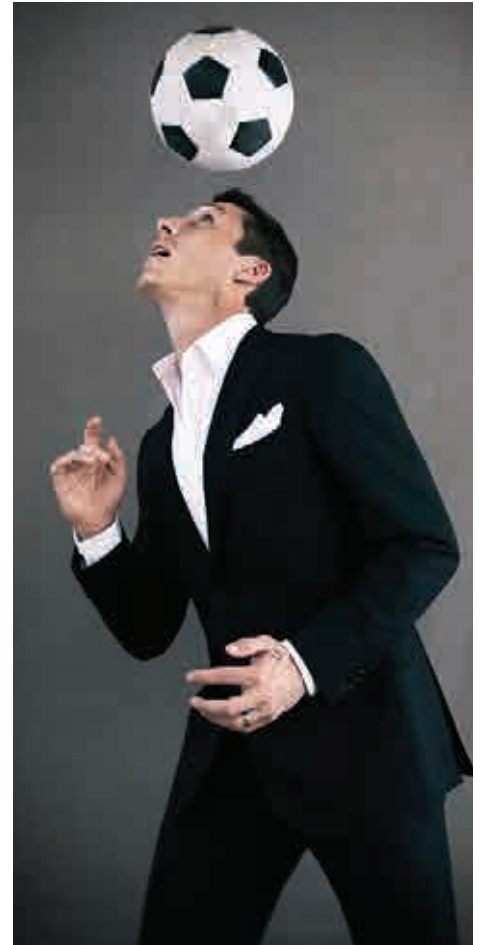
Current Wallabies player Adam Ashley-Cooper.



Australian cricketer Steve O'Keefe.



Former Wallabies captain George Gregan.



Socceroo Mark Milligan.



Sydney Swans star Adam Goodes.

Wild dog coordinator appointed for western NSW

FAST FACTS

- AWI is providing \$538,190 in new funding to help reduce dog predation in the Western Division of NSW.
- A wild dog coordinator has recently been appointed to work with stakeholders to help strengthen rural communities' efforts to achieve sustained on-the-ground control of wild dogs.
- The appointment complements AWI funding for wild dog coordinators currently in Victoria and Queensland.

AWI is providing \$538,190 in funding across three years to NSW Farmers to help rural communities across western NSW work together to reduce wild dog attacks.

A new wild dog coordinator, Bruce Duncan, will work with woolgrowers, livestock producers and other key stakeholders to help them achieve long term on-the-ground control of wild dogs.

COORDINATION IS VITAL

Head of On-farm R&D at AWI Jane Littlejohn said collaboration between local landholders is vital but can be challenging without external help.

"Previous work by AWI in the Western Division shows that woolgrowers recognise the vital need for wild dog control, but they often don't have the relationships with all land managers across such vast distances as in the Western Division that are needed

to be able to work together on the dog problem," she said.

"Nor do they necessarily have all the skills or resources to combat dogs, and those people that are actively involved in dog control can often feel burnout due to the scale of the problem and low participation within the region.

"That is why communities need a coordinator to step in and help out. They need somebody independent, who can break down these barriers and get landholders working locally and across shires.

"Furthermore, coordination is particularly important when dealing with wild dog issues in western NSW where distances to travel are greater and there are a larger number of absentee landowners."

Wild dog coordinators use a "nil-tenure landscape level" approach with local communities that highlights the benefit of focusing on the "common problem" rather than attributing ownership of the dogs to individual land managers.

This approach can reinstall good working relationships between private and public land managers. More importantly, it can have a positive impact on the emotional well-being of farmers in the area who now feel that something positive is being done to address the constant financial and emotional impact of wild dogs.

Through this truly consultative process local farmers can not only share in the "ownership" of the decision making but can identify and pursue the resources required to successfully implement a local and regional solution.

THE NEW ROLE

Dr Littlejohn acknowledged the role would be challenging but said Mr Duncan would be supported by an expert advisory committee and NSW Farmers' staff. He will also have access to networks of government agencies that are active in wild dog control such as the Livestock Health and Pest Authority (LHPA) and the NSW Department of Primary Industries.

Mr Duncan already has good relationships across the Western Division and understands the issues communities have in dealing with wild dog attacks.

"I look forward to working with landholders and stakeholders to develop the networks and structures to help reduce the devastating effects of wild dog attacks on livestock," he said.

"I have lived and worked on a rural property all my life. My family sheep and cattle property borders a traveling stock route and so I am very familiar with introduced and invasive species and their control."

AWI funding for the appointment of a wild dog coordinator in the Western Division of NSW complements AWI past and current funding for wild dog coordinators in Victoria, Queensland and South Australia.

FUNDING AVAILABLE

Funding is also available, as part of AWI's new 'Community Wild Dog Control Initiative', to individual groups to undertake wild dog control activities. Funding can be directed by groups to fill gaps they have identified in their control plans. Mr Duncan can assist groups to form and apply for these funds.

To apply, groups should download and complete the application form at www.wool.com/pestanimals and submit it with a project budget and map to wilddogs@wool.com. Both new and existing control groups are encouraged to apply for the new funding. ◀



Bruce Duncan has been appointed as the new wild dog coordinator in the Western Division of NSW.

PHOTO: Copyright Dubbo Photo News.

More information:

Bruce Duncan is based at the LHPA offices in Dubbo and can be contacted on duncanb@nswfarmers.org.au or 0409 515 471.

www.wool.com/pestanimals



Jim Miller, Wild Dog Officer with Biosecurity Queensland, Queensland DAFF, gives a wild dog trapping demonstration at the 'Predator Control Field Day' held at Longreach.

FAST FACTS

- The 'Predator Control Field Day' held at Longreach, Queensland in July was a popular event.
- The day was a mixture of presentations and displays, and provided producers with an opportunity to share their experiences of wild dog control.
- The event was organised by AWI's state network in Queensland, Leading Sheep.

With wild dogs being the single biggest factor holding back wool production in Queensland, local woolgrowers flocked to the 'Predator Control Field Day' held at Longreach in July.

Organised by AWI's Leading Sheep state network, the all-day event at the Showgrounds was a one-stop-shop where producers had the opportunity to look at the different predator control methods available and talk to the experts about these products.

The day was a mixture of displays and presentations. Participants were able to view products such as trap types and accessories, remote monitoring cameras, manufactured baits, pig baiting stations, fence types and fencing machines.

"More than 200 people attended including producers, agents, company reps and students," said organiser Alex Stirton, Leading Sheep's extension officer.

"Throughout the Field Day there were presentations from fellow producers about their experiences with some of the displayed control methods - including a

trapping demonstration, guardian animals and exclusion fencing. There were also updates on coordinated control methods and some of the new work that is happening in Queensland's central west.

"The field day was open to everyone. Participants could come and go throughout the day as they wish. Due to the success of this day, we are looking at holding some more of these events around the state early next year."

Feedback from the day indicates that attendees rated the day as 8.6 out of 10 for satisfaction and 100 per cent would recommend the event to others. 95 per cent of attendees said they learnt something new by attending and 59 per cent intend to make a change on their property as a result.

Attendees said the event had a very practical 'on ground' feel.

"All the speakers were really good and the displays were a credit to the organisers and the company reps involved," commented a producer. "Every aspect of predator control was covered and anyone that couldn't attend missed a great chance to view and learn from all the options available to producers. Leading Sheep continues to present great material for sheep producers to learn from."

Information sessions during the day included:

Coordinated predator control

- Brett Carlsson, AWI's Queensland Wild Dog Coordinator, AgForce
- Peter Whyte, Winton Wild Dog Management Advisory Committee chairman, producer
- Jade Fraser, Desert Channels Queensland - pest mapping

Exclusion fencing control

- Bill Chandler, 'Hillalong', Barcaldine - producer experiences
- David Counsell, 'Dunblane', Barcaldine - producer experiences
- Jenny Keogh, 'Amaroo', Blackall - Central West 'Check Fence' proposal

Guardian animal control

- Karen Huskisson, 'Wattle Downs', The Gums - the use of Maremmas
- Rod Ross, 'Glenthomson', Longreach - the use of donkeys

Wild dog trapping demonstration

- Jim Miller, Wild Dog Officer, Biosecurity Queensland, Queensland Department of Agriculture, Fisheries and Forestry. Invasive Animals CRC PestSmart publications were also available on the day.

