

AUGUST 1999

# POOGINOOK NEWS

Also available on [www.pooginook.com.au](http://www.pooginook.com.au)

Edition No. 28

*Elite Wool from Unique Genetics*

## POOGINOOK DIARY: Pooginook Ram Sale

Wednesday September 29 1999  
at 12.30pm

Inspection Day:

Tuesday September 28  
11.00am to 3.00pm

### 180 rams

### WA Ram Sale

Monday October 11 1999

#### IN THIS EDITION:

- P/GK bred wins Mungindi
- Green grass at P/GK
- Ewes go West
- Processing tour a hit
- P/GK Collection



*"Thinking and breeding for the future"*

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## “There are no magic puddings and there are no messiahs...”

*(quote Wool Task force report 1999)*

*“There needs to be fundamental, cultural and attitudinal shift amongst woolgrowers” according to the Wool Task Force 1999 report. “The central message for wool growers and other wool business is there is nobody out there to save you but there are ways you can save yourself if you are sufficiently determined resourceful, flexible and innovative.”*



*“Today's market place is dynamic and constantly evolving” (Wool Task force 99). Michael Grogan from Binalong NSW is reviewing his wool producing enterprise.*

One Pooginook Woolgrowers who recently took centre stage on the front of The Land newspaper was Michael Grogan. He said, “the next 12 months will be a real decider for his wool growing operation at Illalong Binalong. What I have to work out is whether to persevere with wool or make a wholesale switch to an alternative enterprise. The problem is a lot of the country around here is only suited to grazing so our alternatives are limited” he said.

At the moment like many graziers in mixed farming country he is sitting on the fence but says he can't stay there much longer. He said, “there are things I can do to make my business and flock more productive but I have to become continually innovative. Initially I will continue to improve to advanced merino standards, decrease micron and run more sheep. This year the flock cut an average of 7 kg a head including weaners. My aim in the Southern Slopes of NSW is to achieve 7 kg average over five years.”

We can't sustain our operation at the present prices says Mr Grogan. We need at least a market price of 700 cents (a kg clean) for wool to be viable. We know from our involvement in the Yass wether trials there is a bit we can do to improve our performance but that alone is not enough. We need much better prices. The Illalong flock was placed second overall in the Bookham ewe competition in 1999 and first in its district.

Michael and Rebecca Grogan are fifth generation woolgrowers and run a flock of 4600 Pooginook blood Merinos. They have been upgrading the flock in recent years with the help of David Taylor.

[www.pooginook.com.au](http://www.pooginook.com.au)

**Commercial sheep sales information available on website**

# News Breaks

## WA Great Southern Field days

For WA growers we hope to see you at our first display of Pooginook sheep in WA on Monday August 16 during the Narrogin day of the Great Southern Merino Field day circuit. Pooginook will display sheep at "Woodlands" 5 km south of Narrogin.

## Good wool results for Thorns

Geoff and Wendy Thorn from Kojonup WA equal top price of 771 for 2 bales of supersoft weaners wool. Their overall clip averaged 20.3 micron and yielded 69% this included fleeces, pieces and bellies. "We achieved \$3.72 nett in the bank." Geoff said. Andy Waugh classed the clip in June this year.

## Heavy wool cuts

Eric and Marian Barrass from Tullibigeal NSW are delighted with the wool cuts of their 1842 ewes that averaged 8.82kg at the June 1999 shearing. In the past five years the micron has dropped by 1.1 micron and wool cuts increased from 6.96 kg to 8.82kg. This flock has an 11 year lambing average of 100%.

## P/GK Video

The video designed for growers and families outlining the vision of Pooginook and Pooginook Wool Initiative. It is an educational tool for growers and suitable for overseas promotion to our wool buying customers. Available from P/GK office for \$12 plus postage.

