

24 May 2011



*Trade Mark of Excellence*

## **WOOL WOOL WOOL - *presented by ASWGA Goulburn Yass***

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Our Gold Woolmark in China will be the feature address to a seminar this weekend at Crisp's Gallery, Hume Highway Yass. "The Gold Woolmark campaign which targets the new executive business level in China will underpin the Australian superfine Merino raw wool market." Helen Cathles, President, Australian Superfine Wool Growers' Association said this week." This campaign is vital. We are only now receiving the same prices we did twenty-three years ago and cannot afford to see any lowering of the current market if the industry is to regain longer-term viability" she added.

AWI General Manager of Global Business Development, Sam Guthrie, who identified the China executive opportunity will make the presentation and include the future strategy to build the campaign's momentum.

The seminar has a strong presenter line up starting with Yass Superfine Merino wool producer John Ive, *Talaheni*, presenting 'Carbon on our farms'. John is the winner of many prestigious awards for his outstanding and extensive work on farm restoration including, most recently being awarded conservation farmer of the year for 2010. Also he was recently selected as one of thirty-four farmers nationally as part of the climate champions program.

Animal Health Australia's Dr Peter Dagg, Manager AUSVETPLAN, will make this year's animal health presentation. Peter will provide a brief overview of AHA and its programs, as well as cover EADRA and AUSVETPLAN. Few producers understand or are aware of the role played by AHA on the Australian farm. AHA CEO, Mike Bond commented, "at a recent FMD 'round table' meeting in Melbourne ASWGA was interested in the AUSVETPLAN message getting out to the 'grass roots' producers, and this provides a good opportunity."

The Seminar is on Sunday May 29 at Crisp's Gallery, Hume Highway Yass, starting at 11am and concluding around 3.30pm. A light lunch will be provided, all are welcome and there is no entry fee.

*More information – Robyn Ive, 02 6258 2661 E: [talaheni@webone.com.au](mailto:talaheni@webone.com.au)*

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