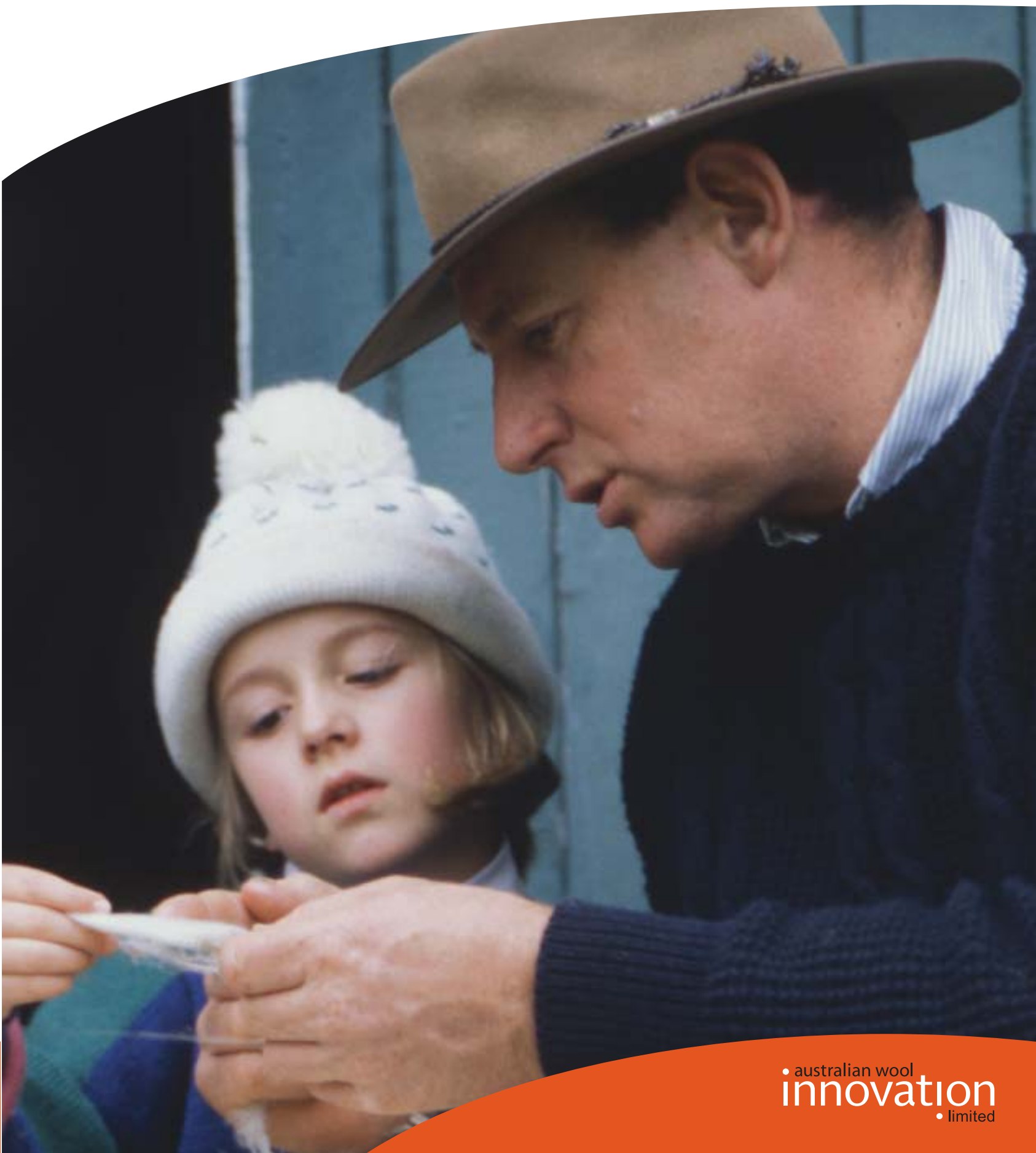


Planning for profit

A practical guide to assist woolgrowers recover from drought





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INTRODUCTION

The Australian sheep flock has been through a period of low prices and more recently, poor seasons. The national flock is now smaller than at any time in the last fifty years and the challenge is to rebuild to provide sustainable profits as well as sufficient product to meet customer demand.

As farm businesses come out of drought, the available resources are often limited and there is always a trade-off between selling stock to maintain cashflow, particularly when prices are high, versus the need to retain stock to return the business to full productivity as quickly as possible.

The information in this publication aims to identify and discuss a range of strategies available for wool producers. The focus is on principles which will apply over broad areas, but the examples used may be based on a specific district or circumstance. While each strategy will not apply to each and every flock, the key is to identify which strategy applies in your situation and adapt the information accordingly.

Planning for profit - a practical guide to assist woolgrowers recover from drought covers pasture utilisation, through flock fertility and weaner management to genetics - all-important components of flock recovery strategies. They are presented in an order that relates to a suggested approach to identifying priorities at the individual flock level, starting with the easy options which are still critical but in some cases at a higher cost.