The Leading Sheep program is a partnership between AWI, the Queensland Department of Agriculture, Fisheries and Forestry, and AgForce. Its highest priority is combatting the predation of livestock. Locally, the program aims to lower predation by facilitating planning and coordinated action by key stakeholders. Statewide, the program aims to improve the efficiency of the effort to lower predation by using the Leading Sheep model to share knowledge and information with government and industry stakeholders.

Other priorities of Leading Sheep include animal nutrition, animal health, business optimisation, and the marketing and selling of wool and sheep meat. ◀

More information:

www.leadingsheep.com.au
www.wool.com/pestanimals

Using genetics to tackle flystrike

FAST FACTS

Using genetics to tackle flystrike:

- Woolgrowers need a clear, well defined breeding goal.
- Plan to cease mulesing, don't just cease.
- Have a clear focus to manage dags and reduce breech and tail wrinkle.
- Manage fleece weight reduction by focusing on other important economic traits; once achieved return to improving fleece weight.
- Monitor progress and get the sheep "right" first.

David Thompson runs 'Moojepin', a 2000 hectare property near Katanning in Western Australia, with his wife Sue and son Hamish. The Thompsons have a 2700 head breeding flock and produce seedstock Multi-Purpose Merino (MPM) rams.

Having faced a few years of particularly bad breech and bodystrike on his property, David decided in 1994 to take a radical approach to protect both his flock and the long term profitability of his business.

He decided to tackle the problem by removing the wrinkle in his sheep

that make them susceptible to flystrike. Using both visual selection methods and genetic tools, and prioritising key traits, he has achieved some impressive results.

THE CHALLENGE

In the mid-90s David's sheep had heavy, tight wrinkle, an average micron of 22.8, and fleece weight of 6.5kg. In addition to being at higher risk of flystrike, they were a challenge to shear.

"I looked at the cost to the business in terms of flock management, labour, other inputs and the stress on both the sheep and ourselves, and made the decision to de-wrinkle the flock," David said.

"We didn't have any objective genetic tools at our disposal at the time, so our decisions were based solely on visual selection. We culled sheep with the heaviest wrinkle. Since then we've had a zero-tolerance approach to wrinkle."

In 1995 the Thompsons culled heavily, selling around 50 per cent of the flock and putting in more crops to make up the difference in income.

The next step was to search for the 'right' genetics to re-build the flock. At the time this was much more difficult as there were far fewer sheep around with minimal wrinkle to choose from.

DAVID'S STORY

The first priority was getting the wrinkle off. However it wasn't as simple as just selecting plainer bodied sheep. David knew there would be trade-offs, especially in fleece weight, and had to decide what to prioritise.

Yet profitability in the sheep and wool business isn't based on micron and fleece weight alone. David looked at the numbers and to maintain business profitability, would have to lift lambing and weaning rates, and retain fleece quality.

David enlisted the help of a Victorian classer, Ben Duxson, and in 1995 they secured the first lot of new genetics, with the first mating in 1996.

While David did notice an immediate change in the sheep, the process was pretty slow going in the first few years.

"We brought in semen from a range of bloodlines across the country, and some worked for us and some didn't. By the 2001-02 season we'd learnt a few valuable lessons.

"Focusing on very long, soft white wool and disregarding crimp as a priority for selection was probably the hardest decision for us to make. But this decision enabled us to make the breakthrough in eliminating wrinkle from the flock."

He also noted that the plainer bodied



David Thompson and son Hamish on their 2000 hectare property near Katanning in Western Australia.



David uses both traditional selection methods and ASBVs to inform his decision making.



David Thompson: "At the end of the day we have high performing sheep that are healthy, in great condition and don't need mulesing."

sheep tended to be more robust and appeared to have better muscling.

"Muscle and fat are particularly important in tougher conditions, and when feed is poorer. The fat acts like a haystack on their backs; and ewes with more fat on them are better able to rear their lambs. This is a big plus for our pastoral zone clients."

"Around the same time we unearthed two rams with very strong genetics that laid the foundation for the future of our flock. It was from that point that we really started to make the progress we wanted."

In 2003 David received a letter from the Sheep Genetics Merino Validation Project, offering free entry into the Australian Sheep Breeding Values (ASBVs) system. He wasn't sure how much value there would be in it, but decided that more information could only be a good thing. David has always kept good records and had full pedigrees, which helped the process.

"2004 was our benchmarking year, and in 2005 we started muscle scanning and post weaning weights."

In 2005 David was contacted by sheep researcher, Dr Mark Ferguson, who saw how Moojepin's genetics measured up in MERINOSELECT - particularly for their consistent, high performance in terms of growth rates, muscle and fat. Dr Ferguson was researching how these traits impact profitability of a sheep flock, with some compelling results.

"Using visual scores, supported by ASBVs, we have been able to build a higher performing and more profitable flock."

RESULTS

While David's primary motivation was flystrike management, his approach resulted in other trait improvements.

"By prioritising muscling, fat and growth rates, we've been able to lift our lambing percentages by 20 to 25 per cent, to sit at 110 per cent (lambs weaned to ewes mated). This is a huge profit driver and has had a big impact on our business.

"We've also looked for early maturity and now mate ewes at seven to eight months of age, with lambing down at 12 months of age. Our lambing percentages include these maiden ewes.

"While we did take a hit on fleece weight, we've been able to drop our average micron from 22.8 to 18.6, thus maintaining our average fleece value."

By 2004 David had made significant progress removing wrinkle from the flock and knew he was in a good position to stop mulesing.

"Probably the biggest difficulty we had that first year (2005) was with the tails."

David says they learnt a great deal in that first year, and hasn't had any problems with shearing or crutching since. He now uses a Te Pari Patesco docking iron and has found the ideal tail length to be around 4cm just below the third palpable joint or to the tip of the vulva in ewes.

"We no longer jet and don't get any bodystrike. There is still a little breech strike, but we have fewer strikes now than when we were mulesing."

David does caution against stopping mulesing too early: "You can't stop mulesing until the sheep are 'right'."

David's approach can be adapted and applied by pastoral sheep and wool producers

across the country. However additional consideration needs to be given where dags are a significant cause of breech flystrike.

There are ASBVs for dag and faecal egg count that can assist producers to benchmark and select for lower dag risk sheep. However, this increases the number of traits that producers could pursue if wanting to decrease flystrike risk in their sheep. This can lengthen the process to breed lower risk sheep, depending on the geographic location and other considerations.

David uses both traditional selection methods and ASBVs to inform his decision making.

"Figures alone won't breed you better sheep. All our ewe and ram selections are done visually; we then go back and look at the figures.

"With the sire selection we look at everything from feet to body shape, structure and wrinkle. We might select 30 or 40 rams visually, and then overlay the ASBV information to help us make the final cut. In the end we keep around a dozen rams a year for AI and breeding."

David has now turned his attention to fleece weight, which he says is a much more difficult process.

"Generally, rams with body wrinkle tend to have higher fleece weights. Over the last two years we've been able to breed plain bodied rams that have fleece weights with ASBVs of up to +18 (the industry average is +8) so we're making good progress." ◀

More information: The full case study and video of David Thompson speaking at 'Moojepin' is available on the Bestprac website at www.bestprac.info



REBUILDING THE “HAVE-A-GO” ATTITUDE

Australian Rural Leadership Program graduate Mary Goodacre with her, now grown, poddy Merino ewe, Harriet, in the yards at home.

FAST FACTS

- AWI funds the participation of a wool industry leader in the Australian Rural Leadership Program.
- Woolgrower Mary Goodacre from near Canowindra, NSW recently graduated from the program and will use her knowledge and experience for the advancement of woolgrowers.
- Mary says rural Australia needs more open-minded leaders that encourage a “have-a-go” attitude.

NSW woolgrower and recent Australian Rural Leadership Program (ARLP) graduate Mary Goodacre was reminded of Australia’s old “have-a-go” attitude during a trip to India as part of the program.

“I rarely heard rural Indians asking what their Government would do to solve a problem,” Mary said. “Their self-help approach is much closer to Australia’s old “have-a-go” attitude. Indian politician, Professor Nageshwar summed it up: ‘Local leadership taking up the people’s issues can cut through bureaucracy and red tape to achieve change.’

“Unfortunately, many Australians seem to have adopted a sense of entitlement, constantly asking ‘What will the Government do about this?’ I think rural Australia, and particularly its leaders (including me), must step up and help achieve change, not ask who will.

