

World Merino Conference in Stellenbosch in 2014

Merino breeders and lovers in South Africa and from around the world are looking forward to the *Cape Wools 9th World Merino Conference* to be held in the picturesque university town of Stellenbosch in the autumn of 2014.

A world Merino conference is held every four years and the last and only time this august gathering was held in South Africa was nearly 25 years ago in Pretoria in 1990. The World Federation of Merino Breeders represents national wool sheep breeder organisations in nearly a dozen countries around the world. South Africa is a founding member of the World Federation.

The Conference is being organised by the *Merino 2014 Foundation* and apart from Merinos and Dohne Merinos, two further Merino derivative breeds, the SA Mutton Merinos and Afrinos have thrown their weight in behind the Conference.

Cape Wools SA is the title sponsor and the conference, which appropriately incorporates the name of Cape Wools in its official title. Other sponsors from the wool industry and beyond are also helping to make the Conference happen at a very attractive and affordable price to wool sheep farmers and lovers in South Africa and from around the world.

The conference theme is "*Merino breeding: sustainable enterprise; a cherished lifestyle*", thus emphasising both the economic

importance of Merino farming as a significant and sustainable commercial enterprise and the love and dedication with which Merino breeders regard their vocation, often over several generations. The conference programme will be woven around this theme and promises to offer something of interest to every Merino lover.

Conference-goers will be exposed to all facets of the Merino industry in South Africa, as well as the latest international Merino research, trends and news. Leading International and local speakers will cover a range of subjects. The conference will bring together industry leaders from around the world with extended networking opportunities. For any wool sheep farmer, stud breeder, researcher, lecturer, extension officer or service provider, this is an event not to be missed.

Pre- and post-conference tours through the wool sheep farming areas of South Africa, various social events including a gala dinner and exhibitions and demonstrations will complete and round-off the conference offering.

A website dedicated to the conference, www.merino2014.com contains full details. Registration for the conference is through the website. All queries could also be directed through the website or alternatively by e-mail directly to the conference coordinator at cc@merino2014.com.

