



FRIDAY 25 JULY 2025 • LAUNCESTON

RED MEAT UPDATES

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RED MEAT UPDATES

T A S M A N I A

PROGRAM 8:45am – 5:45pm | Friday 25 July 2025 | Tailrace Centre, Launceston

Balancing effort, risk and reward

8.00am Registration desk opens, tea and coffee available

8:45am Proceedings commence

Welcome – *Matt Connellan, Red Meat Updates Working Group Chair*

Session 2: MLA Update

Chair: Matt Connellan, RMU Working Group

Industry update and MLA's new strategic direction – *Michael Crowley, Meat & Livestock Australia*

Session 3: Industry Champions

Chair: Chelsea Rayner, RMU Working Group

Angus Australia & Tasmanian Angus Breeders Group Industry Innovator: Data-driven decision making for profitable outcomes in a grazing business – *James Knight, The Sisters Pastoral Co.*

Incitec Pivot Gate to Plate: High yielding gate to plate – *Will Chapman, Braised – raised in Tasmania*

Nutrien Ag Solutions Emerging Leader: The future of the family farm – *Anna Cotton, Kelvedon Estate*

10:40am – 11:10am Morning tea

Session 4: Pasture Updates

Chair: Dwayne Schubert, Barenbrug

Establishing legumes in mixed pastures – learnings from on-farm demonstrations
– *Rowan Smith, Tasmanian Institute of Agriculture*

Balancing feed supply and demand in an agistment operation – *Tim Schmidt & Ben Lawless, Woodlands*

Session 5: Rabobank Primary Session

Chair: Helene Gunn, Rabobank

Global meat and livestock outlook and opportunities in an uncertain world – *Simon Quilty, Global AgriTrends*

1:10pm – 2:10pm Lunch

Session 6: Sheep Updates

Chair: Rowan Smith, TAS Farm Innovation Hub

eID: conceptually easy, tactically painful
– *Dr Tim Gole, For Flock's Sake*

Beating drench resistant worms in sheep
– *Dr Bruce Jackson, Veterinary Consultant*

Beef Updates

Chair: David Findlay, Zoetis

Above average profit from below average cost of production
– *Sandy McEachern, Braeside (NSW)*

Optimising herd health for joining
– *Dr Shane Thomson, Holbrook Vet Centre*

Session 7: Private Forests Tasmania Primary Session

Chair: Elizabeth Pietrzykowski, Private Forests Tasmania

Producer panel: The influence of change on cost of production in red meat businesses – *James Knight (The Sisters Pastoral Co.), Georgie Burbury (Burbury Ag) & Dougal Morrison (St Peters Pass - An Cala). Facilitated by Felicity Richards (Furneaux Agriculture).*

Session 8: Pinion Advisory Virtual Farm Tour

Chair: Jason Lynch, Pinion Advisory

Pinion Advisory Virtual Farm Tour – *Jock Hughes, Cluden Newry Pastoral – Jessiefield, Longford*

Session 9: Conclusion

Chair: Matt Connellan, RMU Working Group

Wrap-up, red meat raffle, networking drinks

5:00pm Networking drinks

5:45pm Event concludes

**Red Meat Updates is proudly presented to you by the
RED MEAT UPDATES WORKING GROUP**

Matt Connellan, Chair

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Andrew Archer

Chester Partnership, Westwood

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Wesley Dale and Strowan Enterprises,
Chudleigh

Hugh Bradley

Warrington Ag, Longford

Stuart Bull

Meat & Livestock Australia

Richard Burbury

RH and GH Burbury, Campbell Town

Justin Cooper

Gallagher Animal Management

Will Downie

Hazelwood Farm, Copping

Emily Hall

Tasmanian Institute of Agriculture

Will Lyon

Elverton Pastoral, Blessington

Chelsea Rayner

Kidman Downs Simmenals & Short Horns,
Lower Beulah

Richard Sutton

Darlot Downs, King Island

Tom Youl

Quoin Trust, Flinders Island

Andrew Whipple

Clovelly, Bridport

Conference coordinator: Pinion Advisory

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WELCOME



Matt Connellan

Chair, Red Meat Updates Working Group

Farm Manager, Warrington Ag, Longford TAS

Matt Connellan is a Farm Manager based in Tasmania’s Northern Midlands, where he has recently taken on the management of a mixed enterprise farm business, comprising of crossbred sheep, cereal and seed cropping, as well as beef and dairy agistment cattle.

After completing his studies at Marcus Oldham College, Matt relocated from the Central Tablelands of New South Wales to the Fingal Valley to further his career in agriculture.

He is passionate about the long-term viability of Australian agriculture and is committed to implementing practices that promote sustainability, animal welfare, and resilient farming systems. Matt believes that continuous improvement, innovation, and collaboration—particularly through events like Red Meat Updates —is essential to ensuring a strong and sustainable future for the industry.

In addition to his role as Chair of the Red Meat Updates Working Group, Matt recently completed Meat & Livestock Australia's Red Meat Ambassador training and actively encourages other producers to take part in opportunities to advocate for the industry.