“Rural Australia needs open-minded leaders that will work with their rural communities – to build on the opportunities for profitable wool and sheep enterprises and also to manage past mistrust between the industry and groups that seek to influence it.”

Mary, who is a partner in a Merino, beef and native grass enterprise near Canowindra NSW, was the AWI-sponsored participant in the most recent cohort of thirty graduates from the program.

The ARLP is a part-time program run across Australia and overseas in six sessions over 16 months. The aim is to respond to the challenges being faced by rural, regional and remote Australia, and foster and develop the rural leaders of the future.

“Each leader on the course brought a unique set of skills, experiences and views to our trips to the Kimberley, Adelaide, Sydney, Canberra, India and regional NSW and Victoria. Many faced personal and professional challenges before and during the course. Their

shared experiences inspired, and prove that regional Australia has many experienced, open-minded, ethical leaders committed to their industry, communities and workplaces.

“What I learnt from the course is that, as a leader, I now accept I don’t need to know all the answers. Rather, I need the skills and will to draw on a team’s knowledge to find the answer. I need to be curious – to focus less on having the ‘right answer’ and more on asking the ‘right question.’”

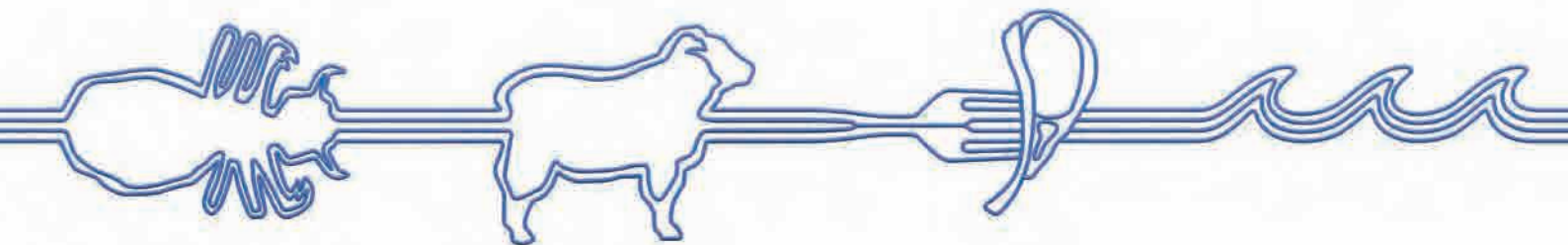
As well as being a partner in a wool-growing enterprise, Mary has worked with several agricultural and environmental organisations in NSW and the Northern Territory, and was appointed to three natural resource and Aboriginal cultural heritage boards in NSW. She has also been a project manager for AWI, managing several projects including the successful *Making More from Sheep* program, and MLA as research extension manager.

“I will continue to participate in sheep and wool industry activities that encourage woolgrowers to make changes on farm, in rural communities and across the wool industry, rather than ask who will.”

More information:
www.wool.com/ARLP



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Shearing partnership spans 50 years



Kevin Vincent and John Rentsch celebrate 50 years of shearing together.

FAST FACTS

- This year the wool-growing Rentsch family at Penshurst in western Victoria celebrated their 50th shearing using the Vincent family as shearing contractor.
- John Rentsch has a well-presented shed with well-presented sheep and is famous for the way he welcomes new shearers and shed staff.
- John runs a shearing school in October for two weeks to help bring new blood into the industry.

There are not too many woolgrowers and shearers who can say they share a working relationship that spans half a century but then again, there are not too many relationships like that of the Rentsch and Vincent families.

This year John Rentsch and Kevin Vincent celebrated their 50th shearing as woolgrower-shearing-contractor which represents close to a million sheep shorn for the Rentsch family at Penshurst in western Victoria.

Kevin says it is no surprise the relationship has lasted so long as John is famous for the way he welcomes new

shearers and shed staff.

"I think the woolgrower creates the culture at a shed and I believe it is important to get that right," Kevin said. "John goes out of his way and really shows a lot of respect for people and in turn it is shown back to him."

Kevin first shored at the shed in 1963, when former champion shearer and Australian Wool Board shearer trainer Kevin Sarre was contractor. In 1965 Kevin Vincent was part of a team that saw Kevin Sarre shear 346 Merinos in a day. In 1968 Kevin Vincent became the contractor and in recent years his son Wayne has taken on the role.

"As we lived over 500 km away, we used to take the whole family down as we were there for quite a few weeks and so we camped in the caravan on the property; the kids even went to the local school. We have been treated as a member of the family and it's just great," Kevin Vincent said.

John certainly goes to extraordinary lengths to show his appreciation for the hard work during his shearing.

After finishing his 100,000th sheep in the shed, Kevin was presented with a gold shearing comb, and a silver tea set after his 25th year shearing for the "Croxton" brand.

In all he believes he has shorn more than 138,000 sheep under the "Croxton" brand for the Rentsch family.

While many woolgrowers dread the organising, planning and stress that often surrounds shearing, John Rentsch clearly thrives on it.

"I think he would enjoy shearing every week of the year if he could, he just absolutely loves it," Kevin added.

Ask John Rentsch about the lack of shearers in some parts of Australia and he'll ask, "What is the state of the shed you can't get shearers into?"

While AWI will train more than 2500 shearers and shedhands this year, there are woolgrowers who find it difficult to attract shearers.

But you will also be hard pressed to find a sheep with two years' worth of wool on it.

John runs a shearing school in October for two weeks before his main shearing where young people from across the country learn the craft and this year included indigenous shearers from the Merriman Shearing School in western NSW.

John says he believes it is vital to keep bringing new blood into the industry, and this year the learner shearer in the shed was his own grandson Jordan.

"Shearing has always been a great source of work, it is physically very hard and does require some travel but we really need shearers and so I think those with bigger sheds really should be encouraged to take on a learner every year," John said.

Kevin agrees on the importance of promoting younger people into the industry.

"As I said to my son Wayne, as long as you can shear you will always be able to find work and that includes overseas. Most countries have sheep and are looking for people to shear them so what a great way to see the world and meet people. I have been fortunate enough to judge at the Golden Shears which was also a great experience."

Many of today's farmers have got a start in farming through shearing.

"Shearing has certainly helped me buy my places and just as importantly it has helped me keep them through the tough times," Kevin added.

"It's a great partnership between two great wool families, long may it continue." ◀

Manure sucker is no stinker

FAST FACTS

- Cleaning out the manure from under shearing sheds can be a time consuming and unpleasant job for woolgrowers and their workers.
- Industrial vacuum cleaning machines, like VacTrax from CGB Services, are able to suck out manure quicker and much easier than traditional methods.
- VacTrax is also suitable for other applications such as cleaning out irrigation and stock wells.

If you ask any woolgrower what the task on their property is that they least like doing, then it's likely clearing out the manure from under the shearing shed will be close to the top of their list.

It's a job that generally only needs doing once every five years or so, but it can be a very unpleasant, dirty, time consuming and laborious job for woolgrowers and their workers.

However, woolgrowers do have alternatives to getting on their knees with their shovel and wheelbarrow. A company based at Kandos, 50km south east of Mudgee in NSW, CGB Services has developed an industrial vacuum machine – VacTrax – that is ideal for cleaning manure out from under shearing sheds.

VacTrax is powered by a 100 horse power turbo diesel engine with a twin



The long suction tube can extend 50m and reach confined and restricted areas.



The VacTrax vacuum cleaning machine is able to suck out manure from under shearing sheds quicker and much easier than traditional methods.

impeller (20 inch) suction fan. It has a 150mm (6inch) suction hose that the company claims can even suck material up to five inches in diameter 50m in distance.

It is not anticipated that woolgrowers will purchase the machine themselves, but rather CGB Services staff can visit woolgrowing properties and will clean out the manure for the woolgrower.

According to the general manager of CGB Services, Darryl Chadwick, VacTrax was initially designed about seven years ago for use in the NSW coalfields where it proved very successful at being able to collect and remove coal spillage and place coals directly back on conveyor belts – especially in inaccessible locations.

“Through this experience, it became apparent that VacTrax had enormous potential for use in a number of other industries including agriculture,” Mr Chadwick explained.

“The machine can suction up manure which has built up underneath shearing sheds over time and dump it onto the back of tippers for easy disposal in a paddock or similar place. To remove all the manure from under shed, it can take from two to three hours for a smaller shed up to about six or eight hours for larger sheds.

