



THE MACKINNON PROJECT

Invites you to a Seminar on
Running a high profit prime lamb flock

Tuesday 30th March 2010, 9:00am

University of Melbourne Faculty of Veterinary Science, Large Lecture Theatre
250 Princes Highway, Werribee Melways Map Ref: 206 G5

Many producers are changing their farm enterprise mix, especially in view of high lamb and sheep meat prices. Interest in change from merinos has increased with the potential withdrawal of mulesing too. The trend to expanding lamb production is increasing, but like with all enterprises, benchmarking shows enormous variation in productivity and profitability. The lamb industry is no exception to this. For many producers, changing from wool production is unfamiliar territory and a good wool enterprise does not necessarily translate to a profitable lamb enterprise. Likewise, many long term prime lamb producers can fine tune their existing business to become more profitable. Changes to enterprise structure can be especially challenging with high replacement ewe prices. The seminar covers a range of important issues relating directly to prime lamb production. This includes examining the important characteristics of different prime lamb enterprises, providing information on the productivity of different breeds many producers are interested in. The seminar will provide unbiased and objective information that should allow you to make better informed decisions to improve the profitability of your wool and prime lamb enterprises.

SEMINAR PROGRAM

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| Registration | 9.00 am |
| Welcome and Opening remarks | 9.25 am |
| Session 1: | |
| Sheep Meat: Flash in the pan or in for the long haul? | 9.30 am |
| - Wendy Voss, Senior Analyst, Food and Agribusiness Research Unit, Rabobank | |
| Session 2: | |
| Key profit drivers of prime lamb enterprises and profitability of livestock enterprises | 10.15 am |
| - Lisa Warn, Mackinnon Project, The University of Melbourne | |
| Morning Tea | 11.05am |
| Session 3: | |
| The Maternal Central Progeny Test: Which breeds are the best maternal breeds? | 11.30 am |
| - Dr Leo Cummins, 'Ivanhoe', Cavendish. | |
| Session 4: | |
| Using the best genetic information to select terminal sires for your prime lamb enterprise | 12.15 pm |
| - Dr Stuart Barber, Faculty of Veterinary Science, Parkville | |
| Lunch | 12.45 pm |
| Session 5: | |
| The characteristics of a profitable composite prime lamb enterprise | 1.45 pm |
| - Dr Colin Earl, Multimeat Composites, South Australia | |
| Session 6: | |
| The true cost benefit of pregnancy testing ewes | 2.30 pm |
| - Associate Professor Andrew Vizard, Mackinnon Project, The University of Melbourne | |
| Session 7: | |
| The return on investment of manipulating fertility and other management strategies | 2.45 pm |
| - Dr John Webb Ware, Mackinnon Project, The University of Melbourne | |
| Close | 3.15 pm |



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