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Media release

Yarrowonga annual ram sale goes online

New South Wales family owned and managed business, Yarrowonga Merino Stud, is offering online purchasing via Stocklive for the first time at their annual ram sale, providing a broader range of buyers across the country with the opportunity to access the superior quality stock on offer.

280 Merino and Poll Merinos will be available when bidding opens at 1pm on Monday 14 September, with an open inspection day being held on Friday 4 September at the family's property "Cunningham Plains" in Harden.

Yarrowonga Merino are leaders in increasing on farm profits and commenting on the sale, Director Steve Phillips said: "Our main objective as a business is to produce more dollars per hectare and to generate increased farm profits for our clients. Our poll ram stud is now at the forefront of the industry and our merinos have the unique ability to increase fleece weights while decreasing microns - very few studs can successfully achieve this.

"We see great value in having online bidding via StockLive available for our annual sale and opening purchasing opportunities to a wider audience of buyers, while also giving local buyers the opportunity to adhere to physical distancing in light of COVID-19."

StockLive Manager, Libby Hufton said it will be one of the first times the platform has supported the merino market.

"We are thrilled to have the opportunity to support such a quality stud like Yarrowonga and help facilitate a competitive buying market, particularly in the current climate. We look forward to building buyer confidence in online bidding through this sale and with further upcoming sales planned with other ram studs."

Photos and videos of every lot will be available on the StockLive platform after the inspection day. Interested parties can watch or register to bid at [Stocklive.com.au](https://stocklive.com.au).

About Yarrowonga Merino Stud

Founded by Don and Thea Phillips in 1971 on the Monaro after winning the Statewide Country Life Ewe Competition, the business has grown to be one of the most progressive and productive Merino Studs in Australia. The Stud is now located at 'Cunningham Plain' Harden NSW where sheep are run under natural and improved pastures on granite soils with an average rainfall of 625mm. Yarrowonga sheep have continued over the years to compete with and outperform other bloodlines in wether trials, ewe competitions, sheep and wool sales, and stud ram sales.

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Our founders' roots are firmly grounded in regional and rural Australia, and the Group operates a diverse range of agricultural enterprises across the supply chain; from our online auction platforms and saleyard operations stretching the length of eastern Australia, to our cattle operations at Legune Station in the Kimberley and mixed farming and livestock operation near Forbes in NSW, with the addition of cattle and sheep operations near Blackall in QLD to be added to our portfolio soon.

AAM's focus and mandate is to proactively develop businesses, systems and investment in agriculture that underpin a strong livestock sector now and for the future. We are proud of the fact that 100% of the investments made by our business across a whole range of industries to date including beef, sheep, cropping, broiler chickens and timber milling, have been wholly supported by Australian investors.