NOTES



Industry update and MLA's new strategic direction

Michael Crowley

Managing Director

Meat & Livestock Australia

Michael was raised on a beef cattle property at Barraba in northern New South Wales, where his family run a stud and commercial beef cattle operation. He holds a Bachelor of Rural Science degree from the University of New England (UNE) and also has a Post Graduate Certificate in Business Administration from Queensland University of Technology (QUT). He has had a long association with the Australian Intercollegiate Meat Judging Association (ICMJ) going back to 1997 where he competed as a student before becoming the Australian coach for six years and President of the association until 2012.

Michael has held a range of commercial positions in the meat and livestock industry including livestock procurement, processing, plant quality assurance, supply chain management, sales and marketing. Michael ran his own business marketing livestock, running beef processing for branded beef exporters and he held his own meat export license.

Michael worked for Meat & Livestock Australia for 14 years. He joined MLA in 2009 where he managed the Meat Standards Australia program. In 2012 he moved with his family to Brussels taking on the role of International Business Manager for EU and Russia with MLA. He returned from Brussels in 2015 as the Program Manager of Meat Standards Australia and joined MLA's Executive Team in 2016 where he was the General Manager of Research, Development and Adoption. This business unit was responsible for investments in RD&A across the supply chain, including livestock genetics, on-farm productivity, eating quality, sustainability innovation, automation, objective measurement, market access science and product innovation.

More recently, Michael was the CEO of Herefords Australia where he worked with the seedstock sector to drive commercial outcomes for all customers along the beef supply chain.

Abstract

In addition to providing a general MLA and industry update, MLA Managing Director, Michael Crowley, will talk about MLA's new 2030 Strategic Plan.

Productivity and profitability will underpin the sustainability and prosperity of our great industry. By focusing on value creation and capture along the supply chain, MLA will deliver benefits that translate into profitability for the production sector. At its core, the MLA strategy is insight-led and market driven, ensuring customers and consumers remain at its centre. The strategy aligns directly with the Meat Industry Strategic Plan – Red Meat 2030.

INDUSTRY CHAMPIONS



Chair: Chelsea Rayner

Red Meat Updates Working Group

Kidman Downs Simmentals and Shorthorns, Sheffield TAS

Chelsea runs the Kidman Downs Simmental and Short-horn stud on her family’s small property outside of Sheffield. Alongside this, she also works as a livestock agent with Webb and Woodiwiss Livestock Marketing and has completed her Associate Degree in Agribusiness at University of Tasmania.

Whilst having a strong focus on the red meat industry as a whole, Chelsea’s passion lies within cattle production systems and breeding operations. She is also involved with several beef focused committees, including holding the position of Director on the Simmental Australia board.

NOTES



ANGUS AUSTRALIA SCHOLARSHIPS, AWARDS, BURSARIES & GRANTS



Angus Australia with support from the Angus Foundation and numerous other sponsors, offers a vibrant scholarships, awards, bursaries and grants program.

This program aims to increase knowledge of the Angus breed and to assist Angus Australia members to expand their knowledge and experience of the Australian and international agricultural industries.

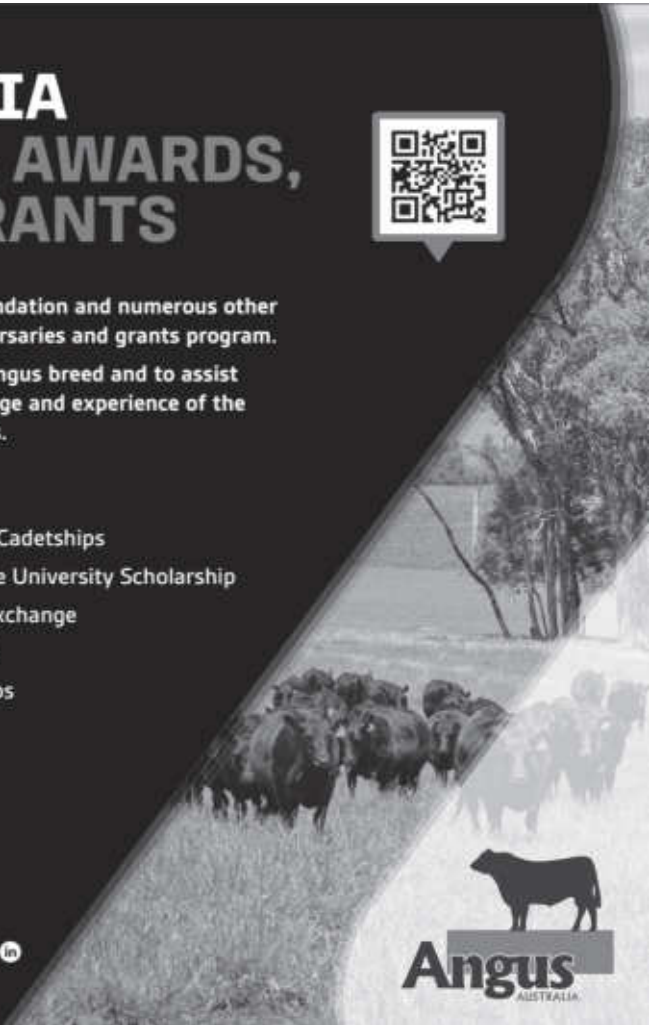
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- Production Tour · Beef Australia Scholarships
- Total Beef Cattle Assessment Course Scholarships
- LivEXCHANGE Scholarships

In addition, the Tasmanian Angus Group offer:

- The John Wear Travel Bursary to attend the Angus Youth Roundup

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NOTES

INDUSTRY INNOVATOR



Data-driven decision making for profitable outcomes in a grazing business

James Knight

Managing Director

The Sisters Pastoral Co, The Sisters VIC

In 2016 after a successful eight years in corporate agriculture, James and his wife Georgie decided to leave Melbourne, and through a succession process purchase her family's 1,200ha family farm in southwest Victoria.

