Sheep CRC overview and a personal industry perspective

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CRC for Sheep Industry Innovation

Overview
New CRC =

Industry needs + consumer focus

Transformation of sheep
Transformation of wool
Transformation of meat

Transform rate of adoption
Summary of key outcomes

Sheep
  • Easy care
  • Reproductive efficiency

Wool
  • Comfort
  • Whiteness and photo-stability

Meat
  • Lean meat yield
  • Quality and nutritive value
Transformation of the Sheep

- Welfare
- Environment
- Labour
- Profitability
Transforming wool - new markets

Deliver next to skin comfort

Specifications

White, photo-stable wool

Reduce chromophores
Transforming meat - Consumer demand

Leanness

Eating Quality
• Tenderness
• Juiciness
• Flavour

‘Muscling’

Nutritive value
• Omega 3
• Iron
• Zinc

Odour
Colour stability
Education and training

• 39 postgraduate completions
  – ‘Industry ready’ graduates
  – Scholarships to attract the best

• Industry training
  – Professional development

• Deliver undergraduate courses (Year 1)
Adoption & commercialisation

• End-user engagement
  – 4th generation
  – Definition of needs
• Livestock Library
• IP management and Communication
<table>
<thead>
<tr>
<th>Description</th>
<th>Amount (million)</th>
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<tbody>
<tr>
<td>DEST grant</td>
<td>35.5</td>
</tr>
<tr>
<td>Participants tied cash</td>
<td>20.7</td>
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<tr>
<td>Participant's staff, in-kind</td>
<td>30.5</td>
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<tr>
<td>Participant's non-staff in-kind</td>
<td>24.2</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>110.9</strong></td>
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July 2007 Northern wheatbelt