

# Kerin Poll

## Merino

**MEDIA RELEASE  
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## **Introducing Kerin Poll – the industry's newest Merino Stud**

YEOVAL'S Nigel and Kate Kerin are bucking industry trend.

While some are dispersing their Merino studs, these central NSW breeders, from south of Dubbo, have established the industry's newest Merino Stud – Kerin Poll – and the Kerins have big goals to bring the future's Merino genetics to producers today.

Nigel Kerin, who was named 2008 NSW Farmer of the Year, said his new stud would hold an inaugural on-property field day on September 17, followed by an offering of 120 rams at the stud's inaugural on-property ram sale on October 11.

"Kerin Poll sheep are highly-fertile with exceptional length of loin, plain-bodies, and they cut a solid eight kilograms of 19-micron wool a year," he said.

"We're producing the ultimate maternal Merino because we believe fertility is hugely important to ensuring profitability in this industry, especially in a highly variable climate.

"We join our ewe lambs at seven months old, and our main flock of breeding ewes consistently achieves over 132% lambing.

"These high lambing percentages allow us to market surplus ewes at four years old, when they're still in their prime and can attract top market prices."

The notion that Merinos were hard work had driven many out of the game, especially those from the younger generation, but Mr Kerin had a goal to reverse that trend – and he would use figures to back himself up.

"We have a strong idea for what makes a profitable Merino and have huge faith in the strength of the industry going forward if more people adopt this type of Merino," he said.



"Our business includes Merino breeding, composite sheep breeding, winter cropping and cattle trading, and benchmarking results over the past seven years have shown our Merino enterprise consistently comes out on top for profit per hectare.

"The one thing we're looking forward to is bringing a fresh perspective and changing the perception that the Merino is the poor cousin of the sheep industry.

"A modern Merino genetic package with good management will exceed the risk-to-reward offered by cropping over a five-year period and in a highly-variable climate.

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“Our aim is to get people back into Merinos – the ones that make money, not history.”

Kerin Poll will host its inaugural on-property information field day at “Karuga Park”, Yeoval, on September 17, followed by its inaugural on-property sale on October 11.

**For more information, visit [www.kerinpoll.com.au](http://www.kerinpoll.com.au) or contact Nigel Kerin at (02) 6846 4070, (0427) 464 070.**

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ATTENTION MEDIA: Please feel free to add Nigel Kerin's details to your contacts file to call on him in the future for industry comment, etc.

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