## Wonga Property on the Market

Wonga land is being offered for sale as a result of the Taylor family's decision to expand its breeding operation to WA. The 11043 acres will be offered for sale by tender. Pooginook will run 5600 breeding ewes on 34,000 acres. The success of the planned rotational grazing will enable the stocking rate to be increased as the native vegetation continues to improve. Agent for Wonga sale is Wesfamers Dalgety

## Pooginook Statement of Purpose

*Provide advanced Merino genetics and wool marketing options for the wool industry. We want to improve the natural environment, provide an environment for the exchange of knowledge and achieve a meaningful way of life for everyone concerned.*

# Proven Performance with Commercial Clout

## Green grass at P/GK since early April



Ram classing at P/GK. David Taylor with breeding consultant Dr Jim Watts and Pat Brown.

## David's Comments

The first reasonable seasonal break since 1989. The last 10 years have been an unusually dry time. It is good to see the country and stock being able to express itself.

The young rams have had an extended green grass since early April. The breeding programme is on target to further reduce micron at P/GK. Currently the breeding ewes (6000) average is 21.4 micron at the December 98 shearing. It is our aim to have breeding ewe's average 20.5 micron to meet the market demand for finer wool.

However we are mindful of constitution, conformation, wool cuts and fertility. We believe it is possible to reduce micron and maintain these characteristics.

Flocks I work with either classing or supervising have experienced reduction in micron. This has been achieved by typing ewes and mating like to like coupled with ram selection to suit the aims of the flock. [Ken and Lyn Lugsdin](#) at Apsley Hay and [Geoff & Wendy Thorn, Yantecup, Kojonup, Romani Past Co](#), Hay have all experienced these changes and a bigger percentage of quality sheep.

It is pleasing to see the stronger end of these flocks has been reduced. Emphasis is placed on fibres over 30 micron. (i.e. mid side sample any sheep showing more than 5% of fibres greater than 30). [John & Anthea Sutherland](#) at Condobolin micron tested progeny from different classed types to aid their flock's progress and contribute this information to the Pooginook Wool Initiative breeding trial.

Similar data and feed back is also coming from [Evan & June Baillie](#) at Glenfarne Forbes. The Baillie's are contributing data to the trial.

I am very happy with the uniformity, type and softness of P/GK Perkins' lambs. The progeny show softness throughout and scale. Perkins was syndicate mated as a ram lamb last year and progeny (we intend to DNA test progeny from that syndicate mating) will be available at the sale on Wednesday September 29 auction. This year he was used in the AI programme. Perkins was fibre tested in March 1999 as a rising 2-year-old and tested 20.7 micron (6 months' wool).

Semen from the sire of Perkins, P/GK Jim 5.8 produced progeny with outstanding results at [Gary & Colin Lang's](#) property Wickopin. I viewed the progeny recently and was impressed by their uniformity. They showed all signs of advanced Merino's.

It is our aim to work closely with our clients to use their experiences and observations of managing their flocks under their conditions to achieve higher production. We are working with growers for our mutual benefit.

*“The diversity in wool should be celebrated”*

# P/GK Flocks Win National Wether Trial 1999

Winning the random selection section of the second year of the 1999 Mungindi National wether trial was a great reward for Victorian wool producers John, Margaret and Brenda Proctor from Kooreh at St Arnaud Vic. But it was only part of the reason for going into the wether trial. The Proctors wanted to see how their sheep performed in another environment.

Striving for excellence has always been a Proctor aim and to come up trumps in the first and second year of the prestigious trial was a bonus. According to Brenda Proctor she said "we have learnt a lot from the trial."

The 12-month growing period in the Mungindi district in Northern NSW was extreme, experiencing a very high rainfall year. "Our sheep took the conditions admirably. We could see how the sheep & genetics perform under different management. It showed us that the bloodline is doing well and rams that breed well at home also did well in the trial." Brenda said.

The following figures show how the Proctor's sheep compared to the average. Overall the Proctors wethers maintain first position for both years.

At the April general shearing 1270 adult sheep cut an average of 8.73 kg with the heaviest fleece recorded at 11.5 kg of elite wool. The 8-month-old wether lambs averaged 3.5 kg. The average micron for adults was 21.8 micron and the five year average since 1995 is 21.7 micron. Brenda Proctor said we aim to get our micron under 21 and continue to cut the heavy weights.

