



"Thinking and breeding for the future"

"At Pooginook, you are not just buying merino rams you're buying a wool growers solution. Pooginook offers the choice to be a pro-active wool grower working with genetics and wool processors."

www.pooginook.com



At Pooginook we provide advanced Merino genetics and wool marketing options for the wool industry.

We seek to exceed the quality expectation of our wool customers and at the same time present the Australian Merino industry with genetics that produce predictable, durable and profitable Merinos.

The continuous process of refining the Pooginook Merino fibre is in conjunction with textile manufacturers.

Pooginooks' Highlights!

- 1,500 rams were sold in NSW and 150 in WA
- The 3 year average for Pooginook ewes is 20.8 micron
- 1,750 classed rams from 2000 sale rams tested at 16 months averaged 19 micron
- A Pooginook client won the 2000 National Mungindi Wether trial. LJ and MJ Proctor, from "Kooreh", St Arnaud Victoria, won the final. The property, Bedarbdgal Hay were placed 3rd overall in the 2000 National Wether Trial
- The Proctor's won the 2000 Victorian Commercial flock of the year
- The Pooginook team, owned by Kevin O'Callaghan from Tabbita NSW, won the 1st year at the Hillston Merino Wether trial. The 8 wethers averaged 19.8 micron, the average fleece weight was 8.18kg, and the average value per fleece was \$45 (October 2000)
- Successful online launch of Pooginook clothing range

About Pooginook

The Taylor family have been breeding Merinos since 1912 in the Riverina Region of Southern New South Wales. The property exclusively runs Merino stud breeding ewes and produces over 500 wool bales of 18 - 21.5 micron.

Pooginook, a leading parent stud, produces over 1,800 rams annually for stud and commercial clients and is a major seller of semen.

Pooginook WA breeding was established in April 1999 with the transfer of 500 stud ewes. Pooginook WA was established to support the growing demand for Pooginook sheep in WA with over 30 active WA clients, some purchasing rams for over 45 years.

Pooginook offers:

- Rams and ewes available for inspection by appointment
- Semen available from leading proven sires
- Assistance to growers sourcing and selling Pooginook bred sheep
- Accredited Ovine Brucellosis free flock and MN2 Johnes disease

Pooginook produces:

- 5,800 stud ewes in NSW and 750 in WA
- 1,800 rams available for private selection in NSW and WA from mid September
- Annual Sale offers 150 stud and specially selected rams in NSW and 140 rams in WA.

NSW Sale: 1st Tuesday of October

WA Sale: last Monday of September



Pooginook Merino's

Maintaining strict controls over all processes of breeding merino sheep is of the utmost importance. The following illustrates how we achieve successful breeding:

- Hogget ewes are classed at 15 months of age with about 70% being retained in the stud
- All ewes and rams in the stud are micron tested annually as a selection aid.
- At 18 months the classed ewe hoggets are fibre tested and fleece weighed
- Extensive computer records are kept
- 1,000 - 3,000 ewes are artificially inseminated to proven Pooginook sires annually

Pooginook continually strives for breeding quality. Each year the ewes are visually classed before mating and the following qualities are sought:

- Heavy cutting and a deep crimped super soft wool
- A loose supple skin that grows productive elite wool and repels all weather conditions
- A well sprung deep body
- An overall sound conformation and constitution

Pooginooks' breeding performance:

- Lambing percentage 98% (6,000 lambs)
- Stud ewes weigh up to 80kg, average 70kg
- Year 2000 Ram Sale averaged 19 micron (1,750 rams)
- The 1999 drop ewes averaged 18.5u with a 9 month wool in August 2000
- Over 1,000 ewes and lambs are mothered with computer records taken annually

Pooginook Wool

By working together we can achieve maximum profitability for our customer's wool and excess sheep. For the past 10 years Pooginook has conducted workshops for wool classing, sheep classing and wool processing tours, while continually proving the importance of producing superior wool for the consumer.

Pooginook aims to produce a wool that is:

- Bright, lustrous and has a clearly defined crimp
- Uniform in length and perfectly rounded fibres
- Well nourished, length of staple and lifts off the skin in bundles
- Good tensile strength

Shearing Program:

- Rams - April and October
- Ewe weaners - August
- Breeding Ewes and Ewe Weaners - October

Average break-up of adult fleece lines for October 2000 shorn stud ewes

Micron average	20.3
CV of micron	18.6%
Yeild	73.5%
VM	1.6%
Staple length	100mm
Staple strength	42nkt

Average break-up of hogget ewes 2nd shearing, August 2000 shorn, June/July 1999 drop, 9 month wool growth

Micron average	18.5
Yeild	68%
VM	3.8%
Staple length	93mm
Staple strength	35nkt



Pooginook Wool Initiative

Pooginook Wool Initiative is a breeding quality assurance that helps highlight the breeding of wool and sheep to the wool buying and processing industry. It is an assurance that goes hand in hand with the brokers wool preparation assurance in the auction system.

The Textile Industry

Pooginook's purpose among the textile industry is to differentiate our product and allow a channel of feed back from spinners to growers. This will in turn attract competition that will flow onto all sales within the Pooginook bloodline.

A group of 120 Australian wool growers came together in 1995 to promote the Merino genetic brand, "Pooginook" by:

- Working with wool processors to differentiate the inherent characteristics of Pooginook Bred wool to the end user
- Conducting production trials to create demand and establish alliances with manufacturers of woollen products
- Education programmes for growers about the best management, breeding and wool preparation practices
- Developing integrated marketing of finished Pooginook branded garments
- The breeding quality assurance - Pooginook Wool Initiative

"Our aim is to make your flock the most profitable in the district"

Pooginook Semen Sires

The following are proven Pooginook sires. Further information is available on request or online.