Since 2017 James and Georgie have expanded their hectares under management to 2,200ha and increased beef production by 54% per hectare. They operate livestock and cropping enterprises over three properties between Mortlake and Macarthur in southwest Victoria.

The commercial Angus beef breeding business comprises of approximately 1,700 breeders and share crops make up approximately 600 hectares annually. James has played a pivotal role in expansion, whole business management and developing systems and processes to ensure strategic operational and business targets are achieved.

Abstract

James and Georgie Knight, and their team manage a spring calving beef business in southwest Victoria. The business calves down approximately 1,300-1,400 Angus breeders annually, with all progeny grown to 400-500kg liveweight.

Drawing on professional experience gained through prior roles in corporate agriculture, this background has enabled James to take a corporate approach to developing the family farming business into an organisation that prides itself on evidence-based, data-driven decision making. 'Measuring-to-manage' and capturing a range of on-farm data informs strategic plans and operational execution.

Data drives all business decisions, and James will share how this intentional focus on informed decision-making began and what progression has looked like over time, with a specific focus on the role of systems and processes in data capture, benchmarking, ag tech and measuring to inform practice change and business management within the Sisters Pastoral Co business. With examples of how data has driven on-farm decisions for profitable outcomes in their grazing business, James will outline what the key learnings and challenges have been throughout this journey.



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NOTES

GATE TO PLATE



High yielding gate to plate

Will Chapman

Owner

Braised – raised in Tasmania, Ouse TAS

Will is currently running and developing 'Braised – raised in Tasmania' - value added 'heat'n'eat' lamb products. This involves managing a fat lamb operation to service Braised with Wiltipolls, as well as managing 2,500 head fine wool Merinos within the farming operation at Ouse in the Derwent Valley.

Being a qualified chef, Will develops the value-added lamb products and produces them in his commercial kitchen. These products are then sold directly to the consumer, in addition to commercial food operations.

Abstract

Will's presentation will cover the 'Braised' journey including:

- the product development for Braised, including product testing and selection for market
- the process of conducting market research, finding new suppliers and negotiating prices
- the role of attending festivals including the Taste of Tasmania, Dark MOFO Winter Feast and wine festivals
- having an on-farm focus for achieving the target meat quality for the products through animal nutrition and managing stocking rate to be able to hold stock for longer for processing
- how Braised has been managing scale through local producer partnerships, including collaborations with other businesses (e.g. Ashgrove Cheese) at festivals
- navigating the balance of financially sustainable practices of value-added foods
- the branding strategy and how to tell a story, including building a social media presence, on-farm filming, plus more.

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NOTES

EMERGING LEADER



The future of the family farm

Anna Cotton

Manager

Kelvedon Estate, Swansea TAS

Anna is a Farm Manager on her family's property, Kelvedon Estate working alongside her father. They run superfine Merinos and a 9 hectare vineyard. After graduating from Marcus Oldham and following a short career as a sheep and wool advisor, Anna returned home to work on the farm.

In 2024, Anna was awarded a Nuffield Scholarship and through this has completed research to better understand 'the Future of the Family Farm'. During her travels Anna visited a number of businesses across South America, the United Kingdom, Europe and Africa.

Abstract

Background

Kelvedon Estate is a 3,000 hectares property south of Swansea, producing superfine wool and wine, of which a third of the grapes produced go into the Kelvedon Estate wine label and the remainder is sold under contract to Handpicked Wines for their Arras label.

Why Nuffield?

A passion for agriculture, travel and learning led Anna to apply for a Nuffield Scholarship. Seeing peers in the agricultural industry complete their Nuffield scholarship, the learning and personal growth as a result of their scholarship year was further encouragement to apply.

Key Nuffield learnings:

- open mindedness and removing emotion from farming
- commodity or product?

Risk mitigation and changes to Kelvedon Estate business:

- water reticulation to every paddock
- pivot irrigation
- plans for further irrigation development
- dual enterprises
- transitioned to non-mulesed plain bodied sheep.

Future plans as a result of Nuffield:

- explore low to no alcohol wine
- explore agri-tourism and how it can complement the existing business.

