

**MEDIA
RELEASE**



The South Australian Sheep Industry Blueprint

– a plan for industry growth from 2015 to 2020

Tuesday, March 29, 2016

SA sheep sector in \$320 million Blueprint strategy boost

A FIVE-year strategy to unite the South Australian sheep industry value chain and boost profits by \$320 million will be launched on Tuesday, April 12, at Hahndorf.

The South Australian Sheep Industry Blueprint aims to grow the state's flock production and value from \$1.48 billion in 2015 to \$1.80 billion by 2020.

Blueprint Working Group Chairman Allan Piggott, a producer near Tailem Bend, said it was an outstanding opportunity to secure a bright future for SA's world-leading sheep and wool industries.

"SA has a fantastic sheep and wool industry employing 15,000 people on 7000 properties," Mr Piggott said.

"The Blueprint will develop a united value chain workforce plan to 2020 and beyond to attract new and energetic people to the industry.

"It will also act as a conduit for greater research, development and extension collaboration along the value chain at a regional, state and national level."

The Blueprint launch will be held in conjunction with the inaugural Meat Standards Australia Excellence in Eating Quality Awards. The dinner and awards will feature Wallabies legend Tim Horan as a special guest speaker. The two-time World Cup winner with the Wallabies has a strong affinity with rural Australia.

Other speakers at the Blueprint launch and forum include Meat & Livestock Australia Managing Director Richard Norton, Australian Wool Innovation General Manager R&D Dr Paul Swan, Mitchell Wool Chief Executive Officer Steven Read and Kangaroo Island Wool Director Felicity Salkeld.

AWI Program Manager Reproduction Dr Andrew Thompson, MLA General Manager Red Meat Innovation Dr Alex Ball and Leahcim Poll Merino and White Suffolk Stud's Andrew Michael will speak on increasing lamb survival and weaning rates, advances in meat science and carcass grading and breeding for the future.

Mr Piggott said the launch was a landmark occasion for SA's sheep and lamb industry.

"It's an exciting time to be a sheep producer, and none more so than in SA," he said.

“The five key objectives that the Blueprint focuses on have all been developed in conjunction with industry stakeholders and will ensure we have the most effective use of available funds to grow the SA sheep industry.”

Members from Livestock SA and the South Australian Sheep Advisory Group will also attend the forum, giving producers an opportunity to discuss important issues with key people in their industry.

The Blueprint is an initiative of Livestock SA and South Australian Sheep Advisory Group and is supported by Primary Industries and Regions SA and the University of Adelaide.

To attend the free Blueprint launch and forum please RSVP to MLA by Friday, April 1 by emailing events@mla.com.au or calling 02 9463 9391.

The event will be held at the Adelaide Hills Convention Centre, 145A Mount Barker Road, Hahndorf. Registration opens at 10.30am, with the forum starting at 11am, and concluding at 8pm.

ENDS

Details:

SA Sheep Industry Blueprint Launch, Adelaide Hills Convention Centre, Hahndorf, Tuesday, April 12, 10.30am-8pm.

More information:

Visit <http://www.livestocksa.org.au/blueprint>

Media interviews:

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