“The manure must be loosely packed, not compressed as a result of having sheep housed underneath the shed.

The long suction tube attached to the machines can reach up to 50 metres away from the cleaning machine to reach confined and restricted areas.

“VacTrax is also suitable for cleaning water tanks; and dirt, rock and mud from irrigation and stock wells to maximise the amount of available water; and for use in fodder silos. The vacuum hose can be extended up to 30 metres vertically and 50 metres horizontally without compromising suction power.”

Although based in NSW, CGB Services regularly travels with VacTrax machines across the country. The machine is trailer mounted – so there's no delivery or installation fuss for farmers.

According to CGB Services, the VacTrax is tough and reliable, able to operate effectively in difficult terrain under all weather conditions without damaging infrastructure or fragile ground surfaces. All CGB Services operatives are inducted to relevant industry standards via accredited training processes.

“Farmers already have plenty of tough work to contend with. VacTrax can reduce the time and strain of manual labour, and potential injury, for woolgrowers and their workers,” Mr Chadwick added.

More information: For prices and further information, contact CGB Services Pty Ltd on (02) 6379 6431, www.cgbservices.com.au

Better grinding: a sharp idea



Shearer trainer Darren Smith from Victoria demonstrating how to use AWI's new "grinding template" on his grinder.

FAST FACTS

- An estimated 80 per cent of professional shearers could get a better cut by using better maintained handpieces with sharp combs and cutters.
- AWI has produced a new "grinding template" that will help shearers place their combs and cutters in the best position on the grinder to achieve optimum sharpening.
- The "grinding template" is available free to woolgrowers and shearers by phoning the AWI Helpline on 1800 070 099.

AWI has worked with the industry's best shearing trainers to produce a grinding template that will help shearers place their combs and cutters in the best possible position on the grinder to ensure they get the ultimate sharpening.

Eight out of ten shearers could make more money just by giving their handpiece, combs and cutters a little more attention, according to AWI Shearing Industry Development Coordinator Jim Murray.

"An estimated 80 per cent of professional shearers don't get a true cut, but a well maintained handpiece with

sharp combs and cutters will increase tallies and make the job easier," he says.

"As well as reducing the effort of the shearer and increasing daily output, well ground combs and cutters will greatly reduce the likelihood of sheep kicking and straining while being shorn.

"A properly cutting headpiece leaves the sheep looking smooth and polished. But freshly shorn areas of a sheep with a fluffy or furry appearance can be a sign that the tools are not cutting cleanly, and appear to almost be tearing or dragging the wool off."

The grinding template was developed by attendees at the AWI Sharpening and Grinding Workshop held in May at Roseworthy, South Australia.

Shearers can use the template by placing it onto the shaft of their grinders and using the images of the combs and cutters on the template to set the right pendulum height for grinding their gear. When the pendulum is set up correctly, shearers should get the perfect scissor action and the best possible cut.

Make sure you or your shearers are not one of 80 per cent not getting a true cut. Call the AWI Helpline on 1800 070 099 to order your free grinding template for your own grinder, or the next shed you're heading to.

GRINDING TECHNIQUE TIPS

- Set the pendulum height using the template
- The comb should have a 1.5mm gap at the teeth when the heel is touching the disc.
- The cutter should touch the disc flat and even.
- The comb needs 4-6 passes.
- The cutter needs 2-3 passes.
- Even pressure should be applied with your inside foot forward.
- Finish towards the outside of the disc with the sparks running straight up the comb teeth.

GRINDING EQUIPMENT TIPS

- Make sure the grinder is in a safe position (secure, clear, well-lit).
- Check that safety guards are in place.
- Always wear protection glasses when grinding.
- Regularly check the length of the positioning pins on your pendulum.
- Make sure combs and cutters are clean and dry before you sharpen.
- It's advisable to use pendulums produced by the same manufacturer of the combs and cutters that you use. Slight differences between pendulums can have adverse effects on your ability to sharpen.
- Don't skimp on emery paper; changing emeries regularly will increase tallies.

More information: To order your free grinding template, phone the AWI Helpline on 1800 070 099.

Competitions promote excellence

FAST FACTS

- AWI provides support to shearing competitions at local, state and national levels.
- The aim is promote excellence and encourage better techniques in shearing and woolhandling.
- AWI supported the National Championships and Trans-Tasman Tests that were held at the Warrnambool Show at the end of October.

AWI provides support for shearing and woolhandling competitions across the country, with the main aims of promoting excellence within the shearing industry, and to encourage young people to join the industry.

Support is being provided to local and regional competitions that are affiliated with, or offer a clear pathway to, the state and national competitions conducted by Sports Shear Australia Association - the internationally recognised body representing shearing industry competitions in Australia. About 40-50 competitions take place across Australia each year, with over 90 per cent affiliated

(directly or indirectly) with Sports Shear.

AWI Program Manager for Shearing and Industry Development Ian Evans says AWI is keen to raise the profile and status of the shearing industry by enabling participation in well conducted shearing and woolhandling competitions.

"Competitions help encourage better techniques in shearing and woolhandling, which is for the benefit of the woolgrowing industry from which they derive," he said. "AWI's support aims to encourage a quality

workforce, an interest in wool, and an appreciation of the art and skill of shearers and woolhandlers."

"AWI's financial support for competitions makes a significant impact on the viability of many competitions. In addition to supporting local and regional competitions, AWI also provides support to competitions at state and national levels."

More information:
www.wool.com/shearingcompetitions



John Dalla from South Australia on his way to winning the National Blade Shearing Championship.

NATIONAL SHEARING AND WOOLHANDLING CHAMPIONSHIPS RESULTS

The National Championships, held at the Warrnambool Show at the end of October, were supported by AWI.

NATIONAL SHEARING FINAL

1. Jason Wingfield (Vic) 73.97
2. Shannon Warnest (SA) 75.14
3. Daniel McIntyre (NSW) 76.74
4. Nathan Meaney (SA) 81.52
5. Robbie Glover (Tas) 82.03
6. Evo Hennessy (Vic) 88.27

NATIONAL WOOLHANDLING FINAL

1. Sarah Moran (Vic) 17.63
2. Mel Morris (Tas) 18.37
3. Jayne Griffin (Vic) 27.57
4. Matt Stasinowsky (SA) 29.60

NATIONAL BLADES FINAL

1. John Dalla (SA) 53.53
2. Ken French (Vic) 65.18
3. Nick Dennis (NSW) 69.22
4. Terry Rowbottom (Vic) 78.35
5. Garry Griffin (Vic) 93.68
6. Jamie Tippett (Vic) 93.90

NATIONAL TEAM FINALS

- (combining shearing and woolhandling results)
1. South Australia 186.75
 2. Victoria 186.90
 3. New South Wales 202.13
 4. Tasmania 209.225
 5. Queensland 241.45
 6. Western Australia 249.725

TRANS-TASMAN SHEARING TEST - 12 sheep

1. Australia 270.03
Shannon Warnest (SA) 18min 6sec, 88.8pts
Robert Glover (Tas) 19min 48sec, 89.48pts
Justin Dolphin (SA) 20min 45sec, 91.75pts
2. New Zealand 300.12
John Kirkpatrick 21min 38sec, 97.9pts
Dion Morrell 17min 51sec, 100.47pts
Rowland Smith 21min 50sec, 101.75pts

TRANS-TASMAN WOOLHANDLING TEST

1. Australia 43.08
Angela Wakeley (NSW)
Kayla Garner (NSW)
2. New Zealand 46.70
Keryn Herbert
Tia Potae

Making More from Sheep

FAST FACTS

- By adopting innovations from the *Making More from Sheep* program, woolgrower Simon Wheaton from Kangaroo Island has improved his farm management and turned more pasture into product.
- The joint AWI and MLA program focuses on the key decisions that make a difference to the profitability and sustainability of sheep enterprises.
- More than 10,000 Australian sheep producers have participated in the program over the past five years.

Woolgrower Simon Wheaton from 'Redbanks' in the Haines area of Kangaroo Island, South Australia is one of more than 10,000 Australian sheep producers who have participated in the *Making More from Sheep* program over the past five years.

The *Making More from Sheep* program – a joint initiative of AWI and MLA – is a best practice package of information and tools for sheep producers supported by a range of events and workshops.

Simon is a member of his local *Making More from Sheep* group and has attended several of the program's events.

