RED MEAT UPDATES

TASMANIA

THURSDAY 30 JULY 2015 | LAUNCESTON

Delivered in partnership by

MACQUARIE FRANKLIN
Consultants for business, agriculture and environment

mla
MEAT & LIVESTOCK AUSTRALIA

Red Meat Updates is proudly presented to you by

Macquarie Franklin and Meat & Livestock Australia

With special thanks to the Red Meat Updates Working Group

Basil Doonan, Chair (Macquarie Franklin)

Mel Rae, Event Coordinator (Macquarie Franklin)

Leanne Sherriff (Macquarie Franklin)

Mary-Jane Morse (MLA)

Georgie Burbury (Eastfield)

Rob Tole (Greenvale Pastoral)

Frank Archer (Landfall)

Iain Bruce (Western Plains and TP Jones & Co)

David Squibb (PGG Wrightson Seeds)

James Tyson (TIA & Sheep Connect)

Peter Ball (TIA)

Bruce Jackson (DPIPWE)

And a huge thank you to the event sponsors

MACQUARIE FRANKLIN
Consultants for business, agriculture and environment

mla
MEAT & LIVESTOCK AUSTRALIA

TP Jones&Co
Your locals in agriculture

JBS

Roberts 50 YEARS

Agribusiness

Tags

GREENHAM

PGG Wrightson Seeds

Rabobank

LANDFALL ANGUS

CommonwealthBank

Incitec Pivot Fertilisers

LAMBPRO

Webb&Woodiwiss

GREENVALE PASTORAL

EASTFIELD Lamb TASMANIA

Western Plains

connect

tia

Tasmanian Government

PROGRAM

Thursday 30 July 2015 | The Tramsheds, Launceston

8.30am Registration desk opens, tea and coffee available
9.00am Proceedings commence

SESSION 1
Welcome Basil Doonan, chair Red Meat Updates Working Group
Welcome address, MLA: producer owned, producer focussed Richard Norton, MLA
Keynote address – Evidence based decision making John Roche, Dairy NZ

Morning tea

SESSION 2: PANEL SESSION
Communication along the supply chain David Bennett (Roberts Ltd), Mathew Bosworth (JBS Australia), Peter Greenham (Greenham Tasmania), Brett Hall (TFGA), Reg Woodiwiss (Webb & Woodiwiss Livestock Marketing), Kerry Melrose (Melrose Wholesale Meats)

SESSION 3: CONCURRENT SESSIONS	
SHEEP UPDATES - Chair: Georgie Burbury	**BEEF UPDATES - Chair: Allan Barr**
The impacts of various feeds on lamb meat quality Derek Mason, PGG Wrightson Seeds	**10 business commandments** John Roche, Dairy NZ
Animal health under irrigation Paul Nilon, Nilon Animal Health	**Liver fluke in Tasmania** Bruce Jackson, DPIPWE
Case study – Extreme diversity Tim Parsons, Curringa Farm, Hamilton TAS	**Case study – A move to winter cow agistment** Rob Terry, Juniper Lea, Dairy Plains TAS

Lunch

SESSION 4: VIRTUAL FARM TOUR
Virtual farm tour of Greenvale, Cressy Robbie Tole, Greenvale Pastoral, Cressy TAS

SESSION 5: CONCURRENT SESSIONS	
IRRIGATED PASTURE UPDATES - Chair: Heather Neate	**DRY LAND PASTURE UPDATES - Chair: Peter Ball**
What drives profit of grazing systems? John Roche, Dairy NZ	**MLA's feed demand calculator** Cameron Allan, MLA
Getting the most out of high performance pastures Wayne Nichol, PGG Wrightson Seeds	**Management of perennial pastures for longevity** Basil Doonan, Macquarie Franklin
Finishing livestock on irrigated legumes Jason Lynch, Macquarie Franklin	**Pasture variety trial network** Cameron Allan, MLA
Pasture management – what has upskilling done for our business? Frank Archer, Landfall Angus, Launceston TAS	**Using tools and information to make effective decisions** Josie Archer, Chester Partnership, Westwood TAS

4.25pm Networking drinks
5.15pm Event concludes

WELCOME

Basil Doonan, Chair, Red Meat Updates Working Group

Basil Doonan has over 20 years' experience in farm business management, training and consultancy. He has worked extensively in Australia and overseas in grazing industries primarily consulting to farm business owners and managers and developing and delivering farmer training. Basil specialises in pasture based grazing systems and their management.

P (03) 6427 5300
M 0400 455 158
E bdoonan@macfrank.com.au

WELCOME ADDRESS

MLA: Producer owned, producer focussed

Richard Norton, Managing Director, MLA

Richard joined MLA as Managing Director in June 2014. The fifth generation of a beef and sheep farming family from Monaro NSW, Richard began his working life as a rouseabout and jackaroo. He has spent more than 20 years serving livestock producers as a stock agent and auctioneer across NSW, where he still farms beef. His drive to see Australian agribusiness thrive has led him to hold various executive positions, including Head of Livestock and International Trade and then Managing Director of Landmark. He led Landmark's partnership with the Future Farmers Network, assisting it to become the preeminent young farmer network. In addition to roles in agribusiness, Richard has applied his focus on developing people, company culture and innovation, while managing financial results through strategy execution to executive positions in retail, manufacturing, logistics and warehousing with Wesfarmers Dalgety, Toll Holdings, Woolworths and Coca Cola. Richard has an MBA from Monash University, and has held various Board positions including Agrium Asia Pacific, the Australian Wheat Board, RD1 New Zealand, Landmark Harcourts and Australian Wool Handlers. He was also Chairman of Integrated Traceability Solutions (Global) and AuctionsPlus.

Abstract:

MLA is the producer owned marketing and research and development body for Australian red meat producers and its core focus is to deliver value to levy payers, growing demand for red meat and improving producer profitability, sustainability and global competitiveness. MLA seeks to create opportunities that ensure the outcomes of research, development and marketing activities are understood and adopted, and the benefits are realised by producers and the supply chain.

The livestock industry is in a unique position and demand for Australian red meat remains strong, despite record kill numbers and sustained dry conditions in northern Australia. Richard will take the opportunity to provide an update on key MLA marketing and research and development programs and priorities across the value chain, and how these investments will deliver results to levy payers.

Looking towards 2016, MLA is seeking greater grassroots producer consultation on research and development priorities, including rolling out the Regional Consultation Model, which ensures that producers will continue to see relevant and topical research. MLA continues to work to create marketing and market access opportunities for red meat in both emerging and mature markets, driving demand for quality Australian product and returns for producers.

