



# HAZELDEAN

LITCHFIELD

EST 1865



— Merino —

## From the start...

### **Celebrating 150 years**

2015 marks the 150th year of the Hazeldean Merino stud established in 1865 by James Litchfield. Since then the Litchfield family has been committed to breeding the most profitable sheep for the wool industry.

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*Hazeldean has been using measured performance longer than any stud in Australia - with fleece weights first measured in 1954*

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### **Our breeding objective**

Our focus remains improving those traits that can be objectively measured as well as our flock's structural and reproductive integrity. The end goal remains the same; breeding better animals with a view to better profits.



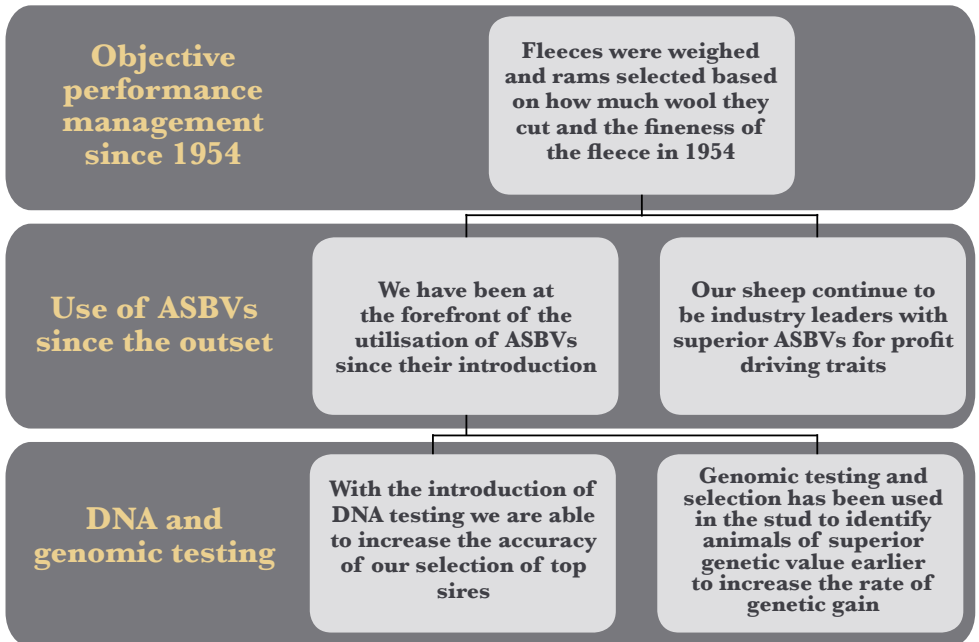
# We've been doing new things for a long time

## The most experience

Since 1954 stud rams have been selected based on fleece weights and fibre quality, making Hazeldean the stud that has implemented objective performance and breeding for the longest time in Australia.

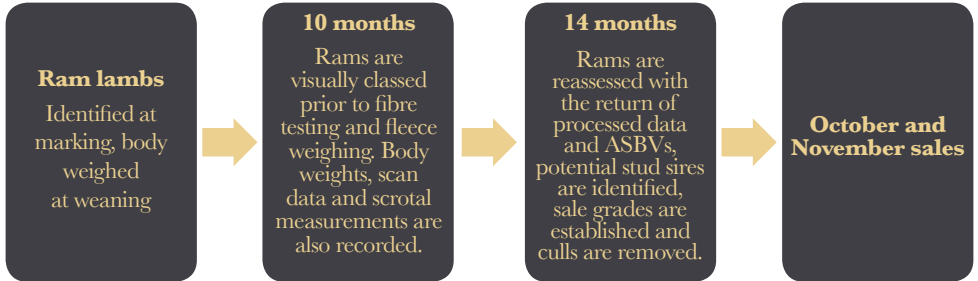
## Back yourself with our genetics

Our long history of stringent performance based selection mean that our sheep carry and disseminate robust genetics. Backed with breeding depth unmatched by any other stud, the use of Hazeldean genetics will consistently produce the most profitable sheep.