Second in the 1999 trial was Bert and Liz Matthews Bedarbidgal P/GK Bred wethers from Hay NSW. They grossed \$36.32 in the 1999 trial and are running fourth overall.



John Proctor St Arnaud Victoria with his P/GK Bred wethers at the Mungindi National Wether Trial in April this year.

	Proctor Wethers	Random Group Av (18 teams)
Av. Micron 1998	18.7	19.3
Av. Micron 1999	22.4	23.7
Diff	+3.7	+4.3
GFW 1998	5.2kg	5 kg
GFW 1999	9.8 kg	9.2 kg
Diff	+4.6 kg	+4.2kg
AV Value 1998	\$38.37	\$34.37
Av Value 1999	\$36.50	\$31.94

## Pooginook Moves West to a Windy Welcome

The arrival of the Pooginook ewes to WA during April was a long term dream of the Taylor family. The ewes are the foundation of the Pooginook WA stud based at "Woodlands" Narrogin. The transit west was not all smooth sailing with the interception of Cyclone "Vance" across the Nullarbor causing some delays.

The departure time was held up after a call from WA stock inspector at Kalgoorlie alerting us to advancing Cyclone. The ewes were held up by a cut road but finally arrived after the 3700km and 56 hours in transit. The first consignment consisted of 400 stud ewes. They were artificially inseminated to leading semen sires Perkins, Crimpy and Jim. A further load of ewes and 100 1998-drop rams followed in May.

David Taylor said "we have discussed the potential expansion for at least 20 years with WA clients but the ultimate decision to move was commercially driven. Until now it has been cost effective to supply our 30 active WA clients from NSW but the necessary animal health protocols that now govern interstate stock movements have tipped that balance."

"In early February we leased 620 ha property "Woodlands" at Narrogin. This is ideal country to breed sheep." WA woolgrowers will be able to select their own rams from our Pooginook bloodline flock born and bred in WA. Presently P/GK sells about 180 rams annually in WA. The new WA base will eventually take that existing business and lift sales in the west.

The drama surrounding the arrival of the Pooginook WA seed stock will provide a strong storm and tempest theme for naming our WA rams. So expect P/GK Cyclonic or P/GK Vance as such names in the first wave of rams. Ashley Lock has joined the Pooginook team and will manage the WA property.



Freshly shorn P/GK ewes being loaded bound for WA.

*"The world does not need wool. But then nor does it need Coca-Cola, McDonalds etc. So the challenge is to make wool a desired and preferred fibre. We don't have much time. The principle role of woolgrowers is to present a consistent quality fibre to the wool processing chain at a competitive price. The real threat to wool posed by other fibres and fabrics must be clearly understood by woolgrowers."*

# Wool Tour huge success

A group of thirty eight Pooginook growers (including four WA & one QLD growers) spent three action packed days in Geelong, Melbourne, Wangaratta and Albury visiting wool processing factories. The tour was organised by Gillian Taylor for the Pooginook Wool Initiative and funded by Farmbi\$.

Technical advisor on the tour was Dr Mark Dolling. He said "when you compare this tour with tours people have done overseas I would doubt that they would see a more modern spinning plant than Maquarie Textiles at Albury, or bigger research facility than CSIRO at Geelong or smoother wool combing plant than Geelong Wool Combers. The local type of tour is really excellent value for money."

John Sutherland from Condobolin said after the tour, "I now think I am in the best position in the wool processing chain. After seeing the capital investment and margins other processors have tied up in wool. The realization that I get paid for my product within 7 days of selling along with the lifestyle we enjoy at our mixed farming business makes me grateful."

A comprehensive report by Bill Deery from Quandialla NSW is available on request through the PGK Wool Initiative office.



Jeremy Lefroy from Colvin Moora WA with Liz Matthews Bedarbigal Hay and Maree Coughlan from Goree Morundah watching finishing works at A & B Knitwear Melbourne.

# POOGINOOK BRED

P/GK

## Pooginook Wool Initiative Update



1998 drop Pooginook rams June 1999

### New Members

We are seeking new members to join the PGK WI group. Full membership enables to use the Pooginook Bred brand for marketing wool or excess sheep while an Associate member has voting rights and access to information and merchandise offers.

