



meatup FORUM

**For the latest in red meat research and development
Northam, WA – 12 August 2026**

Made to Measure: EID Meats Sheep Genetics

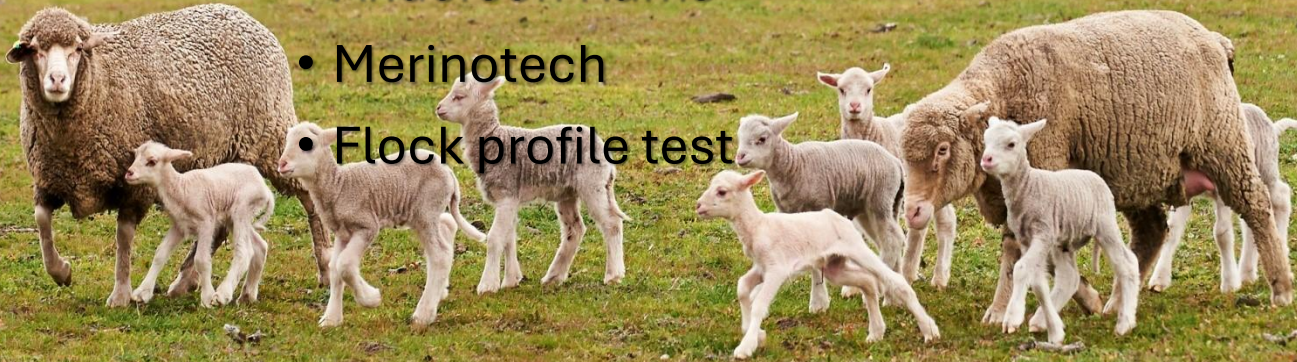
Marcus Sounness
Paper Collar Gully
Modern Merino Ram Breeding
Paper Collar Grazing Co

Measurable outcomes

- Using EID and sheep genetics to breed great Merino rams.
- EID is the key to unlocking a whole shed full of tools to supercharge your sheep genetics.
- Making the most of the facilities can lead to great genetic outcomes.
- This is one producer's journey and ambition which shows what is achievable with EID.

How it started

- We were breeding our own merino rams in the early 2000's
- Centre Plus WA then supplied rams for a while
- Anderson Rams
- Merinotech
- Flock profile test



A large orange circle is positioned on the left side of the slide, partially cut off by the edge.

Flock Profile showed where we were at

- Became more selective and focused with purchases
- Start Breeding rams again?
- Had already begun managing a group of “specials” but didn’t know what to do with it...





Moment of clarity

- Tom Granleese
 - Flock profile test pilot program
 - Genetics legend

The burning question I had for Tom

“We know where we are now but how do we move forward?”



Breeding your own top 10% rams within 3-4 years without performance recording

Tom Granleese – University of New England

1. Piggy-back off the hard work of performance recorders in Sheep Genetics
2. Know your breeding objective and stick to it
3. This principal works IF you only use outside-bred top 1% rams with ASBVS to breed your nucleus each year
4. This principal will not work if you compromise on point 2 and/or 3
5. This principal can work if you compromise point 2 by performance recording, joining Sheep Genetics and measuring pedigree, fixed effects and management grouping

Moment of clarity



Talked to a data nerd



Made a start preparing for
our first joining F0's



Had a clear idea of how to
do it without becoming a
massive nerd



F0 Lined up from a long way back

How we achieve success...

- Developed a breeding objective
- Don't promote ewes into the nucleus
- Use electronic tags to enable the collection of individual animal performance data



Breeding objective in a nutshell

- Develop a robust, productive, fertile flock that produces profit in a variable environment.





What we will not do under any circumstances...

Join sheep
genetics

AI
program

MateSel

Genomics

Sell rams

How its going...

We joined sheep genetics

We started an AI program (but we definitely won't AI the maidens)