"*Making More from Sheep* events that I attended were fantastic. They gave me some hard evidence to back up our gut feeling on a lot of things, and also the tools to be able to assess things accurately and from that make reasonable management decisions," Simon said.

"The program has provided some solid information to drive my next step in the farming enterprise, from being a glorified labourer to a bit more of a serious manager."

Simon, with his wife Eloise and father Barry, run about 1450 hectares of land at 'Redbanks'. They shear around the 9000 mark in Merinos each year, and they expect about 500mm of rain each year.

"We've made a few management changes around here because of our work with the *Making More from Sheep* events, mainly to change from a set stocking system to a more rotational style system

so that the sheep can thrive more and the ground will produce more palatable grass for the sheep to eat.

"Through one of the events that I attended there was also a fair bit of talk about spray grazing which entails trying to reduce your less desirable species of grasses and encourage the ones that you are looking for more.

"There was quite a lot of Capeweed on our property that was smothering the grasses out, but spray grazing has greatly reduced the Capeweed resulting in a thick even distribution of clover and grasses coming through."

GROUP FACILITATION

Veterinarian Greg Johnsson, who is the *Making More from Sheep* group facilitator, said attending *Making More from Sheep* sessions really assists sheep producers to have better a understanding of what they're trying to do in the paddock.

"We concentrate very heavily on making sure that farmers are able to assess pastures – quality and amount – and have a good understanding of their sheep requirements, so they can understand what's required to supplement the feed that's available," Greg said.

"There are always benefits in getting

farmers together into a group to discuss local issues. I think it's also important that those groups contain some outside expertise that can help to bring some other answers or solutions to the discussion. But there's no doubt that when farmers get together and talk, in the end the technology transfer that comes out of that is beneficial to everybody."

MANAGEMENT MODULES

The centrepiece of *Making More from Sheep* is a set of recently updated management modules that can be found on the *Making More from Sheep* website. These modules – which can be categorised under the headings: business, resources and pasture, and sheep technology – are based on industry research and development from the past 20 years and include input from leading sheep producers.

Funding for the *Making More from Sheep* program will run through to 2015. ◀

More information:

www.makingmorefromsheep.com.au

View a video of Simon talking about his experience with *Making More from Sheep* on the AWI YouTube channel at

www.youtube.com/awiwoolproduction



Woolgrower Simon Wheaton, with his wife Eloise, from Kangaroo Island, South Australia, has benefited from participation in the *Making More from Sheep* program.

New tool to assess pastures

FAST FACTS

- A new web-based Feed On Offer (FOO) library can help producers to estimate FOO and the nutritive value of grazed pastures.
- The online library is made up of 500 searchable records of FOO from the country's wool-growing regions, taken across the seasons in different pasture types.
- FOO is central to the skills developed through the Lifetime Ewe Management (LTEM) program, for which AWI has extended funding.

The performance of sheep is largely determined by the quality and quantity of available pasture which, when known, enables better decisions to be made regarding allocation of stock to paddocks or supplementary feeding.

To help producers to better assess Feed On Offer (FOO) in their pastures, AWI has funded the development of a web-based library of more than 500 FOO images.

"This new online library allows producers to estimate the FOO and nutritive value of grazed pastures by comparing their own pastures to reference photographs in the online library," explains AWI Program Manager for Production Systems & Eco-credentials Gus Manatsa.

"The library is searchable which allows users to access images relevant to their region. It covers a wide range of production zones, including cool climate, Mediterranean and pastoral species.

"The 500 available records were collected by experienced agronomists across Victoria, NSW, Queensland, WA and SA, from typical pastures in each

region in summer, autumn, winter and spring with a range of FOO values at each harvest.

"Every image comes with a full set of nutritional information including protein, digestibility, metabolisable energy (ME) content, legume content and pasture height."

The online library gives the option for producers to download/print only the images and data they require rather than using a hardcopy book containing a large range of non-relevant material. This will help improve producer skills in pasture assessment and reduce printed material.

In addition to being available in real time on PCs, the online library is also available on hand held devices such as tablets and smartphones for more flexible use. The resource has been established so that additional material can be added in the future as required.

LIFETIME EWE MANAGEMENT

"The estimation of the quantity and quality of paddock FOO is central to the skills developed through the Lifetime Ewe Management (LTEM) course,"

Mr Manatsa adds.

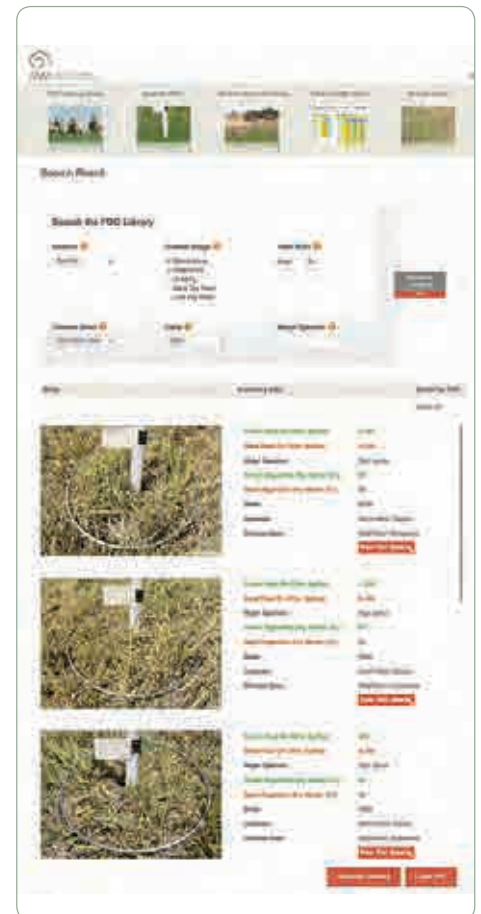
"THIS NEW ONLINE LIBRARY ALLOWS PRODUCERS TO ESTIMATE THE FOO AND NUTRITIVE VALUE OF GRAZED PASTURES BY COMPARING THEIR OWN PASTURES TO REFERENCE PHOTOGRAPHS IN THE ONLINE LIBRARY"

GUS MANATSA, AWI PROGRAM MANAGER FOR PRODUCTION SYSTEMS & ECO-CREDENTIALS

"The course had proven its worth over many years and played a significant role in lifting the profitability of wool and sheep enterprises across all states."

Developed and run by Rural Industries Skill Training (RIST), LTEM helps

producers develop skills to improve animal nutrition, lambing percentages and weaning rates. Over 1600 sheep producers managing more than 15 per cent of the national flock have now either completed or joined the two-year on-farm course.



Example results from the online Feed On Offer library.

A survey of 290 recent participants showed on average a 10.7 per cent increase in lambing rates and a stocking rate increase of 1.1DSE/ha and a 45 per cent decrease in ewe mortality.

With significant additional investment from AWI the course will now be available to a further 500 woolgrowers at the ongoing subsidised rate of \$665. The latest round of funding allows LTEM facilitators to travel to more remote areas to speak with groups of woolgrowers on their own properties.

More information: The Feed On Offer digital library is available at www.feedonofferlibrary.com. To set up a LTEM group in your local area or to join a group in your area, call RIST on (03) 5573 0943 or visit www.rist.com.au

STOCKPLAN® HELPS FOSTER DROUGHT PREPAREDNESS

FAST FACTS

- StockPlan® is a decision-support tool that helps producers make management decisions that minimise the environmental and financial impacts of drought.
- An online version of the tool is now available which enables producers to undertake the course from home; workshops are also available.
- StockPlan® is available to sheep producers across Australia.

A new online version of the decision-support tool StockPlan® has been made available to producers across Australia to help them manage the financial, environmental and social pressures due to drought.

StockPlan® enables woolgrowers to explore drought-management options, by helping answer questions on the costs of feeding stock, the effect of drought on the flock structure and farm finances, and the best ways to plan a recovery post-drought. It can help woolgrowers work out how to profitably rebuild sheep numbers (breed or buy) coming out of dry seasons or a drought.

The StockPlan® tool was developed more than ten years ago by the NSW Department of Primary Industries (DPI), with support from AWI, and has been used in conjunction with StockPlan® workshops. More than 2500 producers have attended StockPlan® workshops since 2003. Around three quarters of participants have been from NSW.

“StockPlan® has now been made available online by NSW DPI to enable producers from across Australia to undertake the course from home, at a time and pace that suits them,” says Phil Graham, Technical Specialist Livestock Systems at NSW DPI Yass.

