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**MEDIA RELEASE**  
**Sheepvention Rural Expo 2024**

**Sheepvention Rural Expo takes time to re-evaluate**

The organising committee of Sheepvention Rural Expo has announced a strategic decision to cancel this year's Ram Sale. The proactive move is aimed at re-evaluating and enhancing the event for future success.

The Ram Sale has long been a highlight of the annual event for over 40 years, drawing breeders and buyers from across the country. However, this year's entries did not reach anticipated levels. Rather than proceeding with a suboptimal sale the committee has chosen to take this opportunity to regroup and come back stronger.

The decision was made swiftly to provide vendors, sponsors, potential buyers and Sheepvention patrons with ample notice.

Sheepvention President, David Botterill said despite the challenges, 2024 will still bring a fantastic event. "We are disappointed that a longstanding aspect of Sheepvention has succumbed to the changing nature of ram sales, with the increase of on property sales and the post covid rise of online platforms. We are however still very excited to showcase the Merino breed through a number of merino stud exhibitors on display and the Merino Sheep Show. 2024 will bring another fantastic event, with a jam packed schedule on the cards."

The decision presents an opportunity for the committee to gather feedback, explore new ideas, and implement strategies that will enhance interest and participation into the future. The committee is confident that the cancellation will lead to improved and more exciting event components that continue to support and engage the agricultural community.

Sheepvention Rural Expo will continue to host a number of highly anticipated competitions, including the Virbac Hamilton & Western District Sheep Show, Coprice Victorian Farm Dog Championships, Proway Wool Handling Competition, Inventions Competition, interactive demonstrations, childrens entertainment and over 500 trade exhibits.

For more event information, please visit [www.sheepvention.com](http://www.sheepvention.com)

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