Evidence based decision making

Dr John Roche, Principal Scientist for Animal Science, Dairy NZ

Dr John Roche is Principal Scientist for Animal Science at DairyNZ and an Adjunct Professor of Animal Science at Lincoln University. He is also Managing Director and Principal Consultant for Down to Earth Advice Ltd, a company providing strategic and operational advice to universities and dairy farming groups around the world. He has also held science appointments with the National Centre for Dairy Production Research at Moorepark in Ireland, the Department of Primary Industries in Australia, and the University of Tasmania. He leads a team of 14 scientists, developers, and post-graduate students and has published more than 110 peer-reviewed, science journal articles and book chapters in the last 10 years. He is a regular contributor at both science and farming conferences domestically and internationally. In addition to his science role, Dr Roche is one of dairy farming's most sought after speakers and Master of Ceremonies because of his humorous, yet outspoken presentation style.

He was raised on a dairy farm in the South-West of Ireland, before carving his way to the Antipodes in 1995. He bought his first farm when he was 20 and has had both passive and active roles in dairy farm development since that time. He is married to the most patient woman in the world and they have 2 sons; his passions are family, dairy farming, science, and the truth.

Abstract:

Google processes over 40,000 search queries every second. Farmers are bombarded daily by people selling advice and products. Farming newspapers are full of advertisements, advertorials and infomercials for animal health remedies, dietary minerals, supplementary feeds, fertilisers, soil conditioners and management techniques aimed at improving pasture and animal production per hectare. The claims made often conflict with scientific advice, and are sometimes bewildering. How did we get to this state of affairs and what can be done about it?

The prevailing policy attitude for a deregulated economy dictates that choice (of, or between products and services) is essential. Modern economic and political theory assumes that this will result in the most efficient use of resources. In this environment, farmers who fail to make good choices will be replaced by more effective decision makers (i.e. the equivalent of natural selection in the consumer environment).

For these reasons the principle of "Caveat emptor" – let the buyer beware – prevails in the market place. I believe that if the farmer is to beware he/she must first be aware. To be a survivor in this environment you must be able to tell fact from fiction; what will make you a dollar and what will lose you a dollar. The only way to ensure such success is through an understanding of science; otherwise you are just gambling – and the stakes are high!

Above all else consumers need to appreciate that most people – product manufacturers, salespeople, technical reps, and even scientists – have an agenda. Knowing something about the scientific method will enable you to see through possible agendas and hence determine which advice is true, which is exaggerated, and which is false.

Notes

RED MEAT SUPPLY CHAIN - PANEL SESSION

Communication along the red meat supply chain

Facilitator: Basil Doonan, Chair, Red Meat Updates Working Group

PANEL MEMBERS:

- Mathew Bosworth, JBS Australia
- Peter Greenham, Greenham Tasmania
- Brett Hall, TFGA Board Director
- Reg Woodiwiss, Webb and Woodiwiss Livestock Marketing
- Kerry Melrose, Melrose Wholesale Meats
- David Bennett, Roberts Limited

Mathew Bosworth, JBS Australia

Mathew started work at Longford in 1995. Between 1995 and 2000 he worked in the boning room and slaughter floor before moving into the stockyards where he became the head drover. In 2005, Mathew was given the opportunity to become a trainee buyer and then a livestock buyer in 2006. He is currently the livestock manager for JBS in Tasmania and has held this position since 2011.

Abstract:

There has always been roadblocks in the pipeline from producer to consumer, whether that is at the processor level, wholesale level, distributor or end user. All this serves to do is add confusion to every point in the chain and it is the old school approach.

For both producers and processors to be successful long term we need to overcome these barriers and communicate both up and down the line. I am relatively new to the processing side of the industry but I found it interesting that there were consultants, DPIs and producer groups making on ground decisions about what processors' customers wanted without any consultation with the processor. How do they know they are on the right track? On the flip side, processors have kept themselves disengaged from these decisions also.

The main objective of JBS Farm Assurance program is to break down the barrier between producer and processor. To educate producers about the processing side of things. Get them in the plant to see their animals with the skin off. Get out on farm to show them what our customers want and don't want.

The Farm Assurance program has allowed us to create a club or a connection where information from customer to producer flows freely. We haven't just put grids out and left it at that, we have embarked on a program of helping those that want to be involved, that want to learn, that want better compliance and that want to be a part of something.

W www.jbssa.com.au

Peter Greenham, Greenham Tasmania

Peter Greenham joined the family business after completing a mechanical engineering degree at Monash University. He is be sixth generation of the family to work in the meat industry.

The company operates abattoirs at Tongala, Victoria and Smithton, Tasmania. Peter is responsible for the Tasmanian operation which processes up to 500 cattle per day.

Greenham Tasmania's premium grass fed beef brand, Cape Grim, features in leading restaurants across Australia and its rising profile is also leading to growing retail sales.

Peter Greenham and his staff work closely with Tasmanian farmers to maintain the ready supply of top quality cattle required for the Cape Grim program.

Abstract:

Communication along the supply chain is imperative if a premium product is going to succeed. From the producer achieving the correct animal specification to the consumer choosing the correct cut and cook method, this is all the job of the processor to communicate the best specifications along the supply chain. Direct purchasing from the paddock and driving feedback to the producer, together with wine dinners and chefs tables are just a few ways to get the correct message to the supply chain on its needs and wants.

Cape Grim has been driving its communication with the supply chain over the past 7 years and is now in a position where it can meet the demands of both ends of the chain.

Brett Hall, Livestock Producer, TFGA Board Director and Chairman of the Tasmanian Red Meat Industry Council

Brett is a red meat producer from the Derwent Valley and is a Director of the TFGA Board. He served a 3 year term as chairman of the TFGA Meat Council. He is a member of the Tasmanian Institute of Agriculture extensive agriculture centre advisory group, the Cattle Council of Australia Research, Development, Adoption & Sustainability Committee and is a Trustee of the Tasmanian Beef Industry Trust. He was recently awarded a Tasmanian government scholarship for agricultural innovation as part of the MBA program at UTAS. He is also the inaugural Chairman of the Tasmanian Red Meat Industry Council.

Abstract:

TASMANIAN RED MEAT INDUSTRY STRATEGIC PLAN

A TFGA initiated industry 'think tank' has recently developed an integrated vision for the entire red meat industry in Tasmania:

VISION: Tasmania is the most reliable and sustainable supplier of the best quality red meat in the world.

The development of this strategy has been unique because of the representation and co-operation from all the Tasmanian red meat industry sectors. The blue print developed will act as a framework for discussion and consultation with the wider community and stakeholders. The industry is committed to utilising the feedback received to further enhance the content of the plan before the final document is released.

The Strategy identified three main themes with the greatest potential to sustainably increase the profitability of all the stakeholders.