We now AI the maidens

Full Genomics

MateSel

2025 Started selling rams

How its going

- Traits
- Sustainable Merino Index (SM)
- Genetic gain
- Data quality





Linkage

Fleece



Wts



Carcase



Wec



Reproduction



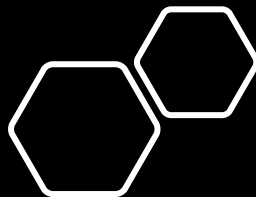
Wrinkle



Dag

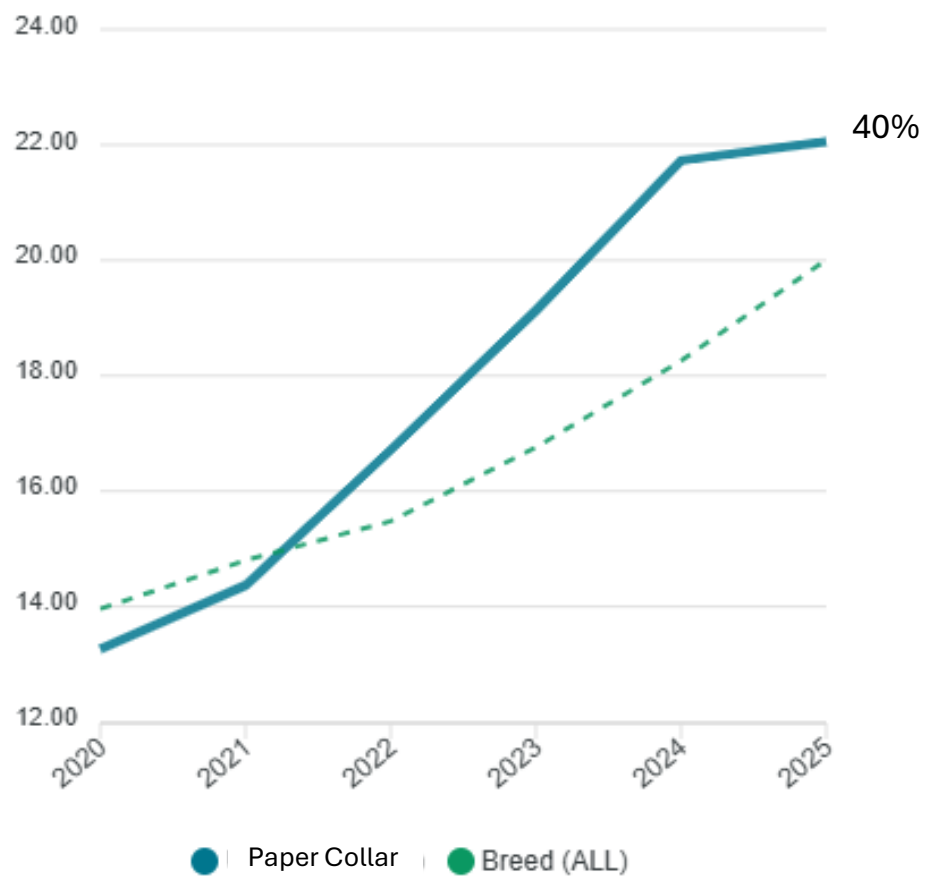


Visual Wool



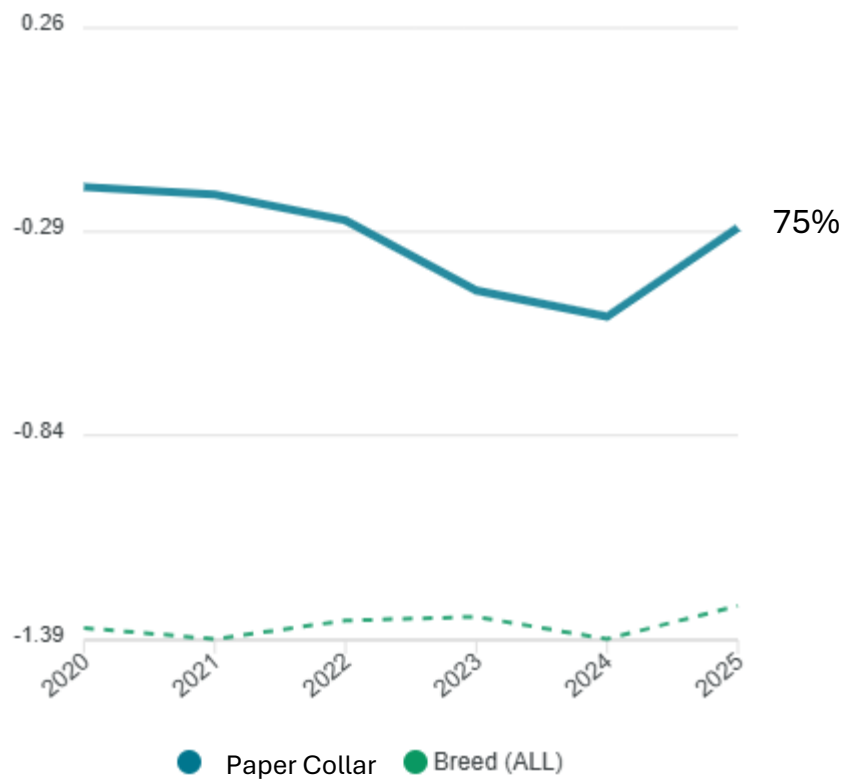
YCFW

Yearling Clean Fleece Weight average per year

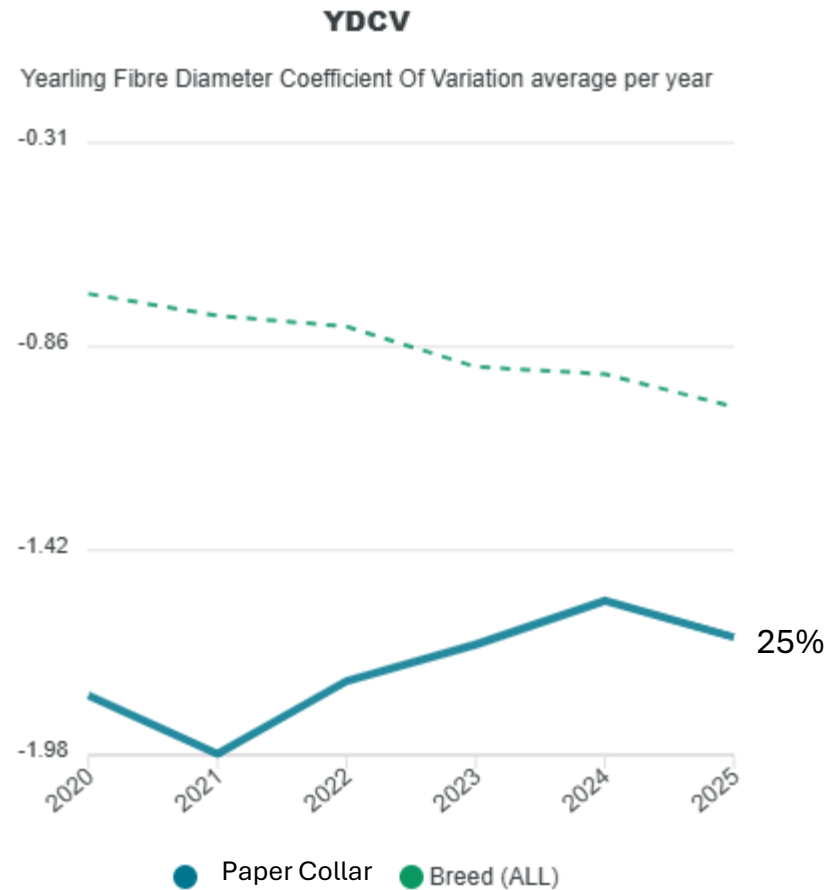


YFD

Yearling Fibre Diameter average per year



What's the
deal with CV?
Wool quality



What's the deal with CV?

