



Engagement - Exploration
Exchange – Education

Why MerinoLink Limited?

“We want to be at the leading edge of our industry.”

Michael Field, Managing Director, T.A. Field Estates Pty Ltd

“Data and information integrity, we need to be able to trust and believe it.”

John Sutherland, Pooginook Merino Stud Manager

Not-for-Profit Company

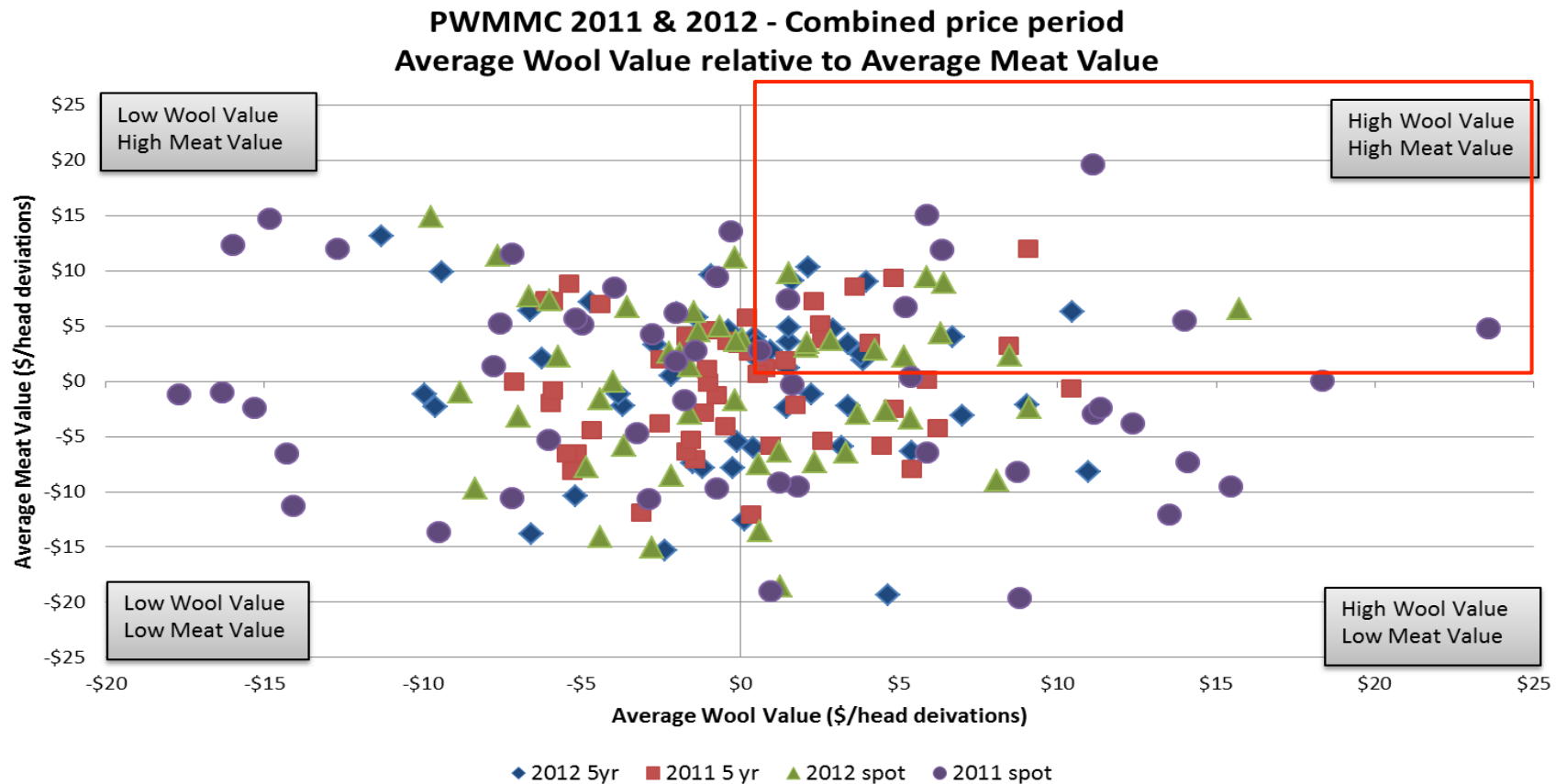
MerinoLink Limited

- Provide independent information
- Promote the profitability of Merino sheep
- Facilitate education and networking opportunities
- Facilitate and initiate trials, research and development to benefit members
- Is open to anyone to join

MerinoLink Limited

- ⦿ Data Integrity (independent benchmarking)
- ⦿ Communication (newsletters, reports)
- ⦿ Advocacy to industry and government
- ⦿ Access to technical expertise within the group and independent sheep advisors

A commercial focus



MerinoLink Projects

- Annual Conference – 5th March 2014
- Expanding Merino Challenge
 - Temora; SA; QLD
- Genomic Demonstration and Validation
- Sire Evaluation
- On-farm trials and demonstrations
- Working with other organisations
 - eg FarmLink

Membership Levels

- ◉ Ram Breeders
- ◉ Commercial Breeders
- ◉ Service Providers
- ◉ Corporate Partners
- ◉ Students

Member Demographics

- Members – NSW, Vic, SA, WA
- Running – 530,000 sheep
- Joining – 300,000 ewes

- Ram breeders – 50%
- Commercial breeders – 30%
- Service providers – 20%

To get involved contact

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