

# Alpaca Ontario 2011 Fall Education Event

## Outline

We are pleased to be welcoming Robert Gane and Peter Kennedy of Canchones Alpacas in Australia to cover various topics over a knowledge packed couple of days. A partial outline of the weekend is as follows;

### Day 1

#### Marketing Strategy and Selling

The objective of the two workshops is to provide breeders with the process and skills to develop a marketing plan for their alpaca business. With an understanding of their marketing strategy, the breeders will then develop various selling strategies to commence selling or increase sales potential.

**Marketing Strategy;** Advantages of developing a marketing strategy , Defining your herd and breeding strategy, Establishing target market, Understanding competition, Developing image, Documenting marketing strategy

**Selling Strategies;** How to price your alpacas for sale, Different selling options, Advertising, Budgeting sales and measuring success, Review good and bad advertisements

**Information to impact your alpaca breeding;** Canchones has been breeding alpacas for 10 years and key to its success has been its data recording and management. Robert will present details of the information they record and analysis used to impact the health, breeding and success of their alpaca business.

A number of case studies will be presented that highlight the impact the data has had on the health and breeding of the Canchones' herd.

### Day 2

**Scoring your alpaca;** Critical to the success of your breeding program is knowing the strengths and weakness of the alpacas that make up your herd. Knowing what you have assists in selecting suitable matings and guides the selection of additional alpacas. In addition to guiding the breeding program, scoring is also vital for pricing and selling alpacas. This workshop will use score cards and photos to demonstrate scoring techniques. For experienced breeders this will help in refining their breeding program and for new breeders this will greatly help with their selection and purchases. **Conformation is covered in detail in this workshop.**

**The Challenges of Alpaca Breeding;** With over 10 years of exclusively breeding black alpaca, Robert and Peter will give a presentation on their breeding strategies they have used to develop their herd of elite blacks. The principles they have applied to their black breeding also are valid for other breeding programs.

This will encompass: Techniques of how they score and document the breeding strengths of both their males and females to help determine the next mating to advance their herd, the use of follicular density testing (SRS), fibre testing, Embryo Transfer and other information, Techniques used to identify alpacas with pre potent strength.

**Showing;** Peter has been an International judge for many years, judging major show in Australia, New Zealand, Canada and America. Showing your alpacas provides breeders with the opportunity to both bench mark their breeding success and market their alpacas.

This presentation will discuss; What the judge is evaluating when making their decisions, Preparation for a show, Maximizing the value of showing. This workshop will cover both halter and fleece.

A general question and answer session can be held at the end of each day.