PASTURE UPDATES



Chair: Dwayne Schubert

Tasmanian Territory Manager

Barenbrug, Derwent Valley Tasmania

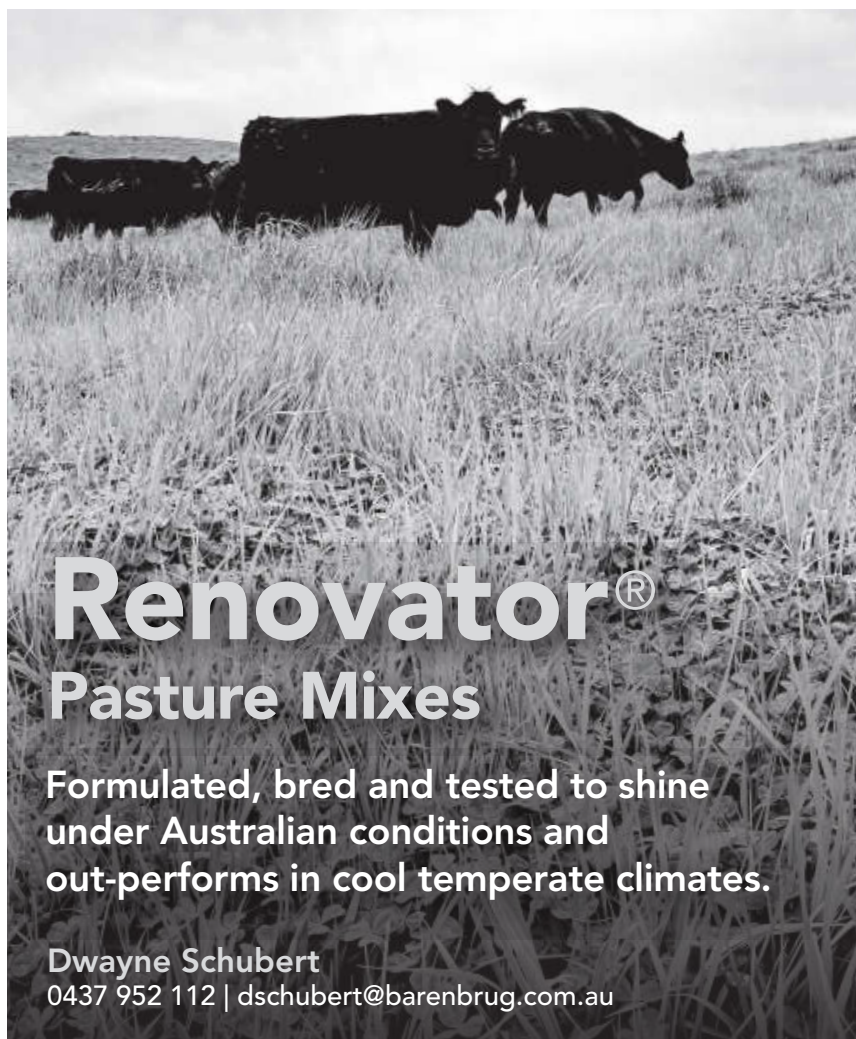
Dwayne is the Tasmanian Territory Manager for Barenbrug, Australia. Growing up on a cattle property in Northern NSW, Dwayne studied a Bachelor of Agricultural Science at Charles Sturt University in Wagga Wagga. He has had 18 years' experience as an agronomist focused on pasture and livestock production whilst dabbling in cotton and broadacre crops across NSW.

Since moving to the Derwent Valley in 2015, Dwayne's role has been providing sound agronomic advice to growers across Tasmania in the pasture and animal production space.

Outside of his work as an agronomist, Dwayne has been a representative water polo player for many years.

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Establishing legumes in mixed pastures – learnings from on-farm demonstrations

Rowan Smith

Senior Research Fellow

Livestock Production Centre – Tasmanian Institute of Agriculture

Rowan's research is focussed on improving the productivity of red meat and wool grazing systems through improvements to the feedbase and its management. Rowan has a number of research projects focussed on pasture legumes and how to maximise their establishment and persistence, and their role in mixed pastures with grasses and herbs.

These projects include on-farm involve and partner demonstrations with red meat producers. He also has an interest in evaluating alternative forage species and resilient grazing systems including how emerging virtual fencing technologies can improve pasture productivity and quality.

Rowan is President of the Australian Grassland Association (AGA) and contributes to three levels of the South Australian Livestock Research Council (SALRC).

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Abstract

Mixed pastures provide the backbone of the grass-fed feedbase in south-eastern Australia. While there are many combinations of different species chosen for different soils, climates, and purposes, they all generally contain at least one species of grass, and one species of legume. The role of legumes in providing high quality feed as well as fixing atmospheric nitrogen that can be utilised by the grass component of pastures is well established. However, pastures are often grass dominant, either through design at sowing, or through degradation processes over time. Perennial legumes are at a competitive disadvantage to grasses during emergence and establishment; being less competitive for moisture, nutrients and light - they are generally slower to establish.

This project sought to research methods of maximising legume establishment in mixed pastures through sowing techniques and species selection. It also worked with producers in establishing new paddock scale sowings on farm and documenting some of those successes. This included monitoring composition changes and feed testing. This presentation will focus mostly on the on-farm demonstrations and highlight ways to advantage legumes in mixed pastures.

