

MEDIA RELEASE

Launch of **Cashmore XB™**
Crossbred wool brand administered by Cashmore Park.

Cashmore Park sheep studs add value to client's flocks by supplying advanced genetic material and it is our commitment to our clients that has led us to further assist their bottom line by adding value to their entire wool clip.

We are very pleased to release **Cashmore XB™**, our registered brand name of wool from Cashmore Park sheep and our client base. Wool is now on the market and already attracting premiums above conventional sale returns.

Cashmore XB™ brand is recognised in the market for volume and for characteristics of high yielding medium / strong micron crossbred wool. Direct sales have been achieved to processors in Britain, China and Australia.

Landmark will act as agents for **Cashmore XB™** branded wool consignments and are actively promoting **Cashmore XB™** wool in direct and auction sales. In addition a new Landmark XB wool report is available to ensure those producers using Cashmore Park genetics maximise their wool returns.

Wool sales are available through four selling methods

Auction room

Electronic exchange

International trading

Direct sales

Please contact your Landmark agent for further information

Wool has sold at prices above market rates and enquiry is strong for the coming spring sales season.

We look forward to increasing grower returns, sales volumes and market recognition further.

Regards

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