Benefits include

- Continuous improvement and information on advanced merino genetics
- Brand Marketing under P/GK Bred in wool sale and sale yards
- Marketing support and assistance for wool and sheep sales
- Educational workshops in breeding, wool production and risk management
- Wool marketing contacts and promotion on sale details
- Sheep sales listed on internet site [www.pooginook.com.au](http://www.pooginook.com.au)
- Group buying discounts on inputs and services such as wool testing, nylon wool packs and sheep tags
- Regular information updates on issues and opportunities
- Regular feedback from overseas customers
- Ongoing brand building through integrated marketing

Membership fee is \$50 per year. The group is regionalised for support and networking and an AGM is held at P/GK on November 5 1999.

*We recommend*

#### Wool Classing advice and Wool Classing from

Andy Waugh 03 93147 2743.

Pat Brown 02 6954 6152

#### Sheep Classing from SA, VIC and NSW or Queensland, NSW and WA

Neville Kelly 07 4625 5709.

*For details on Workshops and membership or*

*Associate membership to*

#### Pooginook Wool Initiative

*Contact:*

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John Sutherland NSW fax phone 02 6895 3017

Geoff Thorn WA 08 9834 1040

### Dinner with Charlie Massy

Tuesday August 10 1999 Condobolin Bowling Club  
Genetics Past Present and Future - a controversial presentation  
Cost \$25 per person Inc 3 course meal

### Breeding Trial Workshop

Wednesday August 11 1999 at East Borambil Condobolin NSW  
Conducted by Dr Paul Swan, Paul Swan and Associates Sydney.  
Review PGKWI breeding trial and presentation on why we are  
breeding advanced Merino and what are the benefits  
Followed by regional meeting for PGKWI.  
PGKWI members \$25 non PGKWI members \$35

### A Day with Dr Paul Swan

Thursday August 12, Condobolin Bowling Club  
Setting market targets. Who is our customer?  
What type of fibre does the customer want? Benefits  
of better wool classing. PGKWI members & Condobolin  
Sheep Breeders members \$30 non members \$40

*More information*

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# A Glimpse at 1999



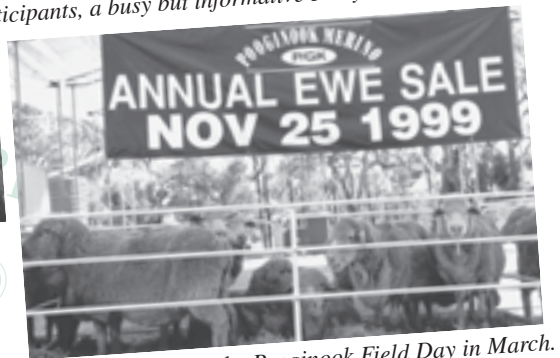
Inspecting Pooginook garments at A & B Knitwear Melbourne are from left Bert Matthews, Raele Strong, Boree Creek, Gillian Taylor, Liz Matthews Hay, Stephanie Strong Boree Creek and Evan Baillie Forbes.



Pooginook Wool Initiative Growers on the wool processing tour participants, a busy but informative 3 day tour during June.



Preparing ewes for the trip to WA are Pooginook manager Tom Waldron, Sales manager Pat Brown, Stockman John Webster and Dr Harry Suddies loacl vet.



Ewes on display at the Pooginook Field Day in March.

**CONSTITUTION AND CONFORMATION – Pooginook Merino**

## 1999 Selected and Flock Ram Grades

Flock rams from \$300

Specially slected from \$700

All rams have Fibre Diameter Analyis tests taken first week September 1999

1800 rams available from September.

New orders welcome.

## MN2 P/GK Johnes Market Assurance Status

Pooginook is the first major Australian Merino stud to have Market Negative 2 Markets Assurance plan for the National Ovine Johnes Eradication Program. Pooginook consolidates its position as one of Australian major genetic sources by achieving the highest possible sheep Johnes Market Assurance.



## Nylon Wool Packs

We recommend only Nylon Wool packs should be used.

Check PGKWI prices on nylon packs. Contact Pooginook Office for information on buying nylon packs through Pooginook Wool Init.

