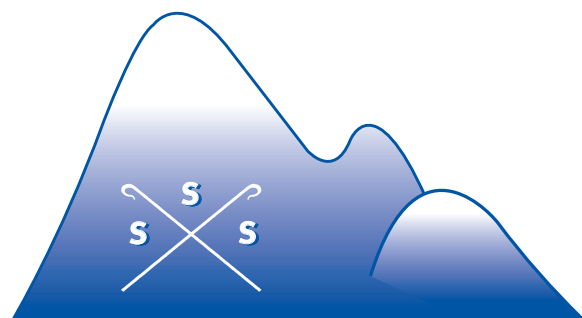
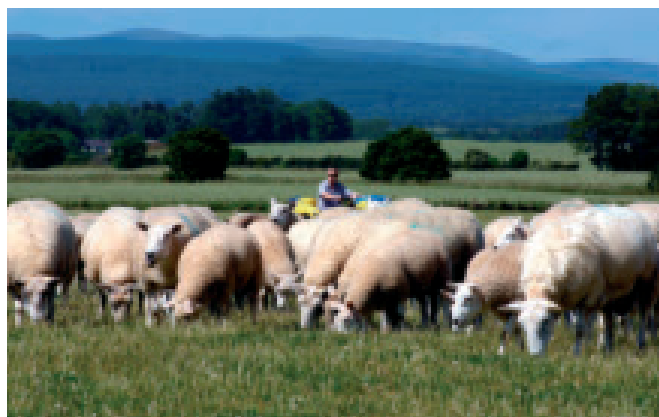


ABOUT THE SCOTTISH SHEEP STRATEGY

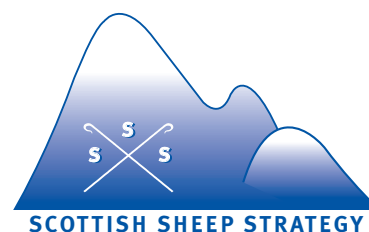
The Scottish Sheep Strategy is a £300,000 programme to help Scotland's sheep farmers improve efficiency and profits.

Following on from the successful Highlands and Islands Sheep Strategy, it targets commercial sheep production throughout Scotland with a focus on increasing the use of breeding technologies to improve the quality of the end product and cut costs.



SCOTTISH SHEEP STRATEGY

www.scottishsheepstrategy.org.uk



SCOTTISH SHEEP STRATEGY

The Scottish Sheep Strategy - working to improve the future profitability of the Scottish Sheep Industry.

For more information on the Scottish Sheep Strategy contact Rod McKenzie on:

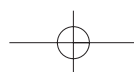
Tel: 01463 811 804

Mobile: 07889 963 907

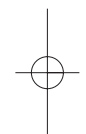
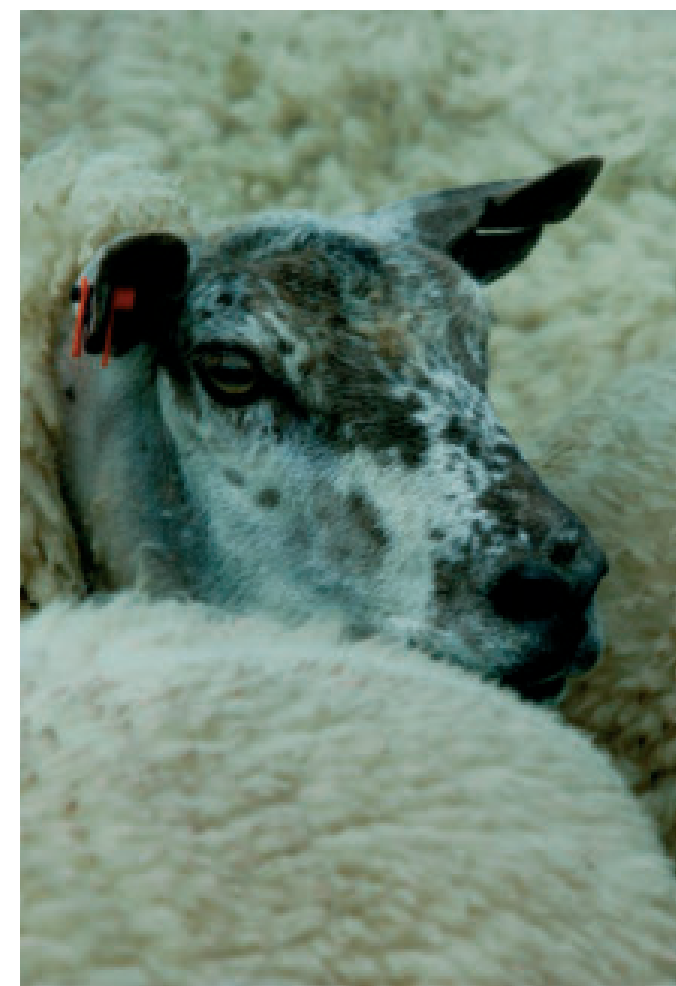
e-mail: rod.mckenzie@sheepstrategy.org.uk



www.qmscotland.co.uk



IMPROVE THE PROFITABILITY OF YOUR SHEEP ENTERPRISE



www.scottishsheepstrategy.org.uk



SCOTTISH SHEEP STRATEGY

PUTTING SCIENCE INTO ACTION

Simple science can help decision-making when selecting replacement breeding stock.

Estimated Breeding Values (EBVs) give an accurate prediction of the breeding potential of both males and females.

Remove the guesswork from buying tups and selecting flock replacements.

Genetic improvements are cumulative, so you continue to reap the benefits for years to come.

Select home bred tups from your own nucleus flock and spread improved genetics very quickly throughout your flock.

The basic recording procedure is simple - many pedigree & commercial breeders are already recording at this level.

In the future, footrot and worm resistance will be among the traits which can be measured and given a financial value.

Selecting for the traits which matter most to you, will improve your flock's performance and profitability.

Can you afford to ignore your future?

IT ALL ADDS UP!

Heavier lambs with better conformation

+

Better performing ewes

=

MORE PROFIT