Beyond wool quality

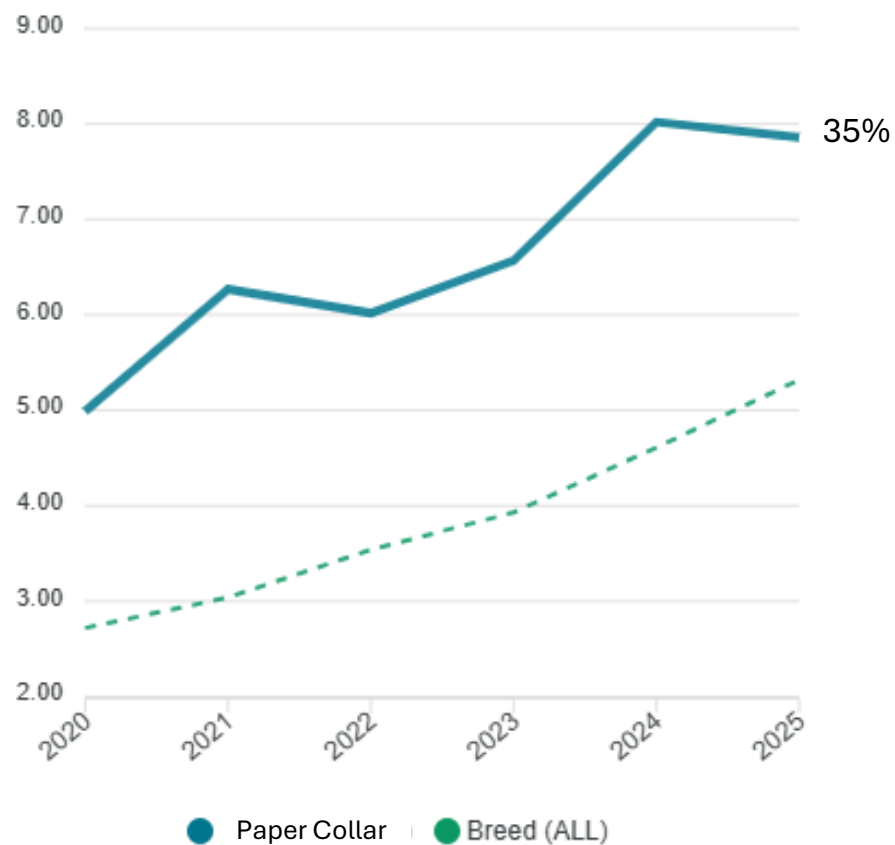
Sheep w

1. High
2. High
3. Better
4. More
5. Improved
6. A greater
7. A lower



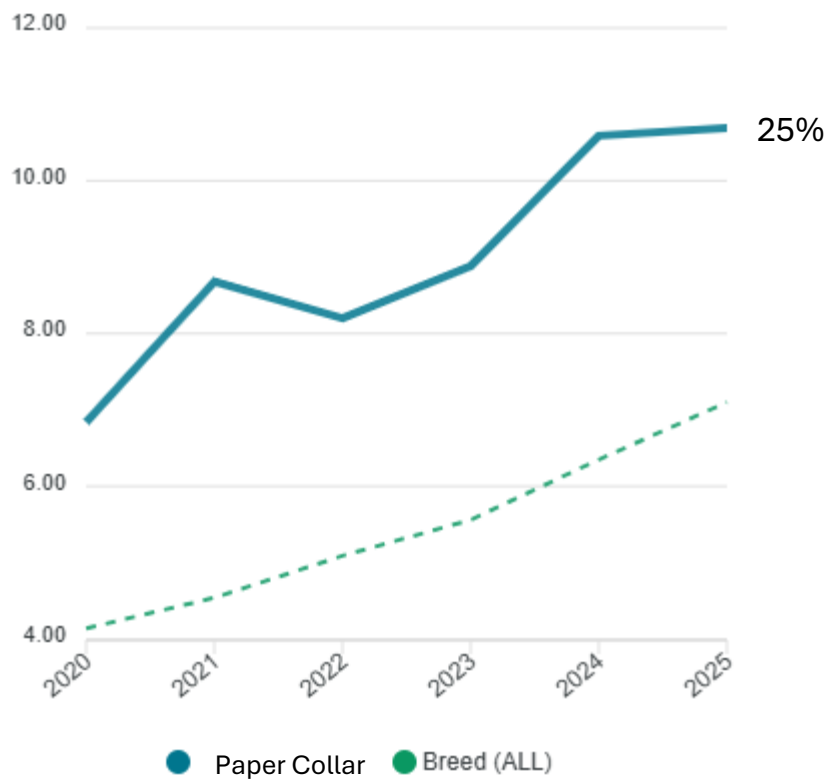
PWT

Post Weaning Weight average per year



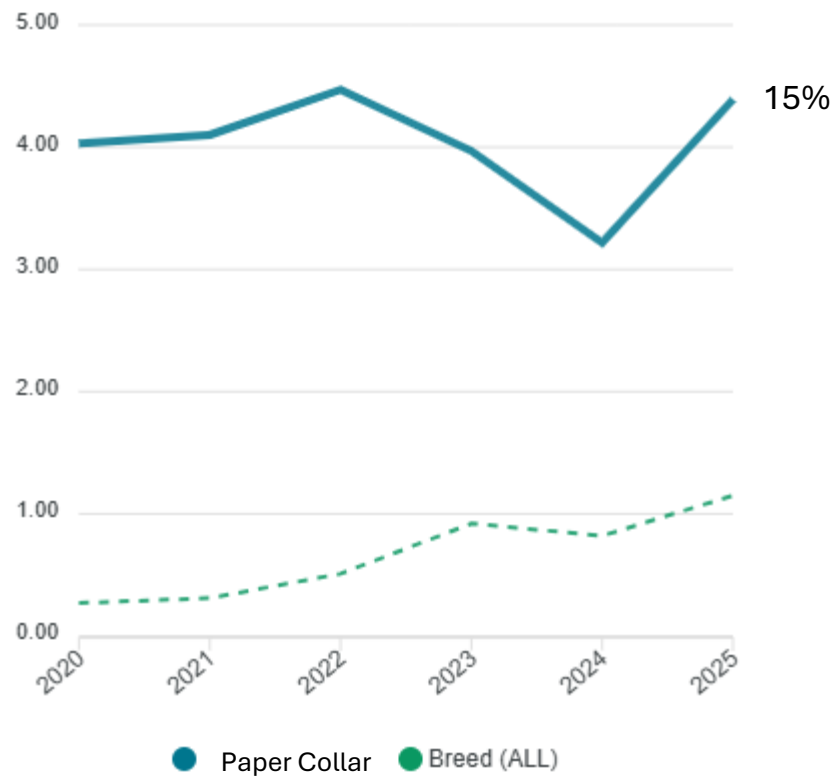
YWT

Yearling Weight average per year



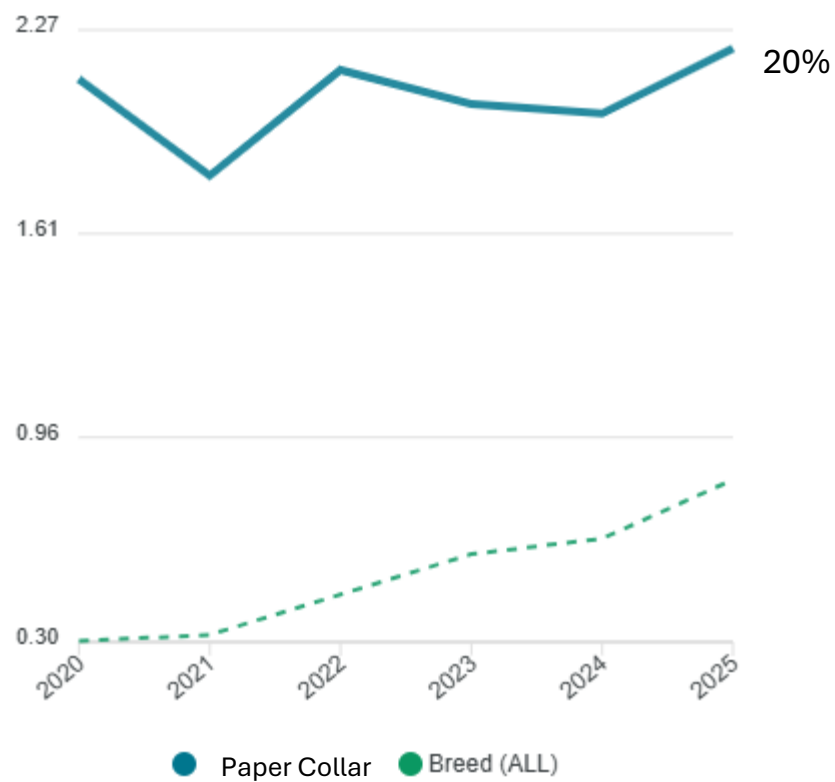
YSS

Yearling Staple Strength average per year



