



'Straban'  
Walcha NSW 2354  
Australia

### Joint Ventures Available

As a company we bring together a wealth of experience and knowledge in all aspects of advanced sheep breeding, farm management, export and retail. Straban Eco Lamb™ understands and implements the importance of proven, human and ethically based systems that will provide food and fibre into the future.

With our superior meat and wool genetics, add to this genetic traits that will increase meat yield, eye muscle size (large chops), our sheep have genetic resistance to internal parasites (less chemical use). We do not mules because our sheep are plain bodied. This has other add advantages including the value of our sheep's skin in the market place. This is important in today's human and ethical society.

We have the ability to improve farming through farm management systems in high rain fall or low rain fall environments. Our philosophy has lead to improved grazing techniques that will ensure that our superior genetics will grow to their full potential. The importance of water management in an ever changing climate is a challenge in any environment. We have developed farming systems that allow us to grow our genetics without compromising the environment, water availability or the product.

Although the characteristic of fibre (wool) may not be as important to all our clients, with education and training the future long term importance in having dual purpose sheep will be financially evident in the future.

Our trademark, Straban Eco Lamb™, represents proven genetics, sustainable and ecologically sound practices for the future of agriculture. We are a world leader in eco genetics providing a sustainable farming future. The brand of Straban Eco Lamb™ is recognised on a global basis. Our product is trademarked throughout the world and represents excellence in product, breeding and sustainable farming.

Our package includes developing a meat and fibre system that will lead to sustainable agriculture throughout the world. From paddock to plate we have the ability to train and educate whether it be on farm, retail or export. Long term support, with regular site visits ensures the profitability and long term existence of our product.

Straban Eco Lamb™ and Straban Merino Genetics™ core values underpin everything we do. We strive to:

- Contribute in a meaningful way to the merino and meat industry and sustainable agricultural production, for the long term betterment of our client
- Strive for excellence in all aspects of our property and animal management so that our production is of the highest quality
- Pursue innovative breeding and management techniques
- Share our knowledge with other interested parties by forming strategic partnerships or franchises
- Be environmentally aware and adopt eco-friendly management practices
- Always conduct our business honestly and with integrity, upholding the nation's laws and meeting our statutory obligations.

Straban Eco Lamb™ and Straban Merino Genetics™ is internationally recognised as an innovative merino, meat and farm management system providing superior genetics and marketing options for domestic and international producers.

Straban Eco Lamb™ and Straban Merino Genetics™ mission is to provide domestic and international partners access to superior genetics that will improve their productivity and profitability.

Please don't hesitate to contact us so that Straban Eco Lamb™ can take strategic partners into sustainable property and animal management and have a profitable and long term future.