“However, ideally producers should still attend a one-day workshop, if they can, before undertaking the online course, because the workshop provides a good grounding in what’s involved with StockPlan®. We find that a greater

number of producers complete the online course if they have attended a workshop.

“The online course costs \$390, but if a producer attends a workshop, then they get access to the online course for free.”

StockPlan® includes three core decision tools rolled into one package, plus a drought plan template which producers fill in using the three decision tools. The three tools are:

- **Drought Pack** which assesses the cost of feeding and determines the breakeven price for animal classes.
- **FSA Pack** which is designed to help producers decide whether to feed, sell or agist stock.
- **Im Pack** which is a decision tool that gives producers the opportunity to assess the structure of their flock over a 10-year period, allowing them to explore a range of recovery options. By entering data on flock

composition, feed types, climatic conditions and prices, producers can get a range of management options and pick the best one for their enterprise.

Mr Graham says the philosophy behind StockPlan® is to encourage drought-preparedness.

“There is no one drought plan that fits all producers – every producer’s drought plan is different. The beauty of StockPlan® is that it tailors the available options to a producer’s individual property and circumstances.

“StockPlan® lets producers examine a range of options and management strategies before implementing the strategy.” ◀

More information:

Further information on the online course is available via NSW DPI’s Tocal College on 1800 025 520 or profarm@tocal.com
www.wool.com/droughtresources

AWI DROUGHT RESOURCES

AWI has a range of drought planning, management and recovery resources available for woolgrowers going into, enduring and recovering from drought. Publications available include:

- **Managing Sheep in Droughtlots** – a best-practice guide that highlights the purpose, benefits and experiences of woolgrowers managing sheep in confined areas during drought.
- **Managing Fodder Prices for Droughts** – a guide to strategies that help manage fodder prices and supply risks during droughts.
- **Which Sheep do I Keep?** – a guide to help determine whether to sell or supplementary-feed all, some or none of the flock.
- **Stock water – a Limited Resource** – a fact sheet that helps calculate stock water budgets, especially when droughtlotting sheep.

These four publications are available on the AWI website or (free) as a hard copy by calling the AWI Helpline on 1800 070 099. ▶

More information:

www.wool.com/droughtresources



Red clover syndrome: alternative legumes trialled

FAST FACTS

- Red clover syndrome is devastating subterranean clover stands around the Esperance area of Western Australia, but farmers are experimenting with alternative legumes to fill feed gaps.
- So far, the alternative legumes are not affected by the disease but further trials are needed to quantify the benefits.
- Changing from their previous sub clover base program can be challenging for farmers, especially in regards to the use of herbicides.

Western Australian sheep producers battling a mysterious clover disease are seeing potential in alternative legumes – such as serradella, biserrulas and bladder clovers – to fill feed gaps and lift stocking rates, but extensive trials are still needed to quantify benefits.

ASHEEP executive officer Jan Clawson said the Esperance area's dominant pasture legume has been subterranean clover, but in recent years a previously unknown root disease, now called red clover syndrome, has decimated sub clover stands. 33 per cent of farmers surveyed said their pasture was affected, with some experiencing up to 95 per cent loss.

About 80 ASHEEP members farm about 264,000 hectares in the Esperance area, of which 60 per cent is cropped with about 284,000 sheep. The area's rainfall ranges from 300mm-600mm across deep sand to loam clay soils.

Ms Clawson said red clover disease is now spreading throughout the state.

"At this stage these alternative legumes are not getting the disease."

She said the self-funded ASHEEP trials were about finding what alternative legumes suit the various soil and rainfall conditions, and cropping-pasture system needs in the area.

Ms Clawson said farmers sowing the alternative legumes are starting to see some benefits, but within very different systems to the previous sub clover base program.

"They are having to learn a whole new system incorporating new seed set conditions."

At the third annual ASHEEP field days on 25-26 September this year Professor John Howieson launched the Free Nitrogen Farming concept in collaboration with AWI, Meat and Livestock Australia and Murdoch University. The concept refers to the ability of high quality leguminous pastures to provide the on-farm nitrogen needs in a mixed farming system. Legumes and rhizobia achieve this through symbiotic nitrogen fixation, while producing high quality sheep feed.

Case studies in the AWI/MLA funded project "Pasture legumes in the mixed farming zones of WA and NSW: shifting the baseline" have recently highlighted how adoption of well-adapted pasture legumes and inoculants developed specifically for WA conditions have allowed some producers to greatly reduce their dependence on fertiliser N.

For example, eight tonnes of legume biomass produced over the winter, following summer sowing in February, contains 240 kg of N, which is equivalent to 500kg of urea. This free N becomes

available to rotational cereals and canola crops over the next several seasons.

To produce 500kg of urea would require the combustion of 500kg of fossil fuels, with the attendant release of many tonnes of CO₂ into the atmosphere.

Ms Clawson said although the ASHEEP members were aware of the carbon farming benefits of homegrown legumes they were really having to persevere to change their farming systems to get the new alternative legumes to fit into their programs.

The alternative legumes have the potential to provide heaps of benefits but there is still a lot of work to be done, especially on herbicide use in the new systems, she said.

"We will probably put a big emphasis on summer sowing in our trials this year to fill the autumn feed gap to maintain condition scores in sheep and reduce supplementary feed costs."

More information:

ASHEEP executive officer Jan Clawson,
0407 990 497, janclawson@bigpond.com



At Simon Stead's farm near Cascades, the touring farmers on the annual ASHEEP field days saw summer sown pink serradella variety Margarita and bladder clover Bartolo sown as unscarified seed. The almost pure sward of legumes was hard grazed through the winter and although production comparisons between the improved and unimproved pastures on Simon's farm revealed little difference because of the outstanding seasonal conditions, red clover syndrome rapidly deteriorated sub clover stands in spring while the serradella still actively grew. It is likely the serradella pods could replace the supplementary lupins normally provided in this region to animals grazing senesced sub clover residues.

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Merino Superior Sires released

FAST FACTS

- The latest version of Merino Superior Sires, including results of 227 leading sires, was released in October.
- Site Reports that provide detailed results for each site are available online.
- Entries are now open for 2014 sire evaluation.

The latest annual publication from the Australian Merino Sire Evaluation Association (AMSEA) has recently been released and is available in hardcopy through AMSEA and on the Merino Superior Sires website www.merinosuperiorsires.com.au.

The 19th edition to be published since Merino sire evaluation first commenced in Australia in 1989, Merino Superior Sires contains the results of some of Australia's leading sires evaluated at 11 individual sire evaluation sites over the past five years (2008 to 2012).

AMSEA Executive Officer Ben Swain says that this year's version includes results on 227 sires from 116 different studs.

"Results for measured traits like fleece weight, fibre diameter, body weight, worm egg count and eye muscle depth are reported as Australian Sheep Breeding Values (ASBVs), which are generated by MERINOSELECT," Mr Swain says.

"These together with a summary of results from the visual classing of each of the sire's progeny, including the grade the classer assigned each sheep to (Top, Flock or Cull), provides a very good picture of the sire performance when compared to all other sires entered in sire evaluation, across any of the sites.

"Most of the data, both visual and objective, are taken at hogget and adult ages."

As well as results for key traits being published, individual sires are ranked on each of the three main MERINOSELECT indexes, which have been designed by Sheep Genetics to cover three different, but typical production systems.

"By using one of the MERINOSELECT indexes reported that best relates to their own enterprise and sheep type nominated

by the breeder of the sire, breeders can review how each sire's genetics is likely to perform and what impact they will have on their own breeding objective," Mr Swain says.

"Once a list of potential sires has been identified from Merino Superior Sires, breeders should then look at the more detailed information contained in the Site Report which is produced at each site as part of every trial."

Site Reports, which are available on the Merino Superior Sires website, list a comprehensive range of additional information that is not available through MERINOSELECT and is important to describing how the sire performed in a particular environment.

"Detailed information for each sire on the outcomes of the visual classing of traits that describe wool quality, conformation and pigmentation, are all included in the Site Report," Mr Swain says.

"They also include within-site breeding values that compare the measured traits for the sires that were entered just at that site, as well as a full account of how the progeny were managed and the environment they were run in."

As was the case in last year's Merino Superior Sires, the Top 50 sires entered over the past five years for each of the three MERINOSELECT indexes are reported in a separate section, together with a summary of their visual attributes as well as their genomic breeding value for Poll/Horn status. This is the only public report available on Poll/Horn status.