Include freight to all areas.



**Deep Crimpy Wool**

# Pooginook Collection a Reality

A network of like minded people have got together to create the Pooginook collection from Elite wool to be marketed directly to UK retail outlets.

The garments targeted for "young at heart woman" in the 25 up age. Consists of a knitted shirt/cardigan, lightweight zipper polo, leggings and wool/cotton blend T-shirt. The 2000 color range is antique gold, purple, red, charcoal and black.

The Pooginook Collection started at a Holistic management course when Gillian was doing a presentation on P/GK marketing programme and one of the participants a fashion designer Fiona Nowland "fell in love" with the Pooginook Story.

Fiona had worked overseas and 12 years with the Robert Burton label now owned by Sportscraft. She picked up the enthusiasm from Gillian about deep crimping wool characteristics. It highlighted some of the experiences and problems she had with working with wool and the wool industry.

As time progressed designs were developed by communication on the email. Six months later we now have the sample range of woman's clothing with the fibre grown & sourced from Pooginook woolgrowers by Quality Softwool Australia under the guidance of Peter Small, processed, at Austops Parkes, spun and dyed at Maquarie Textiles, Albury and manufactured at A & B Knitwear Melbourne.

The branding "Pooginook" will be marketed portraying the image of Pooginook with blue sky, large area of native vegetation and sheep in the foreground. This program will be challenging. We will present the Pooginook Bred story with every garment. Chris Black from Southern Network, Leeton will manage the marketing of the Pooginook Collection. His company specializes in linking primary producers with export markets.

The garment range is made from 19.5 micron elite wool. It is suitable for on skin wear and is hand washable.

*Styles* - leggings, lightweight polo zip jumper and knitted over shirt.

We have added to the range a cotton wool blend T-shirt.

*Colour range*

Shirt and polo Antique gold, purple, red, charcoal

Leggings Black & charcoal

T shirt Cream and Black

Garments will be available on the internet site [www.pooginook.com.au](http://www.pooginook.com.au) soon.



*Gillian wearing the Knitted over shirt and polo zip top with Knitter manufacturer Adrian Bressan owner of A & B Knitwear Melbourne and Peter Small Quality Softwool.*

## Dates for the Diary

Tuesday August 10	Condobolin Bowling Club 7 pm	Genetics Past, Present and Future - a controversial presentation Charlie Massy dinner speaker
Wednesday Aug 11	East Borambil Condobolin	Breeding Trial Workshop PGKWI Paul Swan technical advisor
Thursday Aug 12	Bowling Club Condobolin	Dr Paul Swan Wool production and marketing Strategies Full day
Monday Aug 16	P/GK WA Narrogin	Great Southern Field days Pooginook WA display
Tuesday Sept 28	P/GK Inspection day	Pooginook Jerilderie NSW 11 am tp 3 pm
Wednesday Sept 29	P/GK Rams sale	Ram Sale 180 rams
Monday October 11	P/GK WA Narrogin	Ram Sale 60 rams at "Woodlands" property
Oct 30/31	P/GK Woolshed	RIST Advanced Wool classers certificate
Friday Nov 5	P/GK Homestead	AGM PGK Wool Initiative
Thursday Nov 25	P/GK Wool shed	Annual Ewe Sale
Wed March 15	PGK	Riverina Stud Merino Field days

## Elite Wool from Unique Genetics

**Merinos with Conformation & Constitution**

**Heavy Deep Crimp Super soft Wool**

**Integrated Market**

**Market Assurance National OJD MN2**

**NSW Ram Sale at P/GK**

*Wednesday September 29 1999 - 180 Rams*

*Pre sale inspection from 11am to 3pm Tuesday September 28 1999*

**WA Ram Sale at "Woodlands" Narrogin**

*Monday October 11 1999 - 60 Rams*

Rams for private sale and semen available.

Annual Ewe Sale November 25 1999



At Pooginook we communicate directly with our valued customers, understand their requirements and seek to exceed their expectations



**POOGINOOK**  
**P/GK**  
**MERINO**

*"Thinking and breeding for the future"*