



The Smart Choice

Dohne Matters

A newsletter publication of the Australian Dohne Breeders' Association

July 2020

Volume 44

Upcoming Ram Sales

Concerns over Coronavirus has meant the cancellation of many events including Australian Sheep and Wool Show, Lambex, Hamilton Sheepvention as well as numerous local shows and displays. It goes without saying studs still need to prepare for upcoming ram sales and will need to consider options around advertising, marketing and promoting your “brand”. Social and Digital media is everywhere in society today. If any members haven't signed up to **“Maximizing Your Online Brand Marketing”** with the ADBA and would like to, please email admin@dohne.com.au asap.

All members are reminded to be fully compliant before their ram sales commence for 2020.

This includes ADBA membership, Sheep Genetics membership, Brucellosis accreditation as well as all outstanding accounts with the ADBA being settled. Council appreciates your compliance to the Association and wishes all members well in their upcoming sales.

The Dohne handbook is a great promotional item that covers all aspects of the Dohne breed.

View and share this Dohne handbook with clients by email and/or social media platforms.

[View the Dohne Handbook online](#)



Dates for Diary

Dohne Ram Sales
July to
November

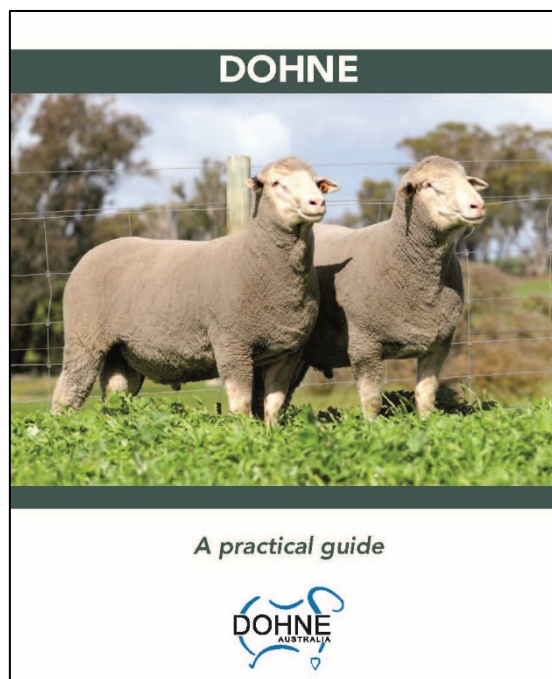
Next Edition

Annual General Meeting

Upcoming Ram Sales

Commercial Stories

Data Submission Forms



General Photos and Videos Plus Commercial Stories

The National Promotions Group is always on the lookout for general Dohne photos and videos plus good stories for our annual Dohne Journal and Social Media. If you know of any commercial breeder that would be interested in telling their story, please email their contact details to admin@dohne.com.au. It is important as a breed to promote all attributes of the Dohne and how they perform against other breeds and in different regions of Australia.

Tissue Sampling Units (TSU's)

Tissue Sampling Units (TSU's) are now the best method of collecting DNA samples for both parentage or Genomics testing. They protect the integrity and provide secure storage of the material. By using scanners and bar-codes, it is easy to send identifying files to the processing facility. TSU's are manufactured by Allflex and are available through your retailer; so are the application tools as pictured.

Please refer to emails from Cameron Hills to Stud Breeders for more information.

Please remember the \$2 rebate provided by the ADDBA for those of you who wish to contribute to the Genomics collection.



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