Pooginook Millennium 8.1 was born in June 1998 and sire to Pooginook 6.70 Tyson 8.9 family. Millennium is a well-balanced sire with perfect conformation and constitution. He is faultless on his feet, heavy boned and has a good body length. He has a soft muzzle, open horn set and is pigment free. The skin and neck are loose and pliable. His wool is white, free of suint and long stapled. Millennium can be joined to a wide range of ewe types. In January 2001, 68% of the top ram weaners were by Millennium. **Price per ewe dose \$40.**

Millennium's Fleece Tests	
Aug 1999	Aug 2000
FD 18.1	19.8
CV 18.5	15.7
SD 3.5	3.8
CF 99	99.4

Boxer's Fleece Tests	
Aug 1999	Aug 2000
FD 19.9	18.8
CV 16.6	14.9
SD 3.3	2.8
CF 99.4	99.8

Pooginook Boxer 8.19 was also born in June 1998 and is a special purpose ram with his long bodied and robust appearance. His structure is good and heavy boned. Boxer has a clean and open head with pliable skin that carries a moderate front. The wool is soft, well marked and free growing. Boxer is best mated to top ewes showing some skin pleating or skin complication. The progeny are predictable to the sire type. Boxer is a potent sire body weight October 10 2000 was 121 kg. **Price per ewe dose \$40.**



Pooginook the Property

The ram breeding enterprise was established in 1912 as Yoorooga Merino Stud at Jerilderie by the Culley and Taylor Partnership. The foundation ewes derived from Wanganella and the rams from Murga. The partnership ceased in 1937 with half of the stud sheep being relocated to Wonga with the remaining to form of Pooginook.

Pooginook NSW Property Details:

- 13,765 Ha (34,000 acres)
- Prime Riverina country
- Boree, Cypress Pine, Box Gum with open perennial grass and saltbush
- 566 Ha (1,400 acres) of irrigated lucern and sub clover
- An annual rainfall of 350mm
- Holistic management that began in 1995 includes planned rotational grazing

Our goal at Pooginook

To provide advanced Merino genetics and wool marketing options for the wool industry.

We want to improve the natural environment, provide an environment for the exchange of knowledge and achieve a meaningful way of life for everyone concerned.

Becoming a Pooginoko Grower

To become a Pooginook grower, members flocks need to meet the following criteria:

1. The wool and sheep are bred from rams purchased exclusively from Pooginook for at least 5 years
2. The sheep and wool have been professionally classed
3. Only fleece, pieces and lambs wool and quality lines of excess sheep are branded with "Pooginook Bred"

Pooginook growers will receive the following benefits:

- Marketing under the well recognised "Pooginook Bred" brand in wool stores and saleyards
- Marketing promotion and support for wool and sheep sales
- Educational workshops in breeding, wool production and risk management
- Sheep sales listed online at www.pooginook.com
- Group buying discounts on inputs and services such as wool testing, nylon packs and sheep tags
- Regular information updates on issues and opportunities
- Half yearly newsletter update on sheep performance in the commercial field and breeding management tips
- Accredited Ovine Brucellosis free flock and MN2 Johnes disease
- A Guaranteed Product!



Comments from Pooginook Growers

New Pooginook growers Gordon and Bronwyn Turner from Brassbut Hay say “We have reduced 1 micron in the first cross of Pooginook 10 month old lambs and the wool sold for over \$2,000 per bale. The wool had more style and character than our former bloodline”.

LJ & MJ Proctor Kooreh St Arnaud Victoria sold wool in May 2001. The ewes averaged 20 micron and sold 80c above market value on the day. While weaners micron 17.5 and sold for 1539c greasy.

Ken Scheuter from Tambellup WA said “ I am delighted in my wool. We have moved into the 18 and 19 micron range and improved yields from high 60’s to low 70%. Our sheep are cutting more per head and better yielding wool”.

Pooginook’s 2001 Events Calender

16th August: Annual Ewe Hogget Shearing & Wool Industry Day at Pooginook

22nd August: Annual Pooginook WA Field Day at Katanning

2nd Monday in September: Pooginook Display at Conargo Riverina Stud Merino Field Days

2nd Tuesday in September: Display at Pooginook

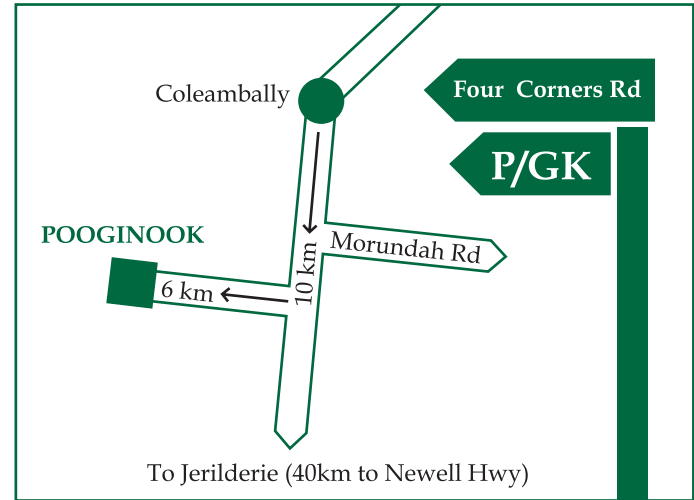
Mid September: Private Ram Sales begin at Pooginook

Last Monday in September: Pooginook WA Auction at Narrogin

1st Monday in October: Pooginook Inspection Day 11am-3pm

1st Tuesday in October: Pooginook Ram Sale 1pm

Early November: Private sale of ewes at Pooginook



Contact Us

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