

MerinoLink - Linking the Merino industry via engagement, education, exploration and exchange

MerinoLink is a link-point for all in the Merino industry to connect to Merino-relevant information, people, research and innovation. MerinoLink is a not-for-profit, apolitical, member organisation run by a Board of Directors that facilitates projects, events and training with communication networks for its members as well as the Merino industry at large.

MerinoLink's focus is on networks, innovation, technology, genetic opportunities and research to improve the commercial production and profitability of Merinos across Australia. MerinoLink is committed to assisting its members to make better use of research.

Members are from a wide range of sheep businesses with varying production systems. They include producers, breeders, service providers, researchers and extension practitioners. Members have been brought together by a common enthusiasm for profitable Merino sheep and a desire to continue to build their businesses and the sheep industry as a whole.

Merino information engagement and exchange currently happens via:

- an annual conference including workshops, conference sessions and a field day visiting behind-the-scenes areas of the Merino industry

- field days focused on MerinoLink projects and industry topics
- monthly member emails including a round-up of industry insights, MerinoLink happenings and industry events
- social media notices and connections.

The MerinoLink Board is currently considering facilitating industry forums and roundtables to provide a platform for industry to connect on topical items. Plans are afoot to provide easy access to new and current information in formats that best suit Merino people. MerinoLink is also working on opportunities for industry to meet and exchange their current knowledge plus engage with industry experts, including from MerinoLink's own research projects.

The projects that MerinoLink is currently involved in include a Merino Sire Evaluation trial site on the Central Tablelands, the Temora site of the AWI-funded Merino Lifetime Productivity (MLP)



MerinoLink conference attendees on a tour of the ProWay manufacturing facilities, with a focus on the latest in livestock handling equipment.



AWI Director **Don Macdonald** (centre) addressing the large crowd at the opening session of the MerinoLink Annual Conference in June at Wagga Wagga NSW. He is pictured (from left) with Chair of the Sheep Sustainability Steering Group, **Professor Bruce Allworth**; MLA Managing Director, **Jason Strong**; Chair of MerinoLink, **Rich Keniry**; and conference moderator **John Francis** of Agrista agricultural consultancy.

project hosted by Moses & Son, the DNA Project run in collaboration with MLA and the University of New England, as well as an MLA Producer Demonstration Site focussed on pregnancy scanning in extensive sheep flocks. Updates and outcomes from these projects are provided to members with priority event tickets and entry discounts.

MerinoLink membership is now open for application or renewal for the 2022 financial year.

More information
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MEMBERSHIP INVITATION

The Merino industry is invited to join the MerinoLink network. Scan QR code for details:



Membership for FY22 includes:

- Exclusive communications
- Conference discounts
- Field day & events free or at cost
- Project entry / partnership opportunities & discounts



FY22 Membership Packages	
Individual membership	\$220
Corporate membership - 3 members	\$550
Corporate membership - 5 members	\$900
Corporate membership - 5+ by negotiation	
Student members	\$55

- Engagement - Education - Exploration - Exchange -

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