Legume and mixed pasture research projects

Growing red meat productivity through the selection and establishment of perennial legumes – funded by the Tasmanian Institute of Agriculture and MLA through the MLA Donor Company.



Serradellas for new environments – funded by MLA and in collaboration with CSIRO and NSW DPI.



Pasture 365 – funded by the Future Drought Fund Long Term Trials Program and in collaboration with Deakin University and other partners.





Balancing feed supply and demand in an agistment operation

Tim Schmidt

Owner

TJ & PA Schmidt – Woodlands, Red Hills TAS

Tim is the owner of Woodlands in partnership with his wife Pip. Tim oversees business and production management of Woodlands, focusing on business agreements and strategic management. Tim has 45 years of agricultural experience and a Bachelor of Farm Business Management. He has also been advocating for the industrial hemp industry for the last eight years and is involved in research projects aimed at integrating hemp into livestock systems.



Ben Lawless

Grazing Manager

TJ & PA Schmidt – Woodlands, Red Hills TAS

Ben is the Grazing Manager at Woodlands, and this role sees him planning and managing the feedbase and grazing systems on-farm. For the last four years Ben has been focused on researching and implementing advanced grazing management for informed tactical and strategic feedbase decision-making.

Abstract

Tim and Ben will share an overall look at their grazing operation including insights into:

- the benefits of agistment as a core enterprise determining appropriate stocking rates for longer-term contracts and managing seasonal surplus/deficit
- short term feed budgeting and grazing methods
- integrating contract calf rearing into our larger operation.

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PRIMARY SESSION 1



Chair: Helene Gunn

Senior Rural Manager

Rabobank, Launceston TAS

Helene grew up on her family's mixed sheep and cropping property near Westbury. She pursued a Bachelor of Agricultural Science in Hobart, completing an Honours year looking at drip irrigation management in vineyards. Starting as a trainee manager at Rabobank, she has now spent 14 years managing a diverse and exciting portfolio of agricultural loan clients. Her passion for the industry is evident, and she loves visiting farms and connecting with people whenever possible.

Outside of work, Helene enjoys travelling and spending time with friends. She is also a mother of two primary school-aged children and has authored two biographies about her grandparents, highlighting their lives in the local community and on their multi-generational farm.

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NOTES



Global meat and livestock outlook and opportunities in an uncertain world

Simon Quilty

Managing Director

Global AgriTrends, VIC

Simon produces market updates each week, including a podcast and written updates. These are done jointly with his US counterpart, Brett Stuart. The focus is on global markets and how these impact livestock prices in Australia, both cattle and sheep. In recent months, US tariffs have played a significant role in his analysis.

Simon has traded meat worldwide for 35 years and applies his knowledge of global markets to simplify complex markets for his subscribers.

Simons' subscriber business has a diverse group of listeners and readers, ranging from meat processors in Australia to large feedlot operators, backgrounders, pastoral houses, and farmers worldwide. In addition, Simon brokers meat from India into North America, which gives him unique insights into the Indian buffalo market, which he visits regularly.

Simon recently completed a Churchill Scholarship to investigate how to reward farmers for lowering methane emissions. This study took him to 13 countries around the world in search of answers to this question. He met with scientists, innovators, farmers, meat processors, supermarkets, and industry representatives as he sought a solution.

Simon has a degree in Agricultural Science and a Churchill Fellowship.

Abstract

Simon's presentation will look at the global supply and demand factors that impact livestock prices in Australia. This session will provide responses to the following questions:

- How do US trade tariffs impact Australian exports and livestock prices?
- Australia's supply dynamics for both sheep and cattle – Are we in liquidation or rebuilding? Where is the supply heading?
- Global supply in other countries – how does this impact Australia?
- Australia's demand characteristics – how is global demand tracking in key markets?
- Do we have enough processing capacity?
- How is southern Australia's drought impacting markets?
- As a large buyer of Australian beef and lamb and as our number one competitor in key markets, how important is the US market?
- Can consumers afford to pay higher prices?
- What does a five-year forecast for Australian livestock markets look like?



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SHEEP UPDATES



Chair: Rowan Smith

Research Fellow - Pasture and Forage Science

Tasmanian Institute of Agriculture, TAS

Dr. Rowan Smith is a Research Fellow at the Tasmania Institute of Agriculture (TIA), where he leads the Feedbase and Environment Cluster within the Livestock Production Centre. His research focuses on enhancing the productivity of low-to-medium annual rainfall grazing systems through the strategic use of perennial grasses and pasture legumes.

Rowan is actively involved in multiple research projects aimed at maximizing the establishment and persistence of pasture legumes in mixed pastures. His work includes on-farm trials and partner demonstrations with red meat producers, ensuring that research findings translate into practical applications for the industry.

Committed to exploring resilient grazing systems, he also evaluates alternative forage species and investigates how emerging virtual fencing technologies can improve pasture productivity and quality. In addition, Rowan works collaboratively with the TAS Farm Innovation Hub to foster innovation and drive advancements in sustainable agriculture, supporting farmers in adopting cutting-edge solutions that enhance efficiency and environmental outcomes.



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This program received funding from the Australian Government's Future Drought Fund.



