



AWI funded **\$6.7m**, over four years 2006-10 and a further **\$0.42m** over two years 2011-13.



Benefit to Australian growers estimated between **\$6m** and **\$21m**.

This represents a return of **\$13** to **\$44** on every dollar invested (by AWI and growers) during 2011/12 to 2012/13.

ISSUE

- Improving reproductive success in Merino flocks is a key profit driver, and a key opportunity is providing growers the skills, knowledge and confidence to manage ewe reproduction to improve the welfare of their breeding flock and increase the profitability of their business.

PROMISED BY AWI

- To assist wool growers better understand the nutritional requirements of ewes and how feed budgeting (including the use of supplements) should be based on ewe target condition scores.

DELIVERED BY AWI

- A training course in investment partnership with Rural Industries Skills Training (RIST), Victorian Department of Environment, Land, Water and Planning and the West Australian Department of Agriculture and Food. Delivered by RIST to assist growers gain knowledge and practical skills across a number of key sheep nutrition management principles.
- Key teachings included:
 - Whole farm profit can be increased by managing ewes to achieve condition score targets.
 - Condition scoring involves the use of a simple and quick assessment tool for managing ewes to targets.
 - Lambs grazing more pasture during lactation grow faster and are more likely to survive post weaning.



BENEFIT TO WOOLGROWERS

- Potential to increase lambing percentages and lifetime wool revenue with 11% increase in number of lambs marked, 43% reduction in ewe mortality and the potential to increase rates of genetic progress.

PLANS FOR THE FUTURE

- AWI will focus on providing training to help producers apply knowledge and skills in managing merino reproduction to increase net reproductive rate and reduce ewe mortality.



The figures represented were generated by an independent economic analysis of AWI's investment in this program. AWI undertakes this level of analysis prior to making investment decisions to verify the benefit to growers; during the program to ensure the investment is on track; and at the end of the project to report outcomes of the investment.