

# BOGO MERINOS

*“High Performing Merino & Poll Merino Genetics”*

## BREEDING OBJECTIVE

A well defined and measurable long term breeding objective is important in any breeding program as it sets a consistent breeding direction for the flock. It also provides the basis from which to measure genetic improvement, sets long term production goals and helps make faster progress towards that goal.

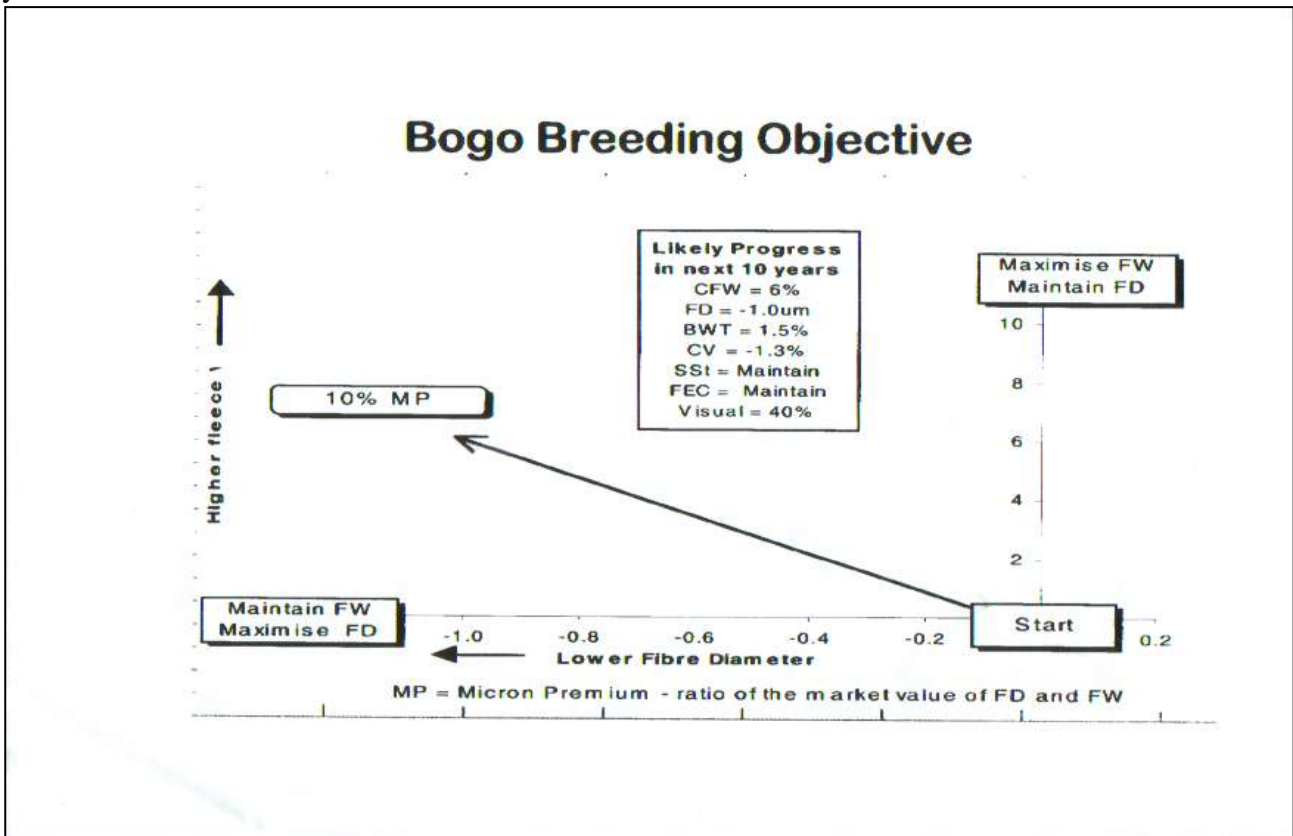
Because genetic progress in client flocks follows the progress in their ram supplier’s flock, it is of vital importance that stud breeders can define the direction of their breeding program and demonstrate the progress being achieved.

Our breeding objective is a combination of measured and visually assessed traits that we believe have a direct effect on profitability.

### Measured Traits

The Bogo Breeding Objective reflects the traits we believe contribute most to returns. The greatest weighting is given to the traits that have the biggest impact on profitable wool growing. In response to long term market trends and predicted market requirements the most emphasis is placed on reducing micron, increasing fleece weight and body weight whilst slightly increasing staple strength. Faecal Egg Counts are also used to select sires with resistance to internal parasites at 20% of the potential genetic gain.

The following graph demonstrates our predicted genetic gain for measured traits over the next ten years.



## Visual Traits

In addition to the measured traits described above emphasis is placed on visually assessed traits that are of vital importance in any breeding program.

Our aim into the future is to continue to improve these visually assessed traits to ensure our sheep are capable of thriving whilst being even more productive and will do so in all environments.

We select for animals that are:

- Structurally sound
- Good “doers”
- Long bodied
- Plain bodied

With wool that is:

- Long stapled
- Free growing
- Deep crimping
- Well nourished
- Lustrous
- Soft handling