The TAS Farm Innovation Hub is dedicated to helping Tasmanian farm businesses and their communities thrive in the face of a variable climate.

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eID: Conceptually easy, tactically painful

Dr Tim Gole

Director

For Flocks Sake, Dubbo NSW

Dr Tim Gole is the Director of a veterinary based sheep services and consulting business called 'For Flocks Sake'. After being a partner in veterinary clinics in Central West NSW and Northern Australia, Tim saw an opportunity to service the sheep industry at a higher level and moved to Dubbo to start For Flocks Sake.

For Flocks Sake now has 300+ clients across four states, operating with the purpose to help producers grow their best ewes and make every ewe a winner.

A strong believer in getting hands-on experience and 'walking the walk', For Flocks Sake has several joint venture flocks where they trial and deploy concepts, technology and products to make sure they make the good mistakes, so their clients don't have to.

Tim completed his membership of the Australian and New Zealand College of Veterinary Scientists as a way to give the big up yours to the 2017/18/19/20 drought.

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Abstract

On a fundamental note, individual identification, trait measurement and selection based on performance is quite simple. As the famous saying goes, no plan survives first contact with the enemy. Tactically, eID can be a challenge for those who are new or unfamiliar with the technology and deploy the technology only a couple of times a year.

Tim will go through the basics of using eID on a commercial level and how we can make eID work for you at a very basic level.

Key points Tim will cover include:

- how does RFID and eID actually work?
- what are the current toys currently on the market and what are their pros and cons?
- how do we use those toys to collect data?
- options on how to store data
- options on how to use the data in a controlled setting
- tactical eID use for the commercial producer (hint: you don't need to spend a bomb...)
- common rookie errors and easy mistakes to make.



Beating drench resistant worms in sheep

Dr Bruce Jackson

Principal

Bruce Jackson Vet Consultant

Bruce is a veterinarian with 49 years' experience in animal health, having spent 18 years in large animal practice and 31 years in Government. Bruce retired from Biosecurity Tasmania in 2017 and now runs a sole trader veterinary consultancy, mostly doing work that is too specialised or time-consuming for veterinary practitioners, such as complex disease outbreak investigations, trial work, workshop delivery, animal health extension, research projects and facilitating situations involving negotiations with regulators.

Bruce also produces a monthly Tasmanian livestock health newsletter on behalf of Animal Health Australia. Bruce has three adult children and is interested in how we make our products more attractive to younger generations who are steadily becoming more influential in both domestic and global markets.

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Abstract

The key to understanding drench resistance is to know that worms develop resistance to the drench family (e.g. BZ,LEV, ML, MOXI, Startect or Zolvix) rather than the brand name, and that different species of worms are present at different times of the year and may have different levels of resistance to these drench families. Whenever scouring doesn't respond to drenching, or a 10-14 day post-treatment worm egg count (WEC) is not zero, drench resistance should be suspected, and steps should be taken to confirm whether drench resistance really is present.

A DrenchCheck is a WEC carried out 10-14 days after a drench to make sure the drench has killed nearly all the worms.

A DrenchTest is a comprehensive trial set up to determine which drench families still work against the worm species on your property.

Completing a DrenchCheck may be more practical than a DrenchTest due to the variation in presence of different worm species at different times of the year.

Each drench family attacks the worm in a different way, and this is why combination drenches can work when there is some resistance to each of the individual drenches. Sometimes less than a 98% reduction in WEC means you should not use the drench, and in some circumstances, you can still use an 85% effective drench.

Minimising how often you drench, giving the right dose, using combination drenches, quarantine drenching introduced sheep, and selecting sheep for drench resistance are all important factors in combatting drench resistance.

eID can be a valuable tool to assist in minimising drench use – usually 20% of any mob will carry 80% of the worms. Individual animal management via eID and record keeping can assist with the following management tactics:

- drenching low weight gain lambs
- not drenching the fastest growing lambs
- separate drench guns for different weight classes
- treatment records to maintain compliance with the export slaughter interval (ESI).

Useful tools for optimising drench use:

Checking for drench resistance with a DrenchCheck (Wormboss)



Testing drench effectiveness with a DrenchTest (Wormboss)



Tasmanian drench decision guide tool (Paraboss)





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NRM North is supporting farmers and landholders in northern Tasmania to understand, enhance and monitor their property's natural capital — soil, vegetation, and ecosystems.

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- Peer learning through field days and workshops, hosted at farmer-led demonstration sites showcasing best practices.
- Funding for on-ground activities that enhance natural capital.
- Events and resources to share knowledge and skills to understand, enhance and monitor natural capital and access emerging markets and sustainability frameworks.

Contact our Sustainable Agriculture team to find out more.

NRM North

(03) 6333 7777

nrmnorth.org.au

admin@nrmnorth.org.au



Australian Government

This project is supported by the Australian Government through funding from the Natural Heritage Trust under the Climate-Smart Agriculture Program and delivered by NRM North, a member of the Commonwealth Regional Delivery Partners panel.

BEEF UPDATES



Chair: David Findlay

Professional Sales Representative, Livestock

Zoetis, TAS

David manages the Tasmanian territory for the Zoetis Livestock team. His role covers animal health products and programs relating to sheep, beef and dairy cattle, in addition to genomics in both beef and dairy cattle for the company.