- Secure a reliable and sustainable production base.
- Improve market access, by delivering produce of the highest quality.
- Increase information and communication activity & resources.

The draft strategy is a holistic single 'blueprint'. It has taken a scenario based approach around building innovative and profitable value supply chains through mutual trust and co-operation between all sectors of the Tasmanian red meat industry.

M 0499 012 032
E brett.c.hall@bigpond.com

Reg Woodiwiss, Co-director, Webb and Woodiwiss Livestock Marketing

Reg had been involved in the livestock industry since he was 16. He has worked for Roberts Limited and has been a co-director with Webb and Woodiwiss Livestock Marketing for the past six years.

Abstract:

Reg is involved with farmers to help get their stock finished and presented to sell to the best possible market available. This involves co-ordinating and forward planning to achieve the best possible results.

Kerry Melrose, Melrose Wholesale Meats

Kerry started work in the family business Melrose Meats, with his father and uncle in December 1968, straight after finishing high school. Kerry started as an offal clerk and quickly progressed to a junior livestock buyer under guidance from his uncle, Steff Melrose.

By the late 70's Kerry took over control of all live stock purchasing.

During the early 80's Melrose Meats grew to be one of the Australia's largest service works processors of stock , throughout New South Wales and Queensland processing 400 cattle and 10,000 lambs per week to supply their Queensland Wholesale requirements and new export markets.

In the 90's Kerry moved into retail with his sons and ran various retail outlets. It wasn't until 2006 the opportunity to start sourcing quality lambs for Tasmania arose while running the lamb procurement business for Marcelford Wholesale Meats. By 2010 the Melrose family took up the opportunity to embrace Tasmanian Lamb by taking this product in a new direction, by concentrating on only independent quality retailers and the upmarket food service sector.

Abstract:

In an emerging era of the power of "product branding" now becoming a dominant factor for progressive independent retailers of Australia, it has become a critical part of deflecting the onslaught of cheaper discounted product by majors fighting for market share.

We are faced with possibilities that although the producers returns for the next few years are looking the brightest for decades.

We need to consider:

- Supporting the reduced number of independent retailers that help maintain a healthy market place??
- Do we run the risk on pricing red meat off the Australian table, in favour of protein products with much higher feed/meat ratio conversions?
- Does this emphasise the need to maintain the highest quality stock possible?

David Bennett, Roberts Ltd

David Bennett is the joint Northern Livestock Manager for Roberts Limited based at Western Junction regional office.

David started his career with Webster's in January 1980 in various regions of the North, before settling down into the Midlands region, taking up the majority of his 35 years experience.

Abstract

Making the decisions: the decisions need to be carefully considered on each marketing transaction. Price, delivery point, competition, grids/ flat rate, penalties, suitability to the market, who is paying their bills.

The options of market: saleyards, Auctionsplus, direct to works, forward contracts, paddock to paddock, feedlots, private treaty, on farm auctions, expressions of interest, tender.

Animal Welfare and Workplace health and Safety: Are the facilities safe for both livestock and our people?

SHEEP UPDATES

Chair: Georgie Burbury, Eastfield Lamb

Georgie is a lamb producer from Eastfield at Cressy in northern Tasmania. Georgie studied Agricultural Science at the University of Tasmania before spending several years working in beef and lamb feedlots in eastern Australia. She has been back on the family farm for several years managing Eastfield's lamb feedlot, which supplies lamb to domestic and international markets

Notes

The impact of various feeds on lamb meat quality

Derek Mason, PGG Wrightson Seeds

For the past 5 years I have been working as a Research Agronomist at PGG Wrightson Seeds. I am based at a research farm just outside of Ballarat where my principle roles centre around work with perennial ryegrasses, endophytes and animal production systems. I have a great interest in livestock production and performance and the impact that various forages have in this area.

I grew up on a family farm in the Western districts before completing further studies in agriculture. Over the years I have worked in the then Department of Agriculture and undertaken various farm managerial roles prior to my current position.

Abstract:

A trial was established in 2012-13 to investigate the effect of finishing feed on lamb meat flavour co-funded by CSIRO/MLA (through Australian Meat Processors corporation) in collaboration with PGG Wrightson Seeds. The trial was located at the PGG Wrightson Seeds R&D station, just outside of Ballarat in south-west Victoria. One of the main objectives of the trial was to examine the anecdotal evidence that certain brassica crops were impacting undesirable flavours in lamb meat. It was also thought that high protein feeds such as lucerne may have some detrimental impact on the flavour of lamb. The trial consisted of four finishing feed treatments which included two types of forage brassica, lucerne and mature ryegrass supplemented with barley and lupins. Lambs grazed one of the four treatments for a period of 42 days before they were sent to the abattoirs where carcass measurements were taken. Strips of loin meat from these lambs (supplied by Coles) were grilled for sensory and consumer testing by both Chinese-Australians and Caucasian-Australians. The consumers blindly scored the samples for tenderness, liking, intensity and overall liking. A trained sensory panel then measured meat quality attributes such as odour, flavour, taste, aftertaste and texture. There was little evidence that any of the novel finishing feeds (i.e. Brassica) produced unacceptable flavours or taints in lamb meat. It appeared in this experiment that lamb sire (ie high IMF vs low IMF sires) had a much larger effect on meat quality than finishing feed.

Sheep health under irrigation

Paul Nilon, Principal, Nilon Animal Health

Paul provides animal health and production consultancy to sheep and beef producers. He is a veterinary graduate with 30+ years' experience in sheep and beef health and production, the last 25 in Tasmania. Paul is a Mackinnon Project graduate and has special interests in herd/flock health, grazing nutrition and genetics.

Abstract:

Irrigation provides abundant lush, highly digestible forage. This creates conditions for some novel sheep diseases, and exacerbates the potential for others.

Parasitism is the biggest problem of irrigation. While all irrigated forages can sustain contamination, perennial, grass dominant pastures become inexorably contaminated with larvae. Legumes, while not worm free, are parasitically much more robust. Control centres on keeping forages clean for as long as possible after establishment. Rotational grazing with cattle has some benefit. Heavily contaminated pastures may be managed with long-acting anthelmintics. Barber's pole worm (Haemonchus spp.) is an emerging problem with the potential to cause major production losses.

Sudden death syndromes (redgut, Clostridial disease and bloat) may be regarded as diseases due to lack of fibre. While the aetiology of redgut is poorly understood it occurs almost uniquely on lucerne, and very occasionally on clover. Current theories favour hypermotility of the small intestine in the presence of high nitrogen levels. Others claim it is the result of overgrowth of atypical Clostridial bacteria. Regardless, the terminal event is (sometimes) twisting of the mesentery and death of the gut through lack of blood supply. Management involves allowing the lucerne to mature a bit more, provision of additional fibre in the paddock and controlled grazing during introduction. Multi-vitamin and mineral supplements are widely peddled and testimonialed, but there is no published information to support their efficacy.

