

# THE COOPWORTH ADVANTAGE

**Coopworth Genetics Australia (CGA) has launched the 2011 marketing programme based on the theme of: 'The Coopworth Advantage'**

The Coopworth system is built on the qualities of highly fertile ewes producing fast growing lambs in a self replacing flock. The alignment of the prevailing seasonal and market conditions has seen Coopworth breeders benefit from the superior traits of their sheep. Many commercial breeders have been able to successfully join their ewe lambs with outstanding results for very little cost obtaining up to 140% conception rates. To have the ability to bring a whole age group of ewes into production one year early provides a considerable advantage.

Returns from feeder lambs have been very good. With conception rates towards 180% in adult ewes, the high fertility of a Coopworth flock drives the supply of large numbers of feeder lambs. The extraordinary summer rains have provided good fodder crops and pasture this season. Coopworth producers have converted this increase in production in a very profitable manner. Spring drop wether lambs have maintained good growth rates and produced a high yielding 20-24kg carcass.

The high cost of buying replacement ewes has made the benefits of a self replacing system even more relevant. Avoiding the massive capital depreciation of the ewe flock adds to the bottom line of the prime lamb enterprise. The additional aspects of having the ability to tailor the traits that suit a producer's individual production system is also important. With the dedication to objective measurement CGA members breed sheep that have a quantifiable genetic value.

To be part of **The Coopworth Advantage** visit the CGA stand at Sheepvention in the Sheep Marquee and the Coopworth National Sale on the 24<sup>th</sup> October 2011.

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*Tim Johnston CGA Marketing*