David attended Curtin University of Technology WA (Muresk Campus). Livestock is a common thread through his career so far, having been involved in livestock (beef and sheep) farming as well as occupying buying, marketing and livestock cartage roles in the sector.

E: david.findlay@zoetis.com

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Above average profit from below average cost of production

Sandy McEachern

Owner/Manager

A&A McEachern Pty Ltd, Tumbarumba and Neville, NSW

Sandy currently manages his beef (55,000 DSE) and prime lamb (10,000 DSE) grazing operation across 2,700 effective hectares of owned land and 550 hectares of leased land. Beginning with a small lease of 185 hectares, Sandy has progressively built up this business since 2005.

Sandy has a farm consultancy background through his employment and subsequent ownership of farm consultancy business Holmes and Sackett, now Aggregate Consulting Pty Ltd.

Sandy has an Agricultural Science degree from UNSW and a Diploma in Applied Finance and Investment from the Securities Institute of Australia.

Abstract

Sandy's three key rules:

1. The production system must be capable of above average production per hectare with the average price received comparable to other farms benchmarked.
 2. The production system must not consume large amounts of labour and machinery per hectare.
 3. The production system must not demand constant replacing or renewing of the pasture resource base.
- These rules have allowed the business to access more debt and grow more quickly than most grazing businesses in southern and eastern Australia.

The rules mean that the components of the production system that are non-negotiable are:

- fertiliser and lime
- high pasture utilisation
- calving date and target market
- animal health
- fences, water and yards.

The second wave of components that whilst important can be compromised to achieve the non-negotiables are:

- genetics
- supplementary feeding systems
- pastures species.

The things to be avoided (or at least minimised) are:

- ego
- the wrong people
- capital constraints
- knee-jerk tactical decisions.



Optimising herd health for joining

Shane Thomson

Director and Veterinarian (beef production)

Holbrook Vet Centre, Holbrook NSW

Shane is a Veterinarian and Partner at the Holbrook Vet Centre (HVC). HVC has a strong focus on production and breeding services to the beef industry. They service the artificial breeding requirements of both seedstock and commercial producers Australia-wide; including AI, embryo transfer, bull fertility examinations and ultrasound pregnancy diagnosis.

In conjunction with these production and breeding services, HVC also runs a specialised donor centre and large-scale recipient herd.

Shane completed his veterinary training and a post-graduate Masters in whole farm veterinary consulting at Charles Sturt University in Wagga Wagga. Shane owns and runs his own commercial and seedstock beef enterprise with his wife Caity and four boys, so seven days a week he is never too far from the back end of a cow!

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M: 0499 986 838

Abstract

Southern Australian producers face continued and increasing cost base pressure in their beef breeding production systems. Under these circumstances it is essential to manage the selection, preparation and herd health of breeders to optimise joining outcomes. There are significant production and economic benefits from concise calving periods relative to the pasture growth curve of the specific environments that producers are managing, but this must be managed with impacts to the cost of production in mind.

This presentation will provide an overview of breeder selection practices and key herd health priorities leading into joining, to optimise outcomes and promote productivity gains. Preparation for joining involves understanding that in beef operations we are asking the females to re-join whilst lactating, and in the case of first calvers, whilst still needing to grow themselves. To meet these requirements and have females ready to join, we must understand the pasture growth curve and how to most adequately align animal requirements with this feed availability. In the case of heifers, we must understand weight and age targets to achieve puberty into their first mating. In the case of cows, we must meet body condition score targets at the critical points of calving, mating and weaning. Within these targets we have the ability, through management, to influence this body condition, the feed made available and therefore the time interval between calving and rejoining – these factors combine to determine the female's preparedness for joining.

In well run breeding programs, there remains a range of reproductive diseases and potential mineral deficiencies that need to be prevented. We will look at prevention programs for the key reproductive diseases (vibriosis, pestivirus and leptospirosis) and consider decision points to assess and manage common mineral deficiencies (selenium and copper).

With most diseases there is the ability to prevent with a relatively known level of confidence; the alternative being to mitigate risk through other means and subsequent treatments. We will consider the known costs of prevention and ability to prevent the key reproductive diseases identified above, in context with the probable costs of disease breakdown. As is the nature of reproduction, we are setting the livestock and the system up for the production cycle of the future – in most cases the diseases of concern negatively impact the reproductive outcome, preventing the production of livestock. As such, there is ultimately not the ability to ‘treat’ these issues. Therefore, prevention in a timely and cost-effective manner is key to good management.

The positive is that whilst fertility outcomes are highly important for overall system profitability, they are lowly heritable, putting producers in the drivers seat to influence these outcomes through their preparation and management.

Useful resources

More Beef from Pastures Module 5 – Weaner throughput



Agriculture Victoria - Managing breeding herds before mating



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PRIMARY SESSION 2



Chair: Dr Elizabeth Pietrzykowski

Chief Executive Officer

Private Forests Tasmania, TAS

Dr Elizabeth Pietrzykowski is Private Forests Tasmania Chief Executive Officer. The key objective of the role is to lead PFT in delivering its strategic priorities which are underpinned by an overarching objective to enhance and develop the private forest industry in Tasmania.

