NEWS RELEASE
The Australian Superfine Woolgrowers Association are holding their annual seminar and fleece competition prize winners dinner on 2 May 2015 in Armidale.

The Seminar will include presentations from sheep industry experts catering for superfine woolgrowers who are focussing on solely merino focussed enterprises and who are diversifying that enterprise. A focus will be practical demonstrations showcasing eID tags, sheep genetics products and tools, fleece testing, plus wool comfort metre and handle metre demonstrations.

Cooperative Research Centre for Sheep Industry Innovation (Sheep CRC) CEO James Rowe will deliver the latest insights in the field of genomics, ram selection, and new electronic identification (eID) equipment for fleece selection and weighing.

“This is a challenging but potentially exciting time for Australian superfine wool growers, with the adoption of technology now reaching a tipping point that could result in major improvements to flock performance over the years ahead,” Prof. Rowe said.

“Genomics testing provides information on genetic merit of animals for a range of traits, including those that cannot be measured until late in life, such as adult wool traits.

“Used in conjunction with data measurement tools like eID can fast-track the development of your flock and help superfine wool growers remain profitable in this evolving market.”

Professor Rowe will be joined by a host of speakers including Sheep Genetics representative Hamish Chandler speaking about Australian Sheep Breeding Values (ASBV) for Merino and terminal ram selection, and ParaBoss executive officer Lewis Khan, who will offer an update on the Barber’s Pole worm vaccine.

Other important updates will be delivered by AWI, AWEX and AWT. A key topic of the seminar, bringing buyers and producers together, will be ‘what do the buyers want’? What is the importance of crimp and curvature? There will be a discussion on curvature and a project update on the KnitExtra Project, a collaborative project between AWI and ASWGA which is seeking to establish the difference which high crimping merino wool makes to knitwear. Other highlights will be a presentation from Australian Country Spinners on their recent experience marketing superfine merino in the USA, and a panel of highly regarded wool buyers discussing their submissions to the AWI Wool Selling Systems Review.

The day promises to bring together recent technological developments and practical demonstrations to drive more profit from your merino enterprise and keep abreast of recent issues.

The ASWGA members & guests, prize winners dinner will be held at Merilba Winery, Kingstown to celebrate the winners of the ASWGA National Fleece Competition.

When: Saturday, 2 May 2015 - (9am – 4pm)
Location: ASWGA Seminar – Wright Lecture Theatre, University of New England
Cost: $30 per person – Seminar Only (To cover refreshments on the day – morning/afternoon tea and lunch provided)
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