Pulpy kidney (Clostridium perfringens) is a common occurrence on grass and legume crops and occasionally on Brassicas. Lambs need at least 2 vaccinations for protection, and should be given a booster every 4 months while on irrigated forages. Very occasionally we see Clostridial-like deaths in the face of good vaccination. Using an 8 in 1 Clostridial vaccine may help.

Bloat is most common on clover crops, seen occasionally on lucerne and just sometimes on Brassicas, particularly Pasja. Generally, providing some fibre controls the problem. Occasionally you may need to use antibloat preparations.

While metabolic diseases, notably hypocalcaemia, are not confined to irrigated pastures, they are particularly prevalent on irrigated grasses and winter cereals. Mid to late pregnant ewes are vulnerable when moved onto lush pastures from dry winter pastures. Calcium supplementation will always prevent this, provided it is given expediently.

M 0419 395 867
E pandonilon@bigpond.com

Extreme diversity

Tim Parsons, Curringa Farm, Hamilton TAS

Tim Parsons is a sixth generation farmer at Hamilton in the Derwent Valley. Since purchasing the current farm in 2002, he, with his wife Jane, have intensified and diversified the operation to 1200 breeding ewes, hybrid seed crops and farm tourism. The farm has a strong sustainable conservation focus and is kept in showcase condition for international tourists. Tim is a graduate of the Australian Rural Leadership Program and worked for Greening Australia for six years as a Statewide vegetation management officer in the mid 1990's. His passions are travel and the Tasmanian outdoors. He has contributed on several boards and volunteer positions within the farming and tourism communities and at present, is focusing on the rapid business growth of the Curringa Farm operation.

Abstract:

Outline of Curringa Farm enterprises:

- 300ha running 1200 First Cross Suffolk Ewes, producing 1600 2nd Cross Lambs with 300 replacements.
- Mixed cropping of poppies, and small seeds hybrid production of cabbages, carrots and onions.
- Farm production is 50% of gross farm income, beside a diversified farm stay accommodation and farm tour enterprise.

The Derwent Valley has about 14 weeks of spring commencing late August and then the pastures go off like a tap in mid December. We get 2 autumns in 8 and our annual rainfall is 400mm.

It's a long story but I sold merino lambs at the Oatlands store sale one year for 0.50 cents each. The lucky speculator told me he lost money on them. The following year we 2nd topped the sale at around $35.00 each. That was an 'ahhh haaa' moment when we realised what a fickle world we live in. It has taken me six generations of farming to stop running merino sheep and I don't miss them a bit. Since then we have simplified the sheep business to a breeding operation for Prime Lambs.

The farm success relies heavily on an annual calendar of events, matched against a systems approach of cropping and sheep management. We regard the Derwent Valley as a fertile and healthy valley that is suited to breeding. The simplicity of our program is that we breed and then leave the fattening up to the experts. My pastures are akin to thistles and barley grass on 1 inch of topsoil, whilst the fatteners luxuriate in pastures of chocolate and icecream.

Simple calendar is get pastures sown and put rams out before Hamilton Show (mid March) as a key date. Lambing is from 15th August to 30th September. Then the race is on to get as many lambs as possible out the gate before Christmas.

E tim@curringafarm.com.au

BEEF UPDATES

Chair: Allan Barr, General Manager, Tasmanian Operations, Ruralco Holdings Limited

Allan's agribusiness career spans over 30 years in both Australia and New Zealand. He is an experienced Executive, General and Operational Manager, having served as a Ruralco Executive for two years.

As General Manager, Tasmanian Operations, Allan presides over 370 staff and more than 40 points of representation Tasmania wide, with one of his primary roles being the agency sector of Roberts Limited (livestock and wool).

Roberts Limited, the main Ruralco business in Tasmania, is this year, 150 years old.

During the last four years Allan has lead considerable change management and strategic development of the business to ensure its future is aligned to its client's changing needs and delivers the results required by its shareholders and maximising returns for our client base.

10 Business Commandments

Dr John Roche, Principal Scientist for Animal Science, Dairy NZ

Abstract:

"Success is not something that just happens – success is learned, success is practiced, and then it is shared." – Sparky Anderson

In a relatively short life (I am 43), I have been a part of some amazing successes and some outright failures. However, in the immortal words of Thomas Edison, "it's only a mistake if you do it twice". And, for the most part, I haven't committed the same mistake twice.

The school of life has very hefty tuition fees and if you can learn from someone else's mistakes, your path will be so much smoother. In this session, I will provide my key commandments of business success, from planning and priorities, to finding the right mentor and the right partner. All of these can make or break a good initiative.

Liver fluke management

Bruce Jackson, DPIPWE

Bruce Jackson is a senior veterinarian currently employed as Manager, Animal Services within DPIPWE. Bruce graduated as a Bachelor of Veterinary Science with Honours from Sydney University in 1975 and gained entry to the Australian College of Veterinary Surgeons Epidemiology Chapter by examination in 1989. Bruce grew up on a sheep and cattle property near Walcha in the Northern Tablelands of NSW, and after graduation worked at Coffs Harbour, Warren (NSW), Oatlands (Tas), and Zimbabwe as a clinical veterinarian mainly with cattle, sheep and other production animals, returning to a Veterinary Officer position with DPIPWE in 1986. ruce has been involved with many programs such as de-regulating sheep body lice control, Emergency Animal Disease preparedness, research into transaction ID for sheep, residues work including the ban on the use of HGPs in cattle in Tasmania, lamb survival, and has conducted footrot vaccine and footbathing trials.

Abstract:

Liver fluke infestation occurs over a significant area in Tasmania and appears to be expanding its range into the North West. Because fluke infestations are sporadic in some areas and symptoms are not always obvious, infestation is often not suspected and treated, resulting in significant ongoing production loss. This presentation will briefly review the life cycle, alternative hosts, production loss on-farm and at processing, diagnosis, flukicides, control strategies and biosecurity (prevention) strategies.

M 0407 872 520
P 03 6777 2115
E bruce.jackson@dpipwe.tas.gov.au

A move to winter cow agistment

Rob Terry, Juniper Lea

After leaving school Rob worked in northern Victoria and central NSW both dry land and irrigated cropping farms. He attended Marcus Oldham Collage from 2001-2003 and then moved back to Tasmania in 2003, to work on the family farm.

With his wife, he took over the family business in January 2012 and since then he has worked on implementing a double cropping system. It is now in its second full year, and this change in cropping has resulted in changes to his livestock enterprise.