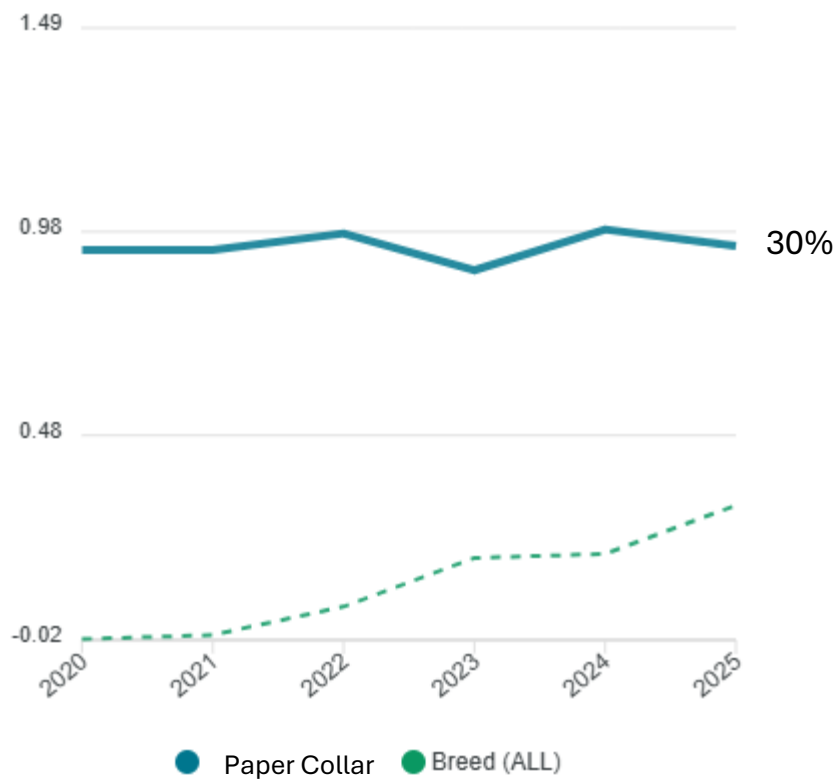
YEMD

Yearling Eye Muscle Depth average per year



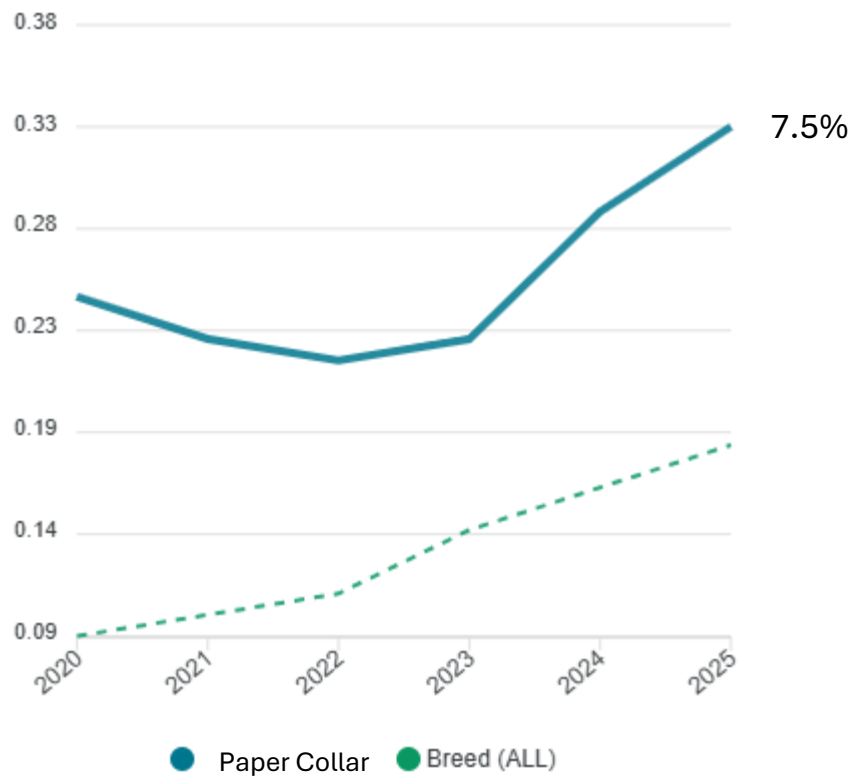
YFAT

Yearling Fat Depth average per year



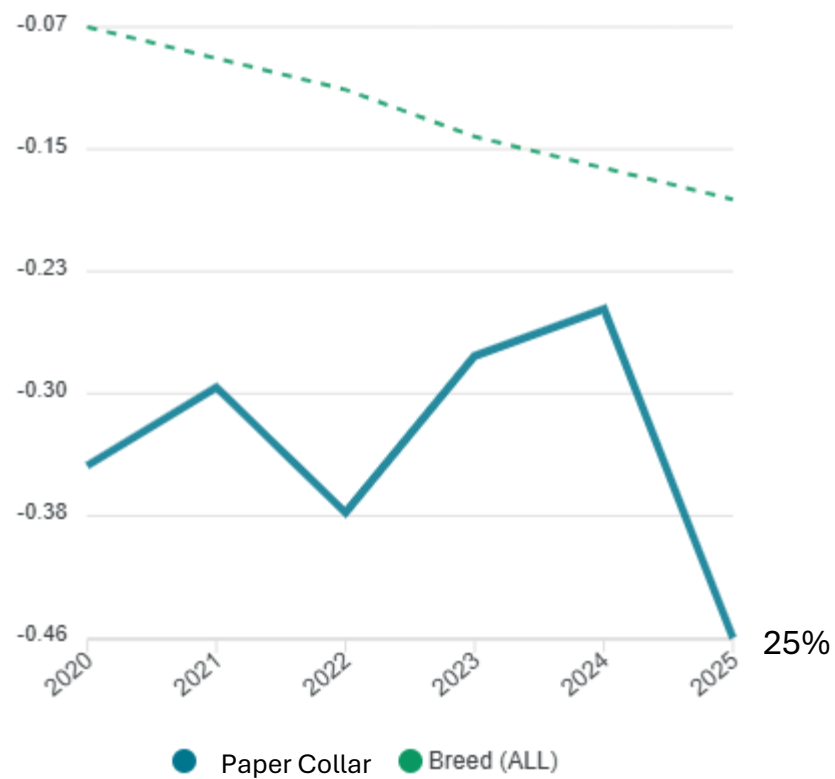
WR

Weaning Rate average per year



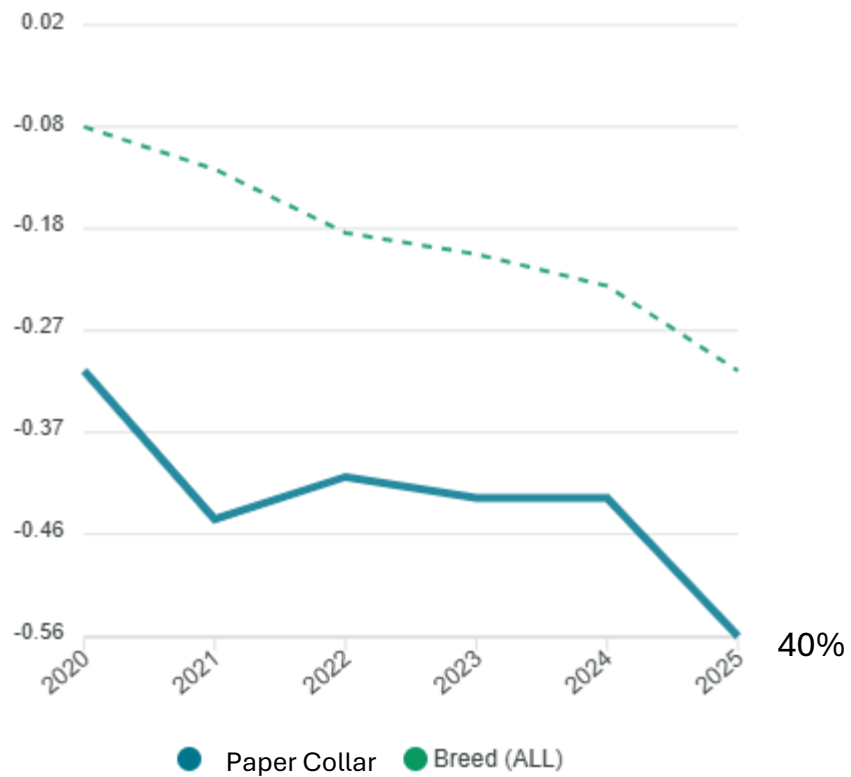
EBCOV

Early Breech Cover average per year



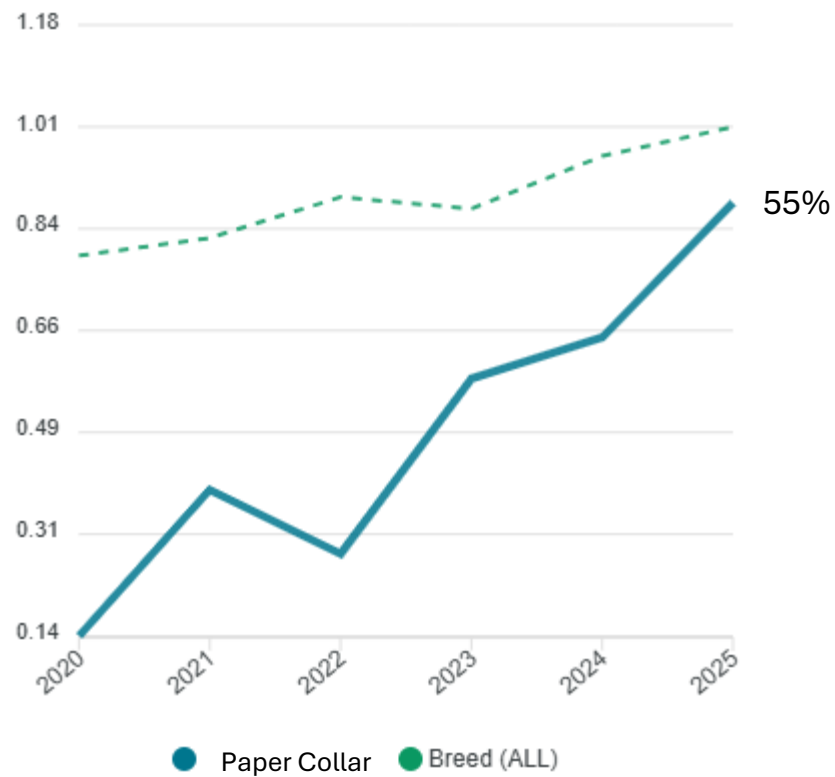