"The publication of the Poll/Horn genomic breeding value is one of the many outcomes of sire evaluation's commitment to work with other industry organisations, such as AWI and the Sheep CRC, to deliver commercial outcomes from DNA testing, now and into the future," Mr Swain says.

"Well over 200 sires entered in sire evaluation since 2009 have now been genotyped using the 50k SNP test. Whilst providing useful information back



Merino Superior Sires No. 19 was released in October.

to breeders in the form of the Poll/Horn test and genomic enhanced research breeding values, the testing has provided an important source of validation for the DNA testing services that are now available through the Sheep CRC and Sheep Genetics.

"All-time top 50 results are also available on the Merino Superior Sires website."

With sire evaluation joinings currently being planned across Australia for 2014, breeders are encouraged to get their entries in now to be part of future editions of Merino Superior Sires and benchmark their genetics to some of the best in the country.

More information: Merino Superior Sires No. 19 as well as Site Reports can be downloaded from the Merino Superior Sires website www.merinosuperiorsires.com.au. For hardcopies of Merino Superior Sires or more information on entering a sire in 2014, contact Ben Swain, AMSEA Executive Officer, (02) 6743 2306, ben_swain@bigpond.com



Corriedale field day

Participants at the field day organised by the NSW branch of the Australian Corriedale Association.

FAST FACTS

- Students and staff from three NSW colleges attended a field day in November organised by the NSW branch of the Australian Corriedale Association.
- The field day, held at NSW's oldest Corriedale stud, 'Gundowringa', aimed to improve the classing, judging and handling skills of the students.
- All students are keen contestants in junior judging and handling competitions.

Armed with their sketch of a sheep and a sentence to describe constitution, forty five students from Trinity Catholic College, Goulburn; Lithgow High School; and St Gregory's College, Campbelltown, climbed off their buses at Gundowringa's shearers' huts ready to go.

'Gundowringa', NSW's oldest Corriedale stud, at Crookwell, NSW was host to Corriedale breeders from around the state for a field day on 5 November, aimed at improving the classing, judging and handling skills of the students in a natural environment with sheep straight out of the paddock.

NSW State President of the Australian Corriedale Association, Tony Manchester, Secretary Rick Houlihan and Gundowringa's Jeff and Charlie Prell were

on hand to welcome the group, and the first speaker, veterinarian Mr Bill Johnston from the Livestock Health and Pest Authority in Goulburn, got their attention with the question, "What is constitution? What does it mean?"

In all, nine stud masters were present, along with Anthony Shepherd the principal of agricultural consultancy Sheepmatters from Cootamundra, plus Mr Johnston and the staff from the three schools. All were on hand to provide advice and were delighted at the quantity of questions asked and the interest shown by the students.

"The plan was to have a relaxed, interactive day, starting with classing the sheep and ending with everyone getting the chance to judge the sheep chosen," said Henry Thompson, the Events Coordinator for the NSW Corriedale Association. "We were lucky to have Anthony Shepherd come to show us all the benefits of objective measurement technology, and the convenience of identifying all your sheep's information from its tag."

A fleece of Corriedale wool was on display and there was a lively discussion on the differences of Corriedale wool versus Merino wool. The print out of the objective measurement was there to refer to, and the figures added to the visual impact of the length, loft and lustre of Corriedale wool, and the differences in final products for which Corriedale and Merino wool would

be respectively used.

Lithgow High School and St Gregory's College both have Corriedale studs and show at Canberra, Sydney, Bathurst and Dubbo shows. Trinity Catholic College is starting its Agricultural Program at the school and so far has a paddock to plate program using Corriedale ewes. All students are keen contestants in the junior judging and handling competitions.

They were delighted to receive a sample bag from AWI including pens, sheep-shaped key rings and a copy of the latest edition of *Beyond the Bale*.

Lunch was provided, Corriedale chops of course, cooked ably by Mr Thompson.

"The Association was grateful for this show of AWI support in yet another project to promote our industry into the future," Mr Thompson added. ◀



Charlie Prell of 'Gundowringa' talking about some of his Corriedales. PHOTO: Louise Thrower, Goulburn Post.

Genetic benchmarking consultation

FAST FACTS

- AWI is consulting with ram breeder groups and individuals on the potential for increased breeder responsibility and full commercialisation of its key genetic benchmarking investments.
- The industry consultation will take place until 8 March 2014.
- A consultation document "Genetic Benchmarking; Potential Commercialisation of AWI Funded or Part Funded Projects Post June 2015" is available on the AWI website.

- Why have the outputs from the projects not been fully commercialised to date?
- Is there a plan to fully commercialise and when?
- What elements, that are necessary for commercialisation, have these projects already achieved in terms of:
 - governance structures and election/nomination/appointment processes independent of AWI
 - membership fees and other funding sources independent of AWI
 - legal status as an entity
 - policy and procedures documents
 - membership agreements in relation to products and services?

- Where is the analysis of beneficiaries, market failure, market value and future options for allocating roles and responsibilities?

The consultation document also outlines:

- the current roles and responsibilities
- points for and against further commercialisation and breeders taking greater responsibility
- rates of adoption
- funding sources and potential business model options.

More information: The consultation document is available on the AWI website at www.wool.com

The AWI Board recently refunded the AWI and Meat & Livestock Australia (MLA) Sheep Genetics agreement for research, development and extension in MERINOSELECT until 30 June 2015. The Board also requested that AWI consults with ram breeders on the potential for commercialisation of its key genetic benchmarking investments.

This commercialisation review will involve defining and/or redefining what the roles and responsibilities of ram breeders and AWI should be in the future, and then the relevant governance models according to what is seen as industry and/or private benefit.

Industry, including any breeder group or individual, is asked to comment on the consultation document "Genetic Benchmarking; Potential Commercialisation of AWI Funded or Part Funded Projects Post June 2015" by the 8 March 2014. The consultation document is available on the AWI website at www.wool.com.

This will allow time to collate the responses and report back to the AWI Board at its April 2014 meeting and a year to negotiate, plan and implement with MLA and other parties any changes to the business models and funding of MERINOSELECT, Sire Evaluation and Merino Bloodline Performance (Wether and Ewe Trials) starting 1 July 2015.

Some of these genetic benchmarking projects have been funded by AWI for a long period of time, which raises the questions of:

- What definitions of commercialisation are relevant to these projects?

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Lifting weaning rates

FAST FACTS

- AWI is sponsoring woolgrower Tim Gubbins from Victoria as a Nuffield Australia 2014 Scholar.
- Tim aims to use his scholarship to study DNA markers and electronic identification to lift Merino weaning rates.
- On completing his studies, Tim's goal is to present his research in a way which is both easy to understand and implement.

Woolgrower Tim Gubbins from Moyston in Victoria has been awarded a Nuffield Scholarship supported by AWI.

As part of the scholarship Tim will study the Merino breed with a specific focus on the period from conception through to weaning.

"I would like to explore the use of DNA markers and electronic identification to better understand genetic traits that could help with lamb survival and growth rates," he said.

"Woolgrowers are always looking to

improve their operations and there have been great gains made through existing programs. Lambing is a crucial time for any sheep producer and through this study I aim to find ways of making lambing even better and to build on the improvements made through programs such as Lifetime Ewe Management."

The scholarship is a unique opportunity for a woolgrower to study a particular subject of interest to increase the knowledge and skills within the Australian wool industry. With an increased focus on education and training, AWI is proud to continue a strong involvement with Nuffield Australia.

As the livestock manager on a Western Victorian property, Mr Gubbins has responsibility for a Merino flock of 5500 commercial ewes and 600 stud ewes, 4000 weaners and 2000 mixed-age wethers. The operation has a winter grazed area of approximately 1200 hectares and runs alongside an annual cropping program of around 3000 hectares.

However, it is the full potential of the Merino sheep breed that he is most interested in. The goal is to present his

research in a way which is both easy to understand and implement.

"I would like to share and extend the outcomes of my studies through small presentations on a local level. I also hope to implement any new ideas or systems I may learn as one of the best ways to demonstrate new knowledge is through working examples," Mr Gubbins said.

"The wider industry stands to benefit from anyone who can improve the Merino's ability to conceive and raise a lamb that has the ability to survive to weaning age."