Abstract:

We have been running winter cow agistment for 8 years (agisting dry dairy cows for 8 weeks in July and August), at a small scale (100-200 cows each year). Two years ago (coinciding with the change to double cropping) the winter cow numbers have been increased to between 1000 and 1200. This increase in cow numbers was prompted by a desire to increase the effective utilisation of our current area of land. It also has the benefit of giving us a positive winter cashflow. We are paid $15 per head per week, with monthly billing. The cows are run on 120ha and are grazed on crops (oats and kale) and ryegrass. They are also given some supplementary feed including sorghum silage, wheat and barley straw, and hay. We do a dry matter assessment in June (and include a predicted winter growth rate) to calculate a daily feed allocation per animal of crop and supplementary feed. This determines how many cows we can run. The cows are strip grazed and moved daily (using the Kiwitech fencing technology).

M 0427 678 245

Notes

VIRTUAL FARM TOUR OF GREENVALE

Chair: Rafe Bell, General Manager, TP Jones & Co

Rafe Bell returned to Tasmania to join TP Jones & Co as General Manager in 2011. TP Jones & Co has established itself as one of the premier independent rural retailers in the state. A privately owned Tasmanian business established in 1985 servicing the rural sector in key markets such as beef, sheep, wool, dairy, horticulture, broadacre cropping and viticulture to both private and corporate farms. Rafe is a graduate of Melbourne University, Dookie College, where he studied Agricultural Science. He has worked on and overseen rice, wheat, canola and sheep properties in the Southern Riverina & Victoria before holding Regional & State Management roles with Nufarm in Victoria and Western Australia as well as State and National Management roles within Landmark based in Western Australia and Victoria. As a Director & Partner, Rafe has enjoyed watching the business continue to grow and evolve, and as its customer base continues to innovate and diversify is optimistic about what the future holds for the Tasmanian agricultural sector, and TP Jones & Co.

Robbie Tole, Greenvale Pastoral, Cressy

Robbie grew up on Greenvale at Cressy in the Northern Midlands of Tasmania and attended school in Launceston. After leaving he school, he spent three years working on farms in Tasmania and on the South Island of New Zealand. He then attended Glenormiston Ag College, completing his Advanced Diploma of Farm Management. After ag college, he spent a year in at a large cropping and beef feedlotting operation in Borden, Western Australia. Robbie returned home in 2000.

Robbie and his wife, Eliza, are now the fourth generation farming Greenvale, which came from traditionally a 100% dryland, prime lamb operation. It is now a diversified farming business with an extensive cropping program and a small breeding flock of crossbred ewes which are run alongside a lamb trading operation.

The farm is now 60% covered with fixed pivot irrigators, reducing the risks of dry seasons with a long term average rainfall of 680mm. Soil types range from very heavy black canola running up to lighter sandy loams.

Over recent years, extensive development work has been put into practice in the form of laneways, fencing and stock water systems. Technology has been implemented into the farming system to gain efficiencies in production and labour requirements, such as livestock handling equipment, variable rate irrigation, Fieldnet and RTK guidance.

The operation now has a well-balanced irrigation system complementing the cropping and lamb production, allowing turn off lambs all year round.

This virtual farm tour has been filmed over a nine month period and looks at the key management and business aspects utilised by Robbie & Eliza.

E greenpast@bigpond.com

IRRIGATED PASTURE UPDATES

Chair: Heather Neate, AgriGrowth Tasmania (DPIPWE)

Heather Neate has been the Animal Industry Analyst at DPIPWE since 2012. She moved to Tasmania after a 15 year career in the Commonwealth Government, working in a range of roles including policy, program management and regulation. Heather's speciality is roles that support industry, and she has previously worked with the transport, manufacturing and ICT sectors. Heather's current role with AgriGrowth Tasmania involves supporting further development of the animal-related agricultural industries, particularly red meat and dairy.

E heather.neate@dpipwe.tas.gov.au
P 03 6421 5120
W AgriGrowth@dpipwe.tas.gov.au

What drives profit of grazing systems? – lessons learned from dairying mistakes

Dr John Roche, Principal Scienctist for Animal Science, Dairy NZ

Abstract:

The only constant is change – but, "if you don't like change, you'll like irrelevance even less"- Gen Eric Shinseki.

As farmers, we are price takers – at the mercy of the market. It is, therefore, imperative that we understand both our profit drivers and what drives business resilience. Dairy farming has seen major shifts in the last 10-15 years, with the removal of product stores in Europe and the US and the resulting commodity fluctuations not seen before.

I will review the changes made in the dairy industry in New Zealand (the world's most vibrant dairy industry), determine the winners and losers, and present lessons learned that will benefit the Red Meat sector in the future.

Notes

Getting the most out of high performance pasture varieties

Wayne Nichol, Extension Agronomist and Nutritionist, PGG Wrightson Seeds

After graduating from Lincoln University he completed a B. Agr. Sc. degree (Hons) looking at grazing management of Caucasian clover. In 1996 he joined Hodder and Tolley Research employed as an assistant plant breeder and forage agronomist. Following the sale of Hodder and Tolley to Wrightson Ltd he joined the team at Kimihia Research Centre as a forage agronomist. In 1999 Wayne moved to focus on animal nutrition and he was responsible for animal nutrition activities conducted by Wrightson Seeds within New Zealand. During this period he completed a M. Agr. Sci (Dist), focusing on anti-nutritional factors of forage rape.

Subsequent to the merger of PGG and Wrightson in 2005, Wayne moved back to the area of his family sheep and beef farm in the heartland of Otago to follow his passion of working with numerous people and groups in the area of forage based systems across New Zealand and support the company's activities in Australia and Chile, South America. He is involved with a number of industry working groups and large scale farming operations, and is often utilised to provide technical input, training and product development support across the various pastured based systems including forage crops.

Abstract:

'High Performance Pastures (HPP)' is terminology commonly used in the pastoral industry but when one considers what it actually means it lacks definition. From a meat production perspective our aim is to grow and convert forage into meat as efficiently as possible, which in turn means producing and harvesting sufficient energy within consumed plant material for ruminant animals to convert plant protein into meat protein. Applying this principle means a 'High Performance Pasture' requires growing large amounts of forage that is easily harvested and meets the nutritional needs of the grazing animal. In combination with meeting industry needs for more carcass weight, at target specifications year round, this has led to specialist pasture and crops that utilise various combinations of grasses, legumes, herbs and forage brassicas being integrated into the meat producers forage platform. Farmers are increasingly likely to explore the use of these options as they continue to be challenged by factors such as land usage change, climate change, nutrient and soil management, increasing pest and weed management issues and meeting animal health and welfare criteria. 'High Performance Pastures' are a tool that farmers can use to improve whole-farm production through improvements in quality and quantity of forage grown. Getting the best from these 'High Performance' pastures and crops will be a considered trade-off between meeting the objectives of; maintaining the quality and production of the pasture or crop; nutritional demands and feed management requirements of the grazing animal; and feed supply and demand requirements of the overall whole farm system. Quantifying each of these parameters through measurement and recording systems will be integral to not only future performance on farm but also that meat product is being produce to market requirements and regulatory commitments. This in turn will lead to continual adoption of new technologies such as electronic identification, pasture measurement tools and whole farm systems models. The discussion will focus on some of these specialist pastures and crops using current knowledge and case studies of farmers.

