

AWI Breech Strike R&D Technical Update
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Commercial Issues to be resolved

- Finalise commercial model.
- Training contractors
- Implement QA system

Marketing/End user Issues

- Use of New Handling System
- Producer recognition of key Husbandry requirements for success
- Cost of SkinTraction to producers
- Cost of SkinTraction set up to Contractors
- Training Contractors

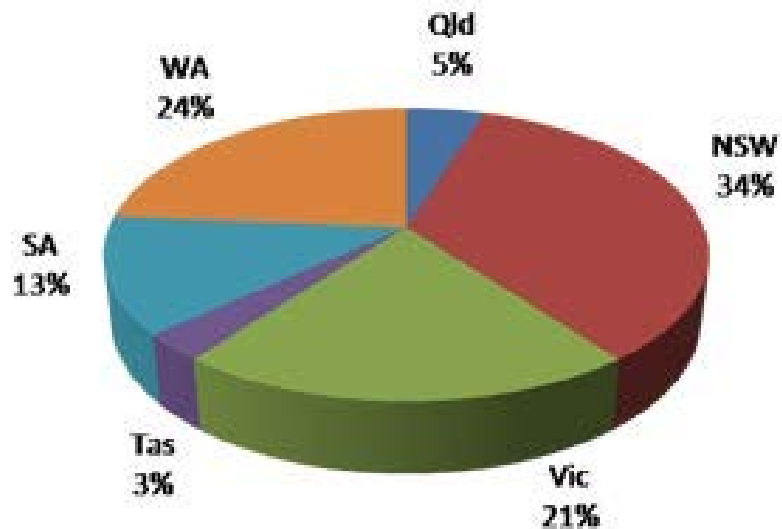
Finalise Commercial model

- Wool grower
 - ✓ Price (throughput per day and cost per sheep)
 - ✓ Efficacy
 - ✓ Welfare
- SkinTractor
 - ✓ Price (income competition)
 - ✓ Effort (must be easy to use)
 - ✓ Low skill
- ✓ Roll out slow and methodical
- ✓ Select districts to start program

Training Contractors

- Implement training course for SkinTractors
- Implement QA program for training course
- Implement QA/online record program to ensure standards are maintained
 - ✓ Eschar scoring (quality control)
 - ✓ Breech area/Wrinkle measurement (quality control)

Sheep by State



Ref: AWI - 2012

Ongoing Market Expansion

- Availability and financing of trailers and applicators for contractors
- Target costs to graziers towards being the same as mulesing with pain relief + crutching (& associated handling costs)
- Controlled rollout with result monitoring
- Continued R & D aimed at ease of application and reducing the husbandry criteria

A large, spreading tree with a thick trunk and dense foliage stands in a field. A flock of sheep is gathered in the foreground, and rolling hills are visible in the background under a clear blue sky.

Thank You