

# SIRE EVALUATION MADE EASY VIA NEW WEBSITE

The recently updated Merino Superior Sires website makes it easy to identify and compare a diverse range of Merino sires for a wide range of traits and provides access to detailed information regarding Merino Sire Evaluation in Australia.



The Australia Merino Sire Evaluation Association (AMSEA) is a not-for-profit organisation that oversees Merino Sire Evaluation across a range of sites located throughout Australia. These sites provide unique opportunities for ram breeders and buyers to compare the genetic performance of individual rams with other leading sires entered in 10 current independent sites across Australia.

With the support of AWI, AMSEA collates and analyses the data from sire evaluation

The **Sire Search** function is available in the header menu, which is accessible from all pages within the website.

MLP Project information and reports can be found via the **MLP Project** tab in the header menu which is accessible from the all pages within the site. Scroll down through the MLP Project information to locate MLP Reports which are sorted by site: Balmoral, Macquarie, MerinoLink, New England and Pingelly.

sites and publishes Site Reports and Merino Superior Sire Reports on the recently redeveloped website [www.merinosuperiorsires.com.au](http://www.merinosuperiorsires.com.au)

The improved website provides useful information on the Merino Sire Evaluation program and allows ram breeders and buyers to easily identify and compare sires based on the breeding performance of their progeny. This has been achieved through the use of interactive search functions and intuitive navigation to create an easy and rewarding user experience.

The website also includes reports from the Merino Lifetime Productivity (MLP) project, an exciting collaboration between AWI and AMSEA designed to capture lifetime data across diverse environments and Merino types to help better understand and deliver Merino ewe lifetime performance outcomes for the Australian Merino industry.

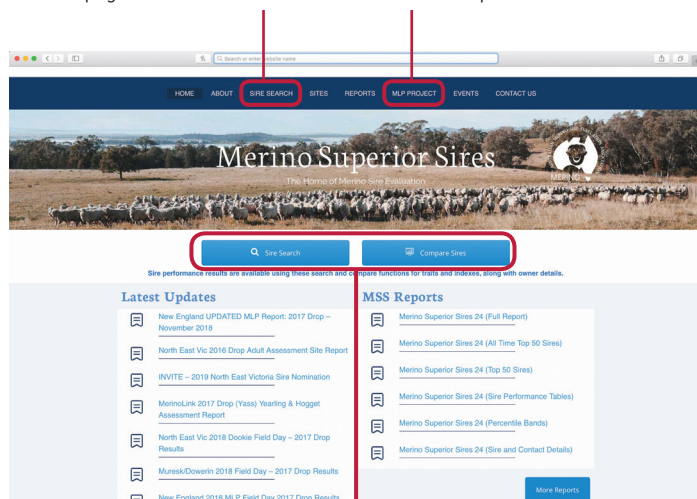
Useful information available through the website includes:

- Site information for those interested in learning where the sites are and how they operate
- Detailed sire performance data as well as search and comparison functionality

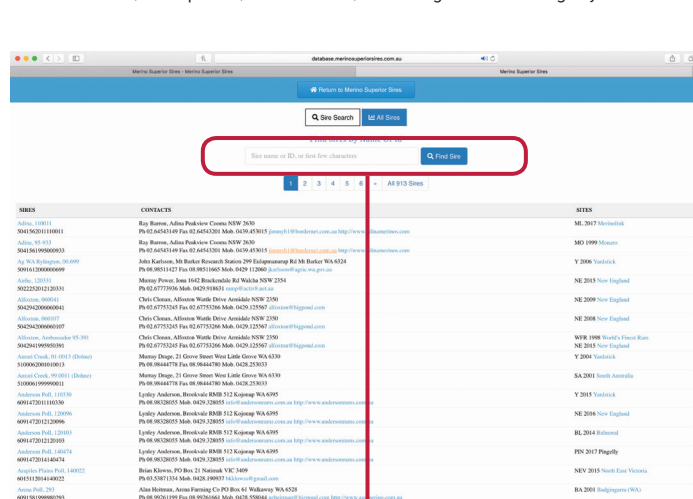
- Detailed reports including:
  - AMSEA Site Reports including adjusted sire means, within-site (flock) breeding values (FBVs) and visual classing results for the sires entered at each site
  - MLP Reports which include raw data, adjusted sire means and within-site (flock) breeding values (FBVs) for both wool and carcass traits as well as visual classing results
  - Merino Superior Sire Reports covering all AMSEA and MLP sites and listing the top 50 sires for Indexes, as well as Australian Sheep Breeding Values (ASBV) for wool, carcass and breech traits, along with results from visual classing
- Event information including Merino Sire Evaluation and MLP field days.

Visit [www.merinosuperiorsires.com.au](http://www.merinosuperiorsires.com.au) today to find out what sire evaluation can do for your business.

**MORE INFORMATION**  
[www.merinosuperiorsires.com.au](http://www.merinosuperiorsires.com.au)  
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The homepage showing the **Sire Search** and **Compare Sires** buttons.



First page in the **Sire Search** function with sires listed alphabetically. Sire and stud names or ID can be entered in the highlighted search box.