M +64 275 963 975
E wnichol@pggwrightsonseeds.co.nz

Finishing livestock on irrigated legumes

Jason Lynch, Senior Consultant, Macquarie Franklin

Jason Lynch is a senior consultant at Macquarie Franklin, with 15 years of experience in production agronomy. Jason works with clients to improve the profitability and sustainability of a diverse range of agricultural production systems.

Jason has agronomic experience in both pasture based and a range of broad acre and intensive cropping systems, in addition to horticultural enterprises. Jason provides advice to clients on crop protection, integrated pest management practices, soil health management, plant and soil nutrition, and soil moisture and irrigation management. He has well developed communication skills, and has extensive experience in the delivery of presentations and group facilitation for both small and large audiences. Jason's client mix includes small and large scale businesses, and both family farms and corporate enterprises.

Jason is able to provide independent agronomic advice with an in-depth knowledge of farming systems.

Abstract:

The ability to maximise lamb live weight gain performance on legume based pastures involves 3 key areas including getting the basics right (the paddock and the plant), grazing management and animal health considerations.

Getting the basics right involves addressing significant paddock based issues (irrigation scheduling, soil fertility, pest and weed control and paddock drainage). The actions relating to the management of these issues will be determined by site specific factors including soil type considerations, paddock history and seasonal weather conditions.

For Lucerne based pastures it is best to select varieties that are classed as highly winter active, rating no.s 8-10, as they are the most responsive to irrigation during summer and autumn. White clovers with a medium leaf size and high stolon count are typically the most productive and tolerant of frequent rotational grazing.

Grazing management is a core driver of successful animal performance, and begins with knowing the lamb's feed intake requirements and preparing a feed budget. Plan to rotationally graze legume pastures with larger mobs to promote more even grazing outcomes, and ideally shift lambs onto fresh legume pasture every 4-5 days. To maximise Lucerne feed quality aim to graze the prior to the pre-bud growth stage and this will promote leafier and softer stem growth. White clover pastures should be grazed once canopy closure is reached.

Animal health considerations associated with lambs grazing on legume pastures includes management of Clostridial diseases (vaccination), red gut (provide a source of roughage in the diet) and bloat (manage feed intake).

E jlynch@macfrank.com.au
M 0459 031 311

Pasture management – what upskilling has done for our business

Frank Archer, Landfall Angus

Farm Manager and business manager, Frank spent 2 years studying at Lincoln in NZ where he gained a Diploma of Farm Management. Whilst in New Zealand he developed a passion for the pasture management and is highly motivated to maximise yield and utilisation.

Landfall is a beef and sheep breeding and finishing operation with the main enterprise being the production of Angus genetics under the Landfall Angus banner. Our production system focuses on high stocking rates achieved through improved pasture management.

Abstract:

Historically Landfall has been grazed under a set-stocking regime with the introduction of some rotational grazing principles over the years. In 2005, we began an irrigation development program which now covers 250ha of irrigated pasture. Some cropping has been carried out under the irrigated area but it is predominantly for the irrigation of pasture to supply feed through the late Spring, Summer and early Autumn for prime lambs and beef cattle finishing. As we increased our irrigation area it became apparent that our grazing management skills were not sufficient to maximise the pasture growth and utilisation. Essentially, we were not able to achieve a desired return on our investment as our management skills were the weak link.

In 2011 all the staff in our business participated in the Pasture Principles Program. Focussing on managing the pasture with the 3 leaf grazing principle we were involved in the course and coaching sessions with a number of other graziers.

Now 5 years later our pasture growth and utilisation is much higher and we have subsequently increased our stocking rates.

The presentation will give an overview of our experience including some comparative data of then and now. It will also cover the advantages and disadvantages of intensive rotational grazing and the challenges we have faced.

PASTURE PRINCIPLES

A practical guide to pasture management

Program Overview

Pasture management is the fundamental skill that determines the performance of pasture based grazing systems. Managers that exhibit a high degree of pasture management skill are far more profitable than those with less developed skills.

As with any skill development process, practice makes perfect. Unfortunately many managers fail to devote the necessary time to practising these skills. As a result they become frustrated with the process and fall back on old habits, which generally involve "best-bet" decisions which usually involves the manger taking a conservative approach and as a result long term profit falls.

The aim of this program is to provide farmers with a set of guiding principles that will allow them to manage confidently regardless of the season, situation or system. For too long the focus has been on the type of system that is most profitable, rather than what skills are required to get a decent return on the capital associated with a given resource base.

The Pasture Principles program was developed by Basil Doonan B Ag Ec, Dip Appl Sc (Hons), principal consultant at Macquarie Franklin, in conjunction with valuable input from a range of experienced individuals.

Program Content

The program is suitable for participants involved in the sheep, dairy and beef industry.

The key areas covered in the program are:

1. An understanding of the relationship between plant requirements and leaf emergence rates and pasture growth
2. Plant morphology and the relationship with pasture quality, pasture quantity and plant persistence
3. Measuring and predicting pasture growth
4. Allocation of pasture on a dry matter basis
5. Variations in pasture quality throughout the season
6. The relationship between stocking rate and pasture utilisation
7. Animal requirements for maintenance, growth, pregnancy and lactation
8. Feed budgeting
9. Feed planning
10. Marginal cost and marginal revenue decisions associated with feeding pasture

MACQUARIE FRANKLIN
Consultants for business, agriculture and environment

PASTURE PRINCIPLES

A practical guide to pasture management

Program Delivery

The program is offered in a group training environment.

The program is delivered via a two day workshop which deals primarily with the theory of grazing, understanding the language and key principles.

At the conclusion of the workshop participants engage in a 12 month coaching program that develops the key skills associated with pasture management. These coaching sessions are aimed at both skill development and the implementation and incorporation of grazing strategies and management on each of the participants' farms.

The coaching sessions are delivered on the basis of structured learning activities developed from the workshop objectives.

The program is delivered by highly experienced staff from Macquarie Franklin.

Skill Development Measurement

Macquarie Franklin has a data base that hold both financial and skills information. This data confirms a very strong relationship between skills level and business profit.