Elizabeth is born and bred Tasmanian and has 25 years' experience across a number of sectors including agriculture, landscape management, mining, oil, gas and forestry.

Elizabeth completed a Bachelor of Science Forest Ecology with Honours at the University of Tasmania followed by a Doctorate in Forest Health at CSIRO Forestry and CRC For Sustainable Production Forestry.

As a Forest Health Scientist Elizabeth has provided specialty forestry solutions to the private and public forestry sector including private landowner estate management, forest practice planning, forest health diagnosis, biodiversity assessment, and regeneration and restoration plans for forest carbon accounting. Elizabeth learnt how to manage a selective harvesting forestry landing at the late Richard Bowden's property at Weasel Plains 20 years ago. Here she observed true care for the land while running a diverse enterprise, one which is continuing today.

In more recent times, Elizabeth returned to the University of Tasmania as the Tasmanian Institute of Agriculture Commercial and Business Manager, a role she thoroughly enjoyed as she got up close with all aspects of agriculture and the amazing industry we have here in Tasmania. She also secretly desires to one day manage a small farm to supply fresh produce to local cafes and restaurants and has dabbled in inoculating hazelnuts for truffles. This is a work in progress.

A self-motivated leader with a passion for the environment, the agricultural and agroforestry sectors, Elizabeth is devoted to ensuring a sustainable future forest resource for all Tasmanians.

In her own time Elizabeth enjoys designing and building gardens, growing fruit and vegetables with her son, and competing with her horse.

The influence of change on cost of production in red meat businesses

Session abstract

Facilitated by Felicity Richards (Furneaux Agriculture), this unique panel session will bring together three producers to discuss the changes they have implemented or invested into their businesses to address cost of production, improve efficiencies, and 'balance effort, risk and reward'. Hear how operational changes, enterprise diversification, and sound advice have shaped these businesses moving forward.

Panel facilitator:



Felicity Richards, Director

Furneaux Agriculture, Riverside, TAS

Felicity grew up on a livestock enterprise on Flinders Island and returned to farming in 2013 after a decade in policy development and regulation. She and her husband now run a beef business across Wynyard, the Tamar Valley, and Flinders Island. Within the family business, Felicity manages key areas including human resources, work health and safety, biosecurity, compliance, and risk. Her experience in governance includes leadership roles with Harvest Launceston, Primary Employers Tasmania, and the Tasmanian Red Meat Industry Steering Committee.

She currently Chairs Farm Safe Australia, the Tasmanian Biosecurity Advisory Committee, and the Tasmanian Livestock Processing Taskforce. A confident advocate and speaker, Felicity brings energy, collaboration, and strong national connections to her work across the agricultural sector.

Panellists



Georgie Burbury

Owner/Manager

Burbury Ag Pty Ltd, Campbell Town TAS

Georgie is a lamb producer from the Northern Midlands in Tasmania. After studying Agricultural Science at the University of Tasmania, Georgie spent five years working in beef and lamb feedlots in eastern Australia. On returning to Tasmania, Georgie spent several years on her family's property 'Eastfield' where she set up and managed a lamb feedlot.

She now farms with her husband Richard across several properties based around Campbell Town. The livestock element of the business includes a self-replacing Composite ewe flock, lamb finishing and trade cattle. The cropping and fodder production enterprise includes peas, potatoes, poppies, grass seed, canola seed, carrot seed, beetroot seed and barley. Fodder crops include lucerne, clover, chicory, and several brassicas.

Georgie was the first producer Chair of the Red Meat Updates Working Group and has also previously chaired the Southern Australian Meat Research Council (SAMRC) South East Victoria and Tasmania Regional Committee.



James Knight

Managing Director

The Sisters Pastoral Co, The Sisters VIC

In 2016 after a successful eight years in corporate agriculture, James and his wife Georgie decided to leave Melbourne, and through a succession process purchase her family's 1,200ha family farm in southwest Victoria. Since 2017 James and Georgie have expanded their hectares under management to 2,200ha and increased beef production by 54% per hectare. They operate livestock and cropping enterprises over three properties between Mortlake and Macarthur in southwest Victoria. The commercial Angus beef breeding business comprises of approximately 1,700 breeders and share crops make up approximately 600 hectares annually.

James has played a pivotal role in expansion, whole business management and developing systems and processes to ensure strategic operational and business targets are achieved.



Dougal Morrison

Manager

An Cala (St Peters Pass), Oatlands TAS

Dougal works alongside his brother Fergus and parents Cate and Askin, to manage the 8000ha grazing property in Tasmania's Southern Midlands. Management of the business is currently transitioning between generations, with Dougal and Fergus taking on full operational management in the coming years. Within the business, Dougal manages the pasture production and cropping enterprises, along with overseeing development projects and strategic direction of the business.

Dougal has eight years of farming experience across Tasmania, New South Wales and Western Australia, in addition to a Bachelor degree in Farm Business Management from Marcus Oldham.

NOTES



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