



## 10<sup>th</sup> World Merino Conference

## Introduction to the conference program:

### *General Objectives:*

To organize a Program for the 10<sup>th</sup> World Merino Conference with a high level of excellence and interest that is attractive to the world's Merino breeders as well as the local community.

Such a program must be in line with the rest of the general activities already planned for this event, including the program of visits around the country.

The conference is conducted under the auspices of the World Federation of Merino Breeders (WFMB) following established guidelines.

### *Objectives of the Conference program:*

- That participants have access to specific data and Information about the production of Merino in different producer countries through the standardized presentation of specific information (Taking Stock Section).
- Discuss and review different topics related to the production of the Merino, the present situation, and particularly the perspectives.
- Clarification of the topic of climate change worldwide, discussing likely consequences from a scientific and pragmatic point-of-view.
- In relation to Merino wool production, looking at the international market situation, the present demand and future trends. Also, the important reference to changes that are occurring in the world demand for wool products in relation to environmental issues, animal welfare, etc.
- Looking in detail at the production of Merino meat; the situation of present supply; the participation of the Merino breed and its potential, particularly regarding the quality of the meat and likely trends.





# 10<sup>th</sup> World Merino Conference

*The quality of global Merino production*

## Conference program:

Day: **12<sup>th</sup> April** (Thursday)

8.00 – 9.00

**Registrations**

9.00 – 9.30

**Inaugural Session:**

- **Welcome by Chairmen:** Organizing Committee (Diego Otegui) and WFMB (Tom Ashby).
- **Introduction to the Conference Program** by the Program Coordinator (Roberto Cardellino)

**Inaugural Conference:**

"Uruguay, agri-exporting country...." Speaker: Antonio Carámbula (Uruguay XXI).

**Plenary Sessions:**

1.- TOPIC: "Taking Stock" (the present situation and perspectives of Merino wool and meat production in different countries).

Moderator: Magdalena Platero- *Farm Advisor, Uruguay*

**Presentations:**

9.30 – 9.50

**Australia:** Peter Meyer

11.20 – 11.40

**New Zealand:** Ron Small

9.50 – 10.10

**Uruguay:** Fabio Montossi

11.40 – 11.55

**Portugal:** Tiago Perloiro

10.10 – 10.30

**South Africa:** Gert Smit

11.55 – 12.00

**USA:** Tom Filbin

10.30 – 11.00

**COFFEE BREAK**

12.00 – 12.15

**Questions**

11.00 – 11.20

**Argentina:** Alberto Paz

12.15 – 14.00

**LUNCH**

2.- TOPIC: "Tackling important production issues: discussion of important and general issues related to the production of the Merino".

Moderator: Gustavo Peinado - *Private Consultant, Uruguay*

14.00 – 14.40

**2.1 - "Innovations, achievements and challenges of the Merino genetic improvement programs in Uruguay"**. Speakers: G. Ciappesoni, *INIA* and Diego Gimeno, *SUL, Uruguay*

14.40 – 15.20

**2.2 - "Genetic evaluation programs in major producing countries and future opportunities"**. Speakers: James Rowe, *CRC Sheep, AUS*, and Raúl Ponzoni, *University of the Republic, Uruguay*

15.20 – 16.00

**COFFEE BREAK**

16.00 – 16.40

**2.3 - "Dealing with the problem of internal parasites"**. Speaker: Daniel Castells, *SUL, Uruguay*

16.40 – 17.20

**2.4 - "Climate risk management in the agricultural sector"** Speaker: Walter Baethgen, *University of Columbia, USA*

17.20 – 17.30

**QUESTIONS**

17.30 – 18.00

**BREAK**

18.00 – 19.00

**OPENING CEREMONY** – Tom Ashby (*WFMB Chairman*), Juan C. Tafernaberry (*SCMU Chairman*), Liliám Kechichian (*Minister of Tourism*), Enzo Benech (*Minister of Agriculture, Uruguay*)

19.00 – 21.00

**WELCOME RECEPTION** – (Sheraton Hotel)





# 10<sup>th</sup> World Merino Conference

## The quality of global Merino production

### Conference program:

Day: **13<sup>th</sup> April** (Friday)

#### Plenary Sessions:

"HIGH QUALITY MERINO PRODUCTS FOR THE WORLD: WOOL AND MEAT"

8.30 – 9.10

**3. - TOPIC: "Merino Meat".** Moderator: Gustavo Brito - *INIA, Uruguay*

9.10 – 9.50

**3.1 - "Merino versatility for meat and wool production".** Speaker: James Rowe, *CRC for Sheep, AUS*

9.50 – 10.30

**3.2 - "Meat quality of Merino lamb and yearlings – how does it stack up?".**  
Speaker: David Pethick, *Murdoch University, AUS*

**COFFEE BREAK**

**4.- TOPIC: "Merino Wool"**

Moderator: Juan Pérez Jones, *Uruguay*

10.30 – 11.10

**4.1 - "Supply and demand for Merino Wool: What's gone right, and can it continue?".**  
Speaker: Chris Wilcox, *Director of NCWSBA, AUS*

11.10 – 11.50

**4.2 - "Merino wools from the perspective of the top making sector of Uruguay".**  
Speaker: Facundo Ruvira, *Tops Fray Marcos, Uruguay*

11.50 – 12.30

**4.3 - "Using on farm test data in innovative marketing for Merino wool from NZ".**  
Speaker: Craig Smith, *PGGW, NZ.*

12.30 – 14.00

**LUNCH**

**Merino Wool Session (Continued) - Moderator: Roberto Cardellino, DELTA agri-consultants, Uruguay**

14.00 – 14.40

**4.4 - "The demand, trends, new products and marketing of Merino wools".**  
Speaker: Marius Cuming, *Australian Wool Innovation*

14.40 – 15.20

**4.5 - "Sustainability of the wool producing and processing value chain".**  
Speaker: Raul Richero, *Textile Consultant, EU*

15.20 – 15.50

**COFFEE BREAK**

15.50 – 16.30

**4.6 - "International demand for Merino wools: The Natural Evolution of Formalwear in a Casual Connected World".** Speaker: Richard Boide, *Commercial Director, Dormeuil, France*

16.30 – 17.10

**4.7 - "The role of IWTO in the world fibre debate.... advocating the naturally sustainable".**  
Speaker: Peter Ackroyd, *President of IWTO*

17.10 – 17.30

**CLOSING SESSION –** Closing remarks by Tom Ashby (*WFMB Chairman*) and Diego Otegui (*Organizing Committee Chairman*)

17.30 – 19.30

**WFMB GENERAL MEETING –** WFMB delegates (25th floor Sheraton Hotel)

20.30 – 24.00

**CLOSING DINNER –** Golf Club - buses departing from Sheraton Hotel at 20:15