The change in skills level (and the associated improvement in business performance) is measured pre and post the program using a skills auditing process.

Participant Testimonial

"Our entire team undertook the Pasture Principles program in 2011. From this we implemented a new grazing management plan, only possible with the new skills we obtained from Pasture Principles. We have lifted stocking rates beyond our initial targets and still have more capability to lift them further. Pasture Principles provided us with one of the most critical turning points in our business productivity and profitability in the last decade."

Frank Archer, Landfall Angus

To find out more or to express your interest in Pasture Principles, please contact Macquarie Franklin:

Ph: (03) 6427 5300 | Email: admin@macfrank.com.au | Head Office: 112 Wright Street, East Devonport, TAS 7310

MACQUARIE FRANKLIN

Consultants for business, agriculture and environment

Access a wide range of free online tools at **www.mla.com.au/tools**
and help bolster the productivity of your pastures.

Try the online calculator that predicts your maximum stocking rate or one which determines the pattern of feed supply and demand over 12 months, as well as other applications and information *that will help your property prosper.*

All available on MLA's new look website:

www.mla.com.au

mla
MEAT & LIVESTOCK AUSTRALIA

DRYLAND PASTURE UPDATES

Chair: Peter Ball, Tasmanian Institute of Agriculture

Peter is an Industry Development and Extension Leader in the Tasmanian Institute of Agriculture's Extensive Agriculture Centre. Peter studied Agricultural Science at the University of Tasmania and whilst working in DPIPWE and TIA has been learning about Tasmanian pastures across 20 years of pasture and grazing related research, development and extension. Highlights have included working in MLA's Sustainable Grazing Systems, Prograze and More Beef from Pastures programs.

E Peter.Ball@utas.edu.au

Notes

MLA's Feed demand calculator

Cameron Allan, MLA

Cameron Allan from Orange in NSW is a Program Manager in MLA overseeing the Sustainable Feedbase Resources portfolio that includes feedbase production, natural resources, climate adaptation and mitigation, weeds and pest animals. Cameron's background was with NSW Agriculture, in animal production research, with a focus on meat, fibre and fertility of sheep and goats, including, pasture and weed ecology, grazing systems. This background underpinned his role in coordinating the development of the PROGRAZE training course on pasture and livestock interactions. This focus continued and expanded with the Meat Research Corporation, now Meat & Livestock Australia, taking PROGRAZE across southern Australia, the Business Skills and Best Practice program and then development of the MLA's Feedbase R&D portfolio. The Feedbase R&D portfolio in MLA, addresses plant breeding, pasture growth and utilisation and natural resource sustainability. "Good for business – good for environment" is the underpinning theme.

Abstract:

Successful livestock production (in the short and long term) is all about producing product to specifications, when it is needed. This is a constant challenge from a rain-fed pasture scenario with competing energy demands by different classes of livestock. Matching feed supply and animal demand sounds quite easy – in reality it is quite different.

The MLA's Feed Demand Calculator (FDC) is a tool to investigate changes to feed supply and animal numbers that can improve the match between the feed requirements of sheep or beef cattle and forage supply. It includes comparisons of different pastures, supplementary feeding and provides streamlined reporting. Also, warning indicators of the effect of different management options on environmental parameters have been included.

Key benefits:

- Allows simple comparisons of the effect of changing management of livestock on feed demand
- Consider the benefit of using alternative pastures to fill feed gaps
- Look at the impact of good or poor seasons on feed supply

Input information required includes the farm feed-base (i.e. the area allocated to different pastures and forage crops); describe the livestock (i.e. the number and type of animals, numbers and weights of stock purchased and sold, and reproductive management). The performance of the system is analysed by comparing the Feed Supply curve to the animal Feed Demand through the year. To get the most from the FDC, these steps should be repeated looking at different seasonal conditions and combinations of feed sources and livestock to determine the system that best meets your needs.

Common comparisons that can be explored include changing lambing/calving time; comparing different animal genotypes (larger frame size, higher reproductive performance); using alternative species to overcome feed-gaps and planning for adverse seasons (by changing likely pasture growth).

P 02 6361 1204
E callan@mlacom.au
W mla.com.au

Management of perennial pastures for longevity

Basil Doonan, Principal Consultant, Macquarie Franklin

Abstract:

A perennial plant is one that, given the right conditions lives forever. However often the plant is made up of a number of tillers that only live for a single season. When it comes to most improved species the biggest stress periods are during grazing and it is the management of this that affects longevity.

Plants are suited to short grazing intervals and the appropriate rest period. The rest or recovery period is usually a function of the prevailing growing conditions, that is the better the growing conditions the shorter the recovery period needs to be, with water and temperature generally being the most critical.

Plants will generally accumulate additional herbage mass while ever key nutrients are not limiting. Plants make carbohydrates by converting solar energy and use carbohydrates to grow and survive. Plants prioritise energy, firstly to regrow after grazing (stored energy), then to maintain themselves (root growth) and finally to reproduce. As a result the management of grazing and rest period is crucial to survival and perenniality.

P 03 6427 5300
M 0400 455 158
E bdoonan@macfrank.com.au
W www.macquariefranklin.com.au

Pasture Variety Network Trail

Cameron Allan, MLA

Abstract:

The quality of the feedbase provides the platform for livestock performance. The genetics of livestock have been improved and broad adoption through programs such as LambPlan and BreedPlan. However, similar success in adoption has not been reflected with pasture genetics. One key reason for non-adoption of new pasture varieties is around lack of confidence, which is driven in part by a lack of comparative variety performance data on which to make a decision. This contrasts to livestock genetics where there is verified comparative data.

MLA together with the Australian Seeds Federation and in collaboration with a range of pasture seed companies is establishing a national pasture variety evaluation program, the Pasture Trials Network (PTN). The objective of the PTN program is to:

- provide (producers, advisors, seed companies) with confidence in pasture performance data.
- create discerning producers to enable them to make evidence based decisions around the best species and cultivars for use in their livestock production.

This will be achieved by establishing a network of evaluation sites across southern Australia, with trials that have the layout of species unknown to site managers, and external/independent analysis. The focus initially is on post release cultivars, aiming to demonstrate comparative performance, to support producer's decision making.

Six independent sites have been established in NSW, Victoria and Tasmania. Another 16 sites are being developed in the PTN. Presently, three years of seasonal production data for annual legumes, lucerne, phalaris, fescues, cocksfoot and annual, Italian and perennial ryegrasses have been compiled and are being statistically analysed to outline local performance differences.

A website will communicate these results in late 2015, when analysis is expected to be complete.

