

### Message from your President...

Time flies when you are having fun - Spring is just around the corner. The next generation of lambs are on the ground or about to hit the ground shortly.

In May this year the Perendale Family was hosted by the Canterbury/Nelson Ward where we had amazing trip around some exceptional commercial & Stud operations. Thanks to the Canterbury Team.

At the AGM there was once again discussion on promotion and advertising of our great breed. We have been in discussion with Farmers Weekly and have booked two dates to do some discounted individual stud advertising in a group. Please talk to Christine to book your space. We have also engaged Cherie McGaveston to help with promotion on social media. This is a great opportunity but is only any good if as many members as possible can send some photos/ videos to Cherie to work on her magic and post them for the society. Fraser has been working away regarding Perendale wool branding and hopefully we'll have something to report on this soon.

Hopefully you all have a wonderful spring and positive Ram Sales.

*Keep Living the Perendale Dream.* **Russell Proffit**

### Promotion...

**Facebook:** As outlined in the Annual General Meeting Minutes, and previous emails, Council have engaged Cherie McGaveston to promote the breed on Facebook with photos, videos, stories and brief.

Thank you to those who have already forward promotion for the website to Cherie, but we need more!

We are aiming to get regular posts and updates from breeders to promote our breed and promote the page.

What we are asking of you as breeders is if you can please send photos or videos to Cherie who is our Facebook and marketing coordinator (details below). These can be anything you might be up to on farm, for example mustering, mobs in the yards, scanning or whatever you might be up to that we can use to share on Facebook. If you can please include your name/farm name and anything you might like said about the photo/video with them so Cherie can create content from there.

Email: [cheriemcgaveston@gmail.com](mailto:cheriemcgaveston@gmail.com)

Whatsapp: 0273910136

**Farmers Weekly:** Breeders have indicated that they still want to see promotion continue in the Farmers Weekly, along with breeder's adverts.

The breed will be showcased in the Farmers Weekly Ram Sales - publishing date 5 October 2026. Advertisements from Breeders will be required **no later than Friday 11 September 2026.**

If you would like to advertise alongside our Society's advert, please contact Andrea Mansfield

E: [livestock@agrihq.co.nz](mailto:livestock@agrihq.co.nz) M: 027 602 4925.

*Please support this opportunity to support the breed*

### Dates to note on your calendar...

|                                        |                                                                   |
|----------------------------------------|-------------------------------------------------------------------|
| <b>Wednesday 21 October 2026</b>       | Council Meeting                                                   |
| <b>Saturday 31 October 2026</b>        | Ashburton A&P Show – <b>Golden Sash</b>                           |
| <b>Mid-November 2026</b>               | All Flock data to be loaded with SIL                              |
| <b>Monday 16 November 2026</b>         | NI Ram Sale – Te Kuiti                                            |
| <b>Monday 7 December 2026</b>          | SI Ram Fair Entries close                                         |
| <b>Monday 18 January 2026</b>          | SIRF Inspection & Meeting                                         |
| <b>Tuesday 19 January 2027</b>         | South Island Ram Fair, Gore                                       |
| <b>2<sup>nd</sup> week in May 2027</b> | Annual Conference and AGM<br>– Hosted by Hawkes Bay/Gisborne Ward |

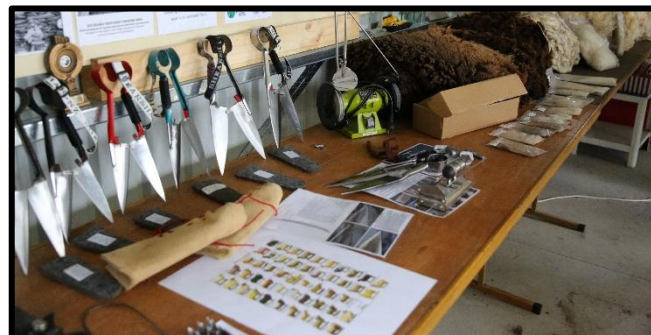
### Ear Tags...

**Remember** – You can order your Tags from Allflex NZ, Zee Tag and Datamars at a discount. When ordering with respective firms, nominate/reference the Society.

### Some Photos from our 2026 Conference...

*Photos courtesy of Andrea Mansfield, thank you.*

- **Oldendale – Phil Oldfield, Geraldine**



- Rangiatea – Gallagher Family, Rakaia



- High Peak Station – Coleridge



- Peak Hill Station – Coleridge



- Mt. Potts – Rangitata



- Snowdon – Tripp Family, Windwhistle



- Mt. Algidus Station - Coleridge