# Ram Selection

*The gains made by the Hazeldean program are quantifiable, permanent and compound over time.*



Sales take place in October and November. Sale grades are established on the basis of performance ranking. The very highest value rams are auctioned, the rams with the next highest value are placed in our top private selection grade and so on.

## Sale Grades

Auction & \$1000 grade - top 50% on fleece value

\$800 grade - next 25% on fleece value

\$650 grade - next 25% on fleece value

Reserve rams – in February we hold our Annual Hazeldean Woolgrowers Breakfast and Elite Sire Sale. These rams are the most highly tested, with the most accurate performance data on offer - a unique opportunity to source these industry leaders just once a year.

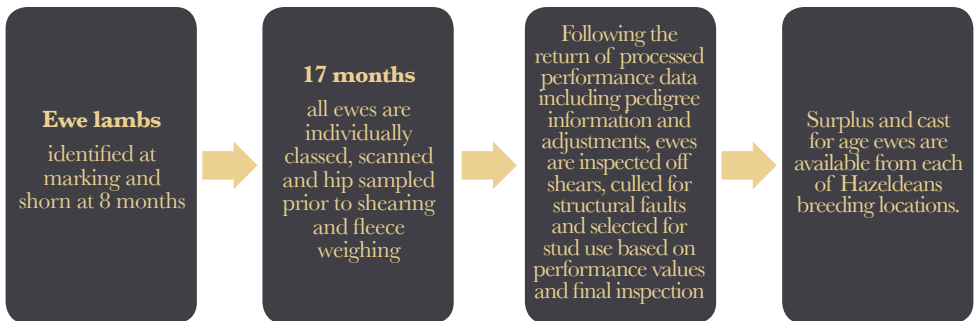


# Ewe Selection

*The Hazeldean ewe flock numbers some 13,000 ewes and while only the best 3,500 of these are used for ram production, the size of the flock makes it arguably the largest single Merino genetic resource in Australia.*

## Breeding depth & consistency

In addition to its scale, the Hazeldean ewe flock is unique in its depth and consistency of breeding. The creation of a selection procedure, ongoing now for nearly 50 years, of measured economic value, rather than aesthetic characteristics, has meant the Hazeldean flock has a consistency of production and commercial worth compounded and entrenched throughout its entire genetic profile.



# Profitable performance

*Our focus is on increasing the potential of Merino Sheep to generate more profit for our clients*



## **Commercially focused**

Hazeldean Merinos have one of the largest individual gene pools in Australia, making intense selection pressure for commercial gain possible in the breeding programme.



## **ASBV leaders**

Hazeldean Merinos consistently break the nexus between high fleeceweights and high fibre diameter as demonstrated through independent analysis and their leading ASBVs (see [SheepGenetics.org.au](http://SheepGenetics.org.au) for more information)



## **True profit makers: trialed and tested**

Hazeldean Merinos are the clear leaders in dollar terms in on-farm bloodline comparison trials and wether trials. A client recently won the largest wether trial in Australia, the Peter Westblade Memorial Challenge.





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## Who we are

Hazeldean Pty Ltd has been owned and operated as a family business since its establishment in 1865. Our breeding objective remains simple yet dynamic to ensure we produce the most profitable, commercially focused breeding stock for the wool industry.

### Contact us

Hazeldean  
1410 Maffra Rd  
Cooma NSW  
Phone: (02) 6453 5555  
[admin@hazeldean.com.au](mailto:admin@hazeldean.com.au)

### Jim Litchfield

0417 676 561  
[litchfield@hazeldean.com.au](mailto:litchfield@hazeldean.com.au)

### Bea Litchfield

0427 933 103  
[bea@hazeldean.com.au](mailto:bea@hazeldean.com.au)



*Experience  
& Innovation*

[hazeldean.com.au](http://hazeldean.com.au)