P 02 6361 1204
E callan@mlacom.au
W mla.com.au

Using tools and information to make effective decisions

Josie Archer, Chester Partnership

Josie has been working at home on the family farm for the past three years. Prior to this she attended university at Deakin in Warrnambool, completing a Bachelor of Education (Primary). Josie did relief teaching for two years then went travelling for six months and has been working on the family farm since she returned. Since being at home, Josie has been and will continue to expand her knowledge and understanding of all aspects related to the family business.

Abstract:

Chester is located 20km west of Launceston. The 2,500ha property runs 4,500 cross bred ewes, 500 Poll Hereford cows and has 300ha of irrigated cropping ground with some forestry as well. The property has a variety of soil types; mainly sandy loam and rye grass dominate pastures. We aim to finish all lambs at 22kg - dressed weight, steers at 260kg - dressed weight and heifers at 240kg - dressed weight. The majority of our livestock is sold to Woolworths.

My brother, Andrew, and I have been home working with our parents for the past 3 years and our younger brother, Sam, plans to return home next year. Our aim for the business is to continue to grow and intensify to the stage that it will create a sustainable business for three siblings. To achieve these goals, we are expanding our knowledge base and learning from experts in specific fields. We are trying to utilise the latest technologies and innovations to improve our efficiency and skills. Some of this knowledge has been gained through the Holmes and Sackett Benchmarking Group, Life Time Ewe Management Course, Pasture Principles, a Rural Leadership Course and a Low Stress Stock Handling Course.

Recently we started the process of succession. Due to the related discussions, our individual and business goals and our direction have become much clearer. This process has, and will continue to have, a positive impact on our business.

The presentation will cover changes we have made over the past few years and the challenges ahead that we face. It will also cover the improvements that will be implemented to further increase our stocking rate and grow our business.

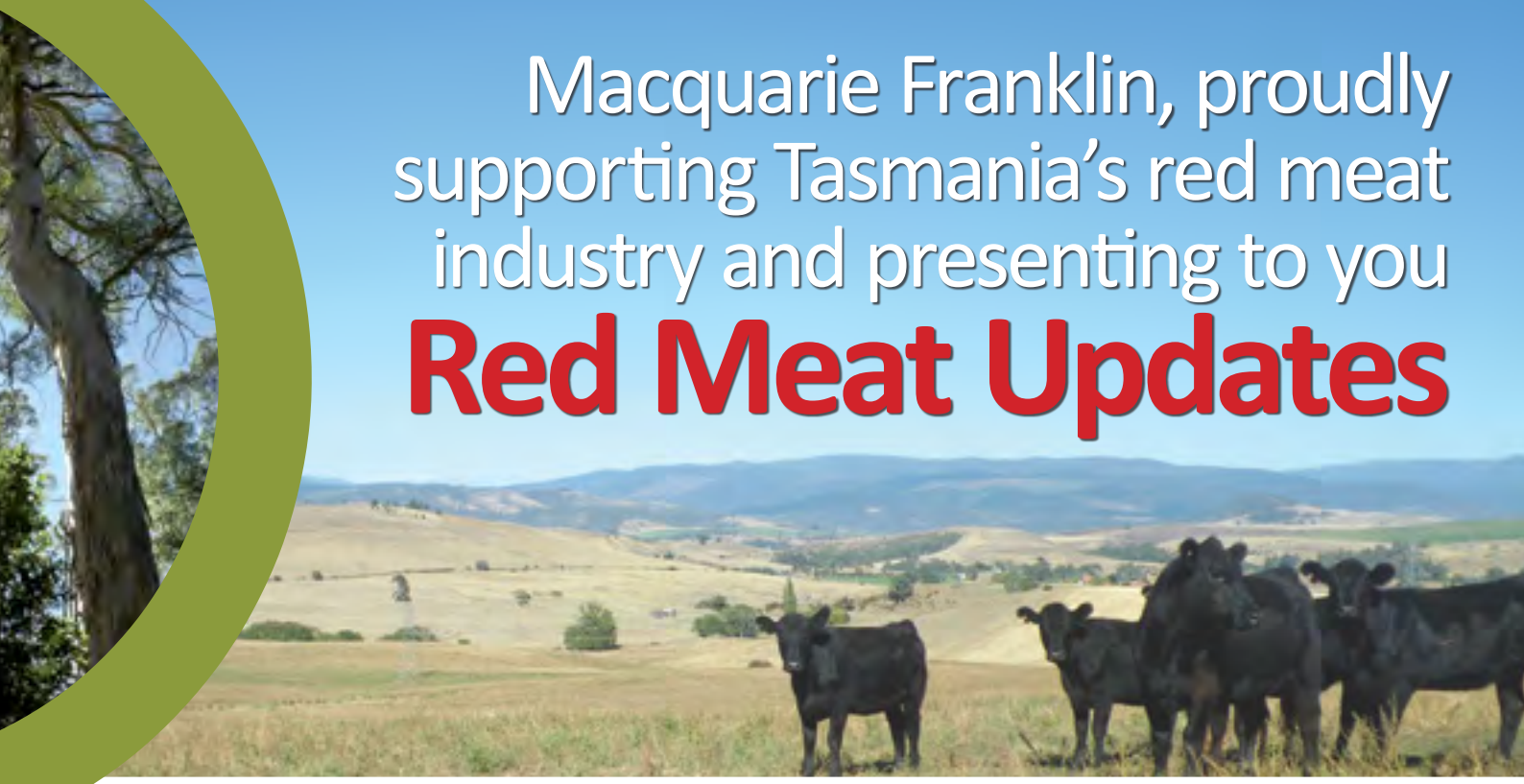
Some of our achievements so far include:

- Improving our lambing percentages through higher conception rates.
- Increasing profit and efficiency in the cropping enterprise by simplifying our rotations. We now have the cropping program better integrated with our livestock finishing enterprises.

In the future, through Pasture Principles, we would like to improve pasture quality, increase our stocking rate and finish prime stock as early as possible.

E jarcher16@hotmail.com
P 0407 935 511

Notes



Macquarie Franklin, proudly supporting Tasmania's red meat industry and presenting to you

Red Meat Updates




Independent advice to farm businesses, agribusiness and government.

- One-on-one coaching of farm managers to improve business profitability
- Enterprise and business benchmarking
- Independent technical advice on feed production and livestock management
- Work with groups to attract funding to run discussion groups or relevant training activities
- Feasibility studies (land, water and financial assessment) for businesses considering new enterprises or purchases
- Day-to-day farm management services for corporate clients
- Irrigation planning and design

MACQUARIE FRANKLIN

Consultants for business, agriculture and environment

112 Wright St, East Devonport, Tasmania
P: 03 6427 5300 E: admin@macfrank.com.au
www.macquariefranklin.com.au