



olann.

Winning with Wool.

kelso.

Listening. Thinking. Innovating.



A stroke of luck

19 years ago, Western Australian farmers, Roger and Annabelle House got talking to some Rabobank managers from New Zealand at the Rabobank Executive Development Programme for Primary Producers at Macquarie University in Sydney.

Roger, a progressive and innovative farmer, was looking for breeding opportunities.

This chance introduction resulted in a visit to New Zealand for a meet and greet with the Kelso team.

Known for his willingness to trial and adopt new ideas, Roger returned to Australia with semen from an elite Kelso ram team bred for fertility, growth and meat yield to put over his top merino ewes.



Roger has taken semen from elite Kelso rams out of New Zealand every subsequent year since 2003.

In 2018, Roger sent over semen from a Kelso ram he had bred,

177/14 who was carrying an 18-micron fleece.

We had a lightbulb moment or some would say, a fortunate stroke of luck. Since 2018, Kelso Genetics has been importing semen and embryos from Roger and Annabelle's Kelso flock to establish the Olann flock to where it is today.

Olann means Kelso Genetics is in a position to deliver a true high-performing dual purpose ram to farmers throughout New Zealand.

Olann is a solution to our strong wool farmers' 30-year old problem – wool. Today shearing is a cost with no benefit – with Olann genetics shearing will generate \$30/ewe or more. Our farmers say that's the best news they've heard in years.

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Since Kelso's origins in the 1980's we've been driven by one key question - Will this add more value to farmers?

Kelso Genetics founder Roger Marshall, pioneered the modern crossbred sheep which has had a massive impact on fertility, growth rate and meat yield. This has had a positive impact on the sheep industry.

Many of the farmers who dared to use the new breed in the 1980's remain loyal Kelso customers today and their feedback drives our innovation.

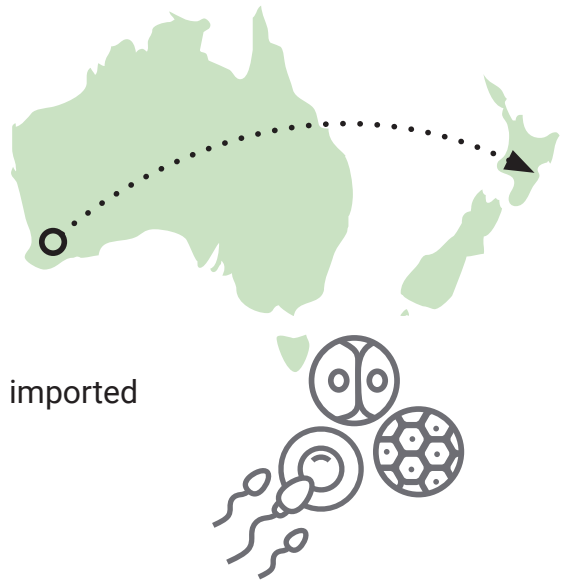
We farm our sheep in true commercial conditions. At 400 metres above sea level, Kelso's home farm, Lunesdale in Central Hawkes Bay is the ideal base for our breeding flocks, with over 3300 recorded ewes and 1500 ewe hoggets.


For Kelso, this means we can deliver rapid genetic gain for our farmers and this helps to improve their bottom line.

Developing the flock

In September 2019, Matt Holden & Hamish Bibby travelled to Kojonup, Western Australia to meet with Roger & Annabelle House. This was where the selection and development of the Olann flock began.

The graph below shows how we have developed the Olann genetics over the past 4 years.



	Jan 2018	100 straws imported
	Jan 2019	300 straws imported
	Jan 2020	350 straws and 350 embryos imported
	Jan 2021	350 straws imported
	Jan 2022	350 straws imported

The Olann flock today

- 250 Embryos inserted into recipient Kelso ewes.
- 250 Kelso Olann ewes artificially inseminated with Australian genetics

To satisfy the anticipated demand for Olann genetics, our vision is to grow the Olann flock to 500 ewes. Using breeding technologies like embryo transfer and artificial insemination, it will enable us to scale up supply and give more farmers the ability to make more money from wool on a dual purpose maternal sheep.