AWI's recent Nuffield Woolgrower Scholars are:

- 2013 - Matthew Ipsen, Wareek, Victoria
- 2012 - James Walker, Longreach, Queensland
- 2011 - James Robertson, Renmark, South Australia (see opposite page)
- 2009 - David Cussons, Kojonup, Western Australia
- 2008 - Ben Ranford, Cleve, South Australia
- 2007 - James Walker, Carrick, Tasmania ◀

More information: www.wool.com/nuffield



Tim Gubbins from Victoria, who has been awarded an AWI-sponsored Nuffield Scholarship, will study DNA markers and electronic identification to lift Merino weaning rates.

PHOTO: The Ararat Advertiser

Making more from paddock feed



James Robertson from South Australia studied the effects of a high-starch diet on sheep.

A journey around the world from South Australia's Riverland was all driven by one thing for Nuffield scholar James Robertson – how to make more from his sheep.

Specifically, James, whose family property Chowilla Station sits on the northern banks of the River Murray, wanted to see how high-starch diets might improve sheep production.

"I set out to study an early weaning protocol using a high-starch diet, with the intention of permanently influencing rumen function in our lambs and weaners," James explained.

"The idea was to try and get a weaner that was more productive so we'd end up with a better 'feed converter', resulting in a much heavier maiden ewe and therefore a more productive animal."

Firstly James went to New Zealand, where he met a farmer who had introduced a weaning strategy using starch to influence rumen function, and it was clear that he was getting some exciting growth rates.

"However, ultimately once the starch

was removed from the diet, growth rates returned to normal, so it seemed clear that permanent change in rumen function wasn't occurring," he says.

However, James was impressed with the measurement protocols the New Zealand operation had in place, with a 'fed' mob and a control mob providing a good baseline assessment.

"This particular operator determined that he was getting a higher growth rate in the lambs that were supplementary-fed with a high starch pellet compared to the control mob, to the extent that at the end of the weaning protocol process, which is nearly a month, they were 8 kilograms heavier," James says.

"That means with the addition of some starch, in the form of either cereal grain or pellet, you can make better use of your available paddock feed, and that was the key finding that I made."

He then went to the UK, where he researched models that significantly influenced how he has set up his system back home.

"What I found was that dairy,

FAST FACTS

- Woolgrower James Robertson from South Australia's Riverland, who was the 2011 recipient of the Nuffield Woolgrower Scholarship sponsored by AWI, wanted to study how high-starch diets might improve sheep production.
- He found that while a high-starch diet produces some exciting growth rates, when starch is removed from the diet, growth rates return to normal, ie a permanent change in rumen function doesn't occur.
- However, the key finding that he made was that with the addition of some starch, in the form of either cereal grain or pellet, you can make better use of your available paddock feed.

beef cattle and sheep farmers were in many cases utilising starch to assist their animals with rumen development in order to make better use of their paddock feed and I thought that was a pretty good model that they used and ultimately that's the direction I followed," he explains.

"At home, the first programs that I did in terms of trying to influence rumen development were done in a feedlot-type situation.

"However introducing creep feeders to the weaning system and doing it in the paddock is probably the direction I want to go because of the less intensive need for labour and also less cost in terms of the amount of feed required."

AWI supported James' Nuffield scholarship.

More information: Watch a video of James presenting his findings at this year's Nuffield Australia conference in Perth on the Nuffield Australia Vimeo channel at www.vimeo.com/76242838 www.wool.com/nuffield



Students taking part in an activity at the 2013 National Merino Challenge held in August.



FAST FACTS

- Teachers at schools, colleges, universities and TAFEs across Australia are invited to attend AWI's National Merino Challenge (NMC) Train-the-Trainer Workshop at Melbourne Showgrounds on 24-25 February 2014.
- Teachers will be given the training they need to prepare their students for the 2014 NMC to be held on 24-25 May 2014.
- The NMC connects the future of the wool industry with industry professionals, highlighting an array of careers which involve working with wool.

The National Merino Challenge is heading to the city in 2014, encouraging the next generation of breeders.

After a successful pilot year in 2013 involving more than 50 students from schools and universities across the country, expressions of interest are now being taken to attend AWI's National Merino Challenge (NMC) Train-the-Trainer Workshop at Melbourne Showgrounds on 24-25 February 2014.

The NMC is an AWI initiative designed to allow young people to engage with the Merino industry by developing their knowledge, skills and networks, and involves presentations and demonstrations from industry professionals. Students participate in seven 'mini-challenges' over two days, testing their knowledge of Merino fleece, production, breeding and selection:

1. AWEX typing
2. Wool valuing
3. Visual score assessment
4. Condition scoring

5. Calculate ewe nutrition and feed budget
6. Ewe selection
7. Ram selection

Techniques from several well-known industry initiatives, such as MERINOSELECT, Lifetime Ewe Management, Bredwell Fedwell and Visual Sheep Scores, are used throughout the NMC, giving students a realistic and practical insight into the tools available to growers to make more informed decisions.

The 2013 event saw teams from schools, colleges, universities and TAFEs across Australia meet in Dubbo, NSW for the inaugural NMC.

Attendees of the two-day NMC Train-the-Trainer Workshop will participate in a mix of theory and practical activities similar to those completed at the NMC, giving teachers the training they need to prepare their students for the 2014 NMC to be held on 24-25 May 2014, also at the Melbourne Showgrounds.

A comprehensive manual, including student activities, is supplied to all attendees as a reference material for trainers to work through with their students in the lead up to the 2014 NMC. A corresponding student manual has been developed to use in conjunction with the Train-the-Trainer manual.

Charlie Clarke from Woodleigh School in Langwarrin South, Victoria attended the 2013 NMC Train-the-Trainer Workshop and then brought students to the NMC.

"The NMC Train-the-Trainer was a great opportunity to up-skill and to access up-to-date training resources to use with my students," Mr Clarke said. "Taking students to the NMC event was a wonderful experience for them; not only in testing their skills and knowledge in industry challenges, but for the opportunity to network with other students and industry representatives.

"I would recommend the program to any agricultural trainers who want to give their students a head start in the industry."

This workshop is a professional development opportunity not to be missed. Attendees of this workshop will be eligible for a discount to their registration fee for the NMC in May 2014. ◀

More information:

To register your interest in attending the NMC Train-the-Trainer Workshop or for more information, please visit www.awinmc.com.au or contact the NMC Project Manager Ben Watts at ben@bralca.com or on 0428 668 706.

Readers' photos!

HAVE YOU GOT ANY INTERESTING PHOTOS THAT YOU'D LIKE TO SHARE WITH OTHER READERS OF *BEYOND THE BALE*?

We are always keen to see and hear what people working with Australian wool are up to. If you want to share any photos with us, please email the image and a brief description to the editor of *Beyond the Bale* Richard Smith at richard.smith@wool.com. The photos could portray any feature, be it humorous or poignant, informative or provoking, gritty or beautiful.

We can't promise that we'll print every photo, but we'd love to see them. Here are a few that we have recently received from readers.



SHOTGUN CARTRIDGES: A SIMPLE WAY TO KEEP THE DUST OUT

Here's a handy way we've been told about to keep dust and other impurities out the shearing handpiece ferrule when not in use. An empty shotgun cartridge is the perfect size to fit inside the ferrule. A cartridge also fits perfectly over the short tube.



AFTER A LONG DAY...

Dave and Amanda Adams of 'Barley Hill', Dangarsleigh, NSW sent in this photo of their second eldest daughter Cate with their sixth daughter Ellen. The kids had just spent the hot day helping drench a few mobs and later in the day Cate and Ellen were found by their parents fast asleep inside in the shed.



TAKE ME HOME

Here is a photo from Margie Ward from Dumbleyung, WA that won a prize in the 'Pride in Saltland Management' national photo competition that was run a few years back by AWI's Land, Water & Wool program.

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References

1. Kills >99.9% of barbers pole, small brown stomach and black scour worms. A pooled analysis of the efficacy of monepantel, an amino-acetonitrile derivative against gastrointestinal nematodes of sheep. Hosking et al., Parasitol Res (2010), 106: 529-532. 2. The production costs of anthelmintic resistance in sheep managed within a monthly preventive drench programme. Sutherland et al., Vet Para(2010), 171:300-304. 3. Minimising the development of anthelmintic resistance, and optimising the use of the novel anthelmintic monepantel, for the sustainable control of nematode parasites in Australian sheep grazing systems. R.J. Dobson et al., AVJ (2011), Vol. 89, No 5.

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