



# The South Australian Sheep Industry Blueprint

An initiative of Livestock SA and the SA Sheep Advisory Group

## Whole-of-industry at Blueprint table

WITH JANE KELLOCK

Working Group member Jane Kellock says relationships are the cornerstone of the Blueprint.

“When the Working Group sits down to have a Blueprint meeting, we have the whole value chain at the table,” she says. “That is an incredibly effective way for everyone to get the whole-of-industry message and agree on a united direction.

“We also have a really good relationship between the industry and the government and also with the University of Adelaide, and we have been able to point them in the right directions for research projects that will benefit producers.”



Jane and husband Greg run a 2500-head Merino wool flock and, with a small feedlot, trades as many as 5000 meat sheep a year. She is on the SA Sheep Advisory Group and was part of the producer impetus behind LambEx in Adelaide in 2014.

“In my personal opinion I believe we not only need to, but will be, growing sheep numbers right across our state,” Jane said. “A lot of mixed farmers here went out of sheep, and the no-till movement accelerated that. But off the back of LambEx, where a lot of people made a lot of good connections, and with current prices as well, there is a resurgence of interest in running sheep.”

Jane says the Blueprint is essential to help push along the long-term revival of the sheep and wool industry.

“At a recent meeting with AWI, we were told they are relying on SA to lead the way in sheep numbers because ours have not fallen as badly as other states,” she said.