How Olann performs on-farm

Flock	Avg Birth Date	Avg Weaning Date	Avg Weaning Weight	Avg Growth -3.5kg BW	Avg LW 8 Date	Avg LW 8	Avg EMA
Kelso.M	8/9/20	28/12/20	40kg	330g/day	1/4/21	47.5kg	15.5cm ²
Olann	8/9/20	18/12/20	41kg	375g/day	1/4/21	53.5.kg	17.3cm²

Flock	Clean	Greasy	Yield	Micron
Kelso.M	\$3.20/kg	2.33/kg	72.9	33.1
Olann	\$6.10/kg	4.37/kg	72.8	27.3



Our science

The Kelso breeding strategy is based on a disciplined approach with a large scale, recorded base, which we upgrade and modify as farmers' needs change. We work alongside the best geneticists in the business – AbacusBio to apply their ANI-MATE software system, Animal Breeding Services artificial insemination and embryo transplant programmes, Genomnz DNA parentage and AgResearch Sheep Genomic 60K Plus and Allflex RFID electronic ear tags.



"A key feature of Kelso's breeding programmes has been the early adoption of new technologies to drive their genetic improvement for the benefit of their clients. The Olann flock uses the same science-informed approach with the aim of producing a profitable high performing dual purpose sheep with a focus on mid-micron wool"

The Kelso Team

Kelso Genetics Limited is a family based operation jointly owned by the Marshall, Holden and Bibby families.

Hamish Bibby | Sheep

Hamish is responsible for executing the Kelso Genetics breeding programme.



Hamish first worked with Kelso sheep as stock manager for one of the early Kelso franchise blocks owned by Darcy and Pam Hamilton in Gisborne, in the 1990's. During that time, he convinced his father Derek to start a Kelso breeding programme back on Lunesdale, the Hawkes Bay family farm. When his father sadly died suddenly, Hamish and Kelly headed back to manage Lunesdale alongside Hamish's mother, Lyn.

In 2010 Kelso approached Hamish and Kelly with the opportunity to be a breeding partner for Kelso's elite maternal and terminal ewes. The Bibby's jumped at the opportunity and have cemented a reputation as outstanding sheep breeders with a rare attention to detail. Many visitors are amazed at the efficiency of the Lunesdale operation, with how easy the sheep are to handle and the fact that no dogs are required in the yards.

40029/20 25.5 micron



Olivia Ellis | Operations

Olivia has joined the Kelso team as Operations Manager, after returning from working on several different farming operations in the UK.



Prior to this Olivia worked for ANZCO Foods as an Agribusiness Developer where she was facilitating farmer groups under RMPP and managing the Farm Assurance Programme for all of its farmer suppliers.

Olivia holds a Bachelor of Agricultural Science with First Class Honours from Lincoln University. She has a passion for farming and sheep breeding which saw her complete her Honours dissertation on the Molecular Genetic Analysis of IGF-1 in Romney Sheep and its Role in Growth.

David Marshall | Director

As the second generation behind Kelso genetics, David has a strategic role in the business constantly driving the team to focus on what commercial farmers need in their farming systems.



David is a director of large scale sheep and beef farming business, Primary Partners and has seen first-hand the improvement with Kelso genetics over time. "The Kelso sheep deliver robust results in scanning, lambing percentage in all conditions. They are simple to manage, and the lambs grow fast and yield well, which is crucial to creating a profitable and simple farming operation."

Matt Holden | People

Matt has been the driving force behind Kelso's growth.



He bought his first Kelso ram in 1996, then became a breeding partner in 2004 and formed a joint venture with the Marshall family in 2008. Today he is a joint owner in the business with the Marshall and Bibby families.

Matt was actively farming at Beechwood Hills from 1992 until 2010 when he took over the ram genetics side of the Kelso business. Prior to that he worked on large scale sheep stations in the North and South Islands and also has experience in large scale sheep breeding and farming in Australia, South Africa and the United Kingdom.

Mike Petersen | Director

Mike joined the Kelso board as an independent director in 2018. He brings a wealth of governance and advisory experience to the role, along with a sharp focus on farm profitability.



Mike is a central Hawkes Bay farmer, serves on a number of agricultural advisory boards and served as New Zealand's Special Agricultural Trade Envoy from 2013 to 2019. In 2018 Mike was awarded the New Zealand Agricultural Communicator of the Year.

Today Kelso is amongst the leading sheep genetics companies in New Zealand with 150 innovative, loyal ram clients.