EBWR

Early Breech Wrinkle average per year



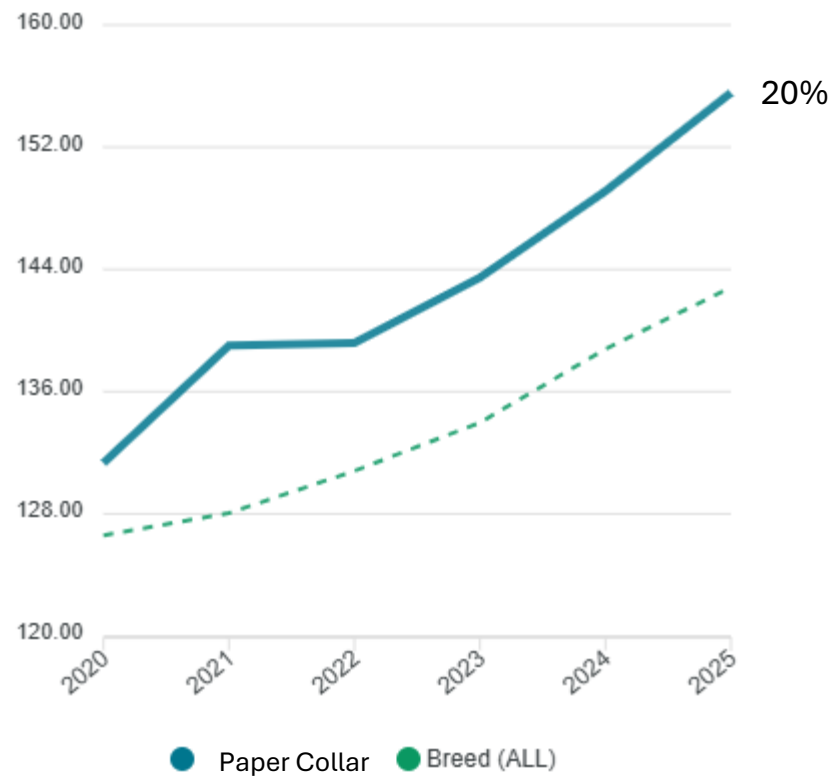
LMY

Lean Meat Yield average per year



SM

Sustainable Merino average per year





Congratulations to

PAPER COLLAR

509332

ENDING

2024

WITH



STAR

DATA QUALITY

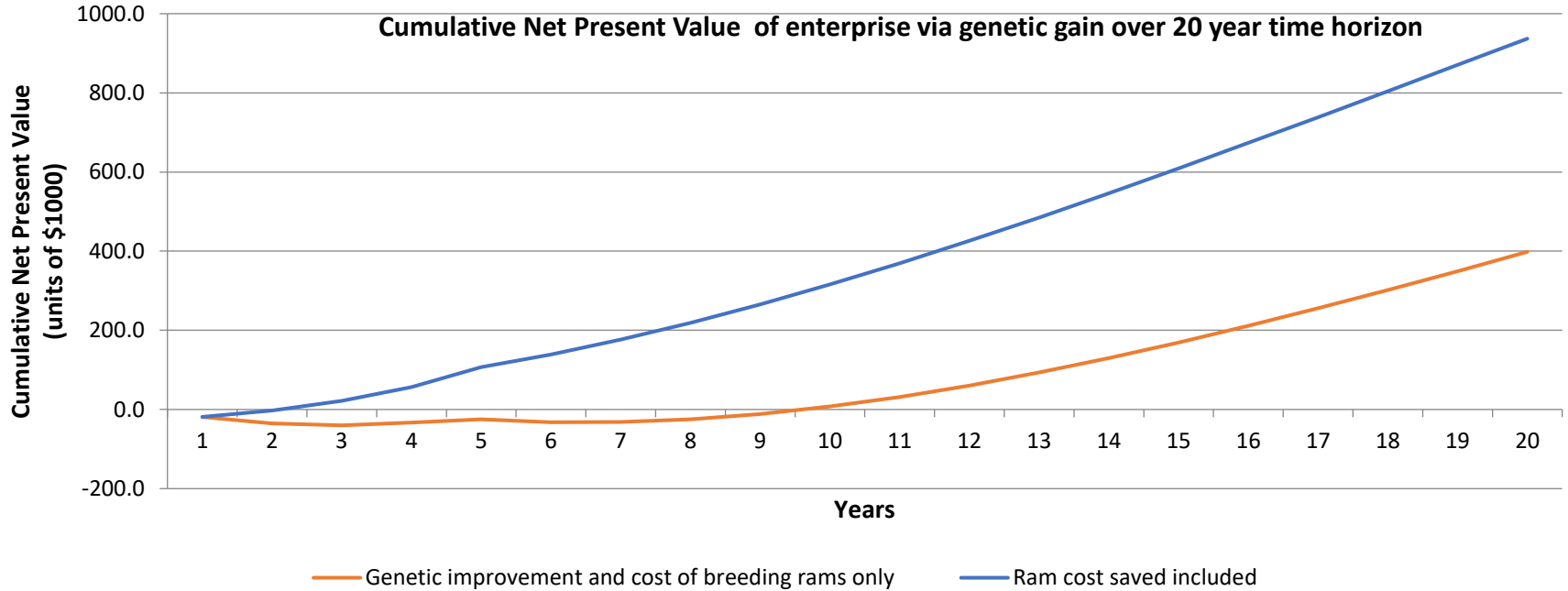
Sheep Genetics would like to congratulate and thank you for your hard work and dedication to collecting and submitting high quality data.



Analysis: 7th of December MERINOSELECT & 15th of December LAMBPLAN 2024

What's our Motto?





Economic Analysis of MLP data

- The difference between the highest and lowest performing sires represents approximately 28% of average farm profitability.
- For a property with sheep grazing country, running 2,000 breeding ewes selecting superior genetics versus lesser genetics could alter farm profit by \$40,000 per annum.

Take home messages

- Anyone can use EID to improve their genetics
- If you measure it you can manage it.
- If you can manage it you can supercharge it.

MLA and relevant tools and resources

- Sheep genetics

Anyone
Can Cook

★★★★ but ★★★★★

only the

Fearless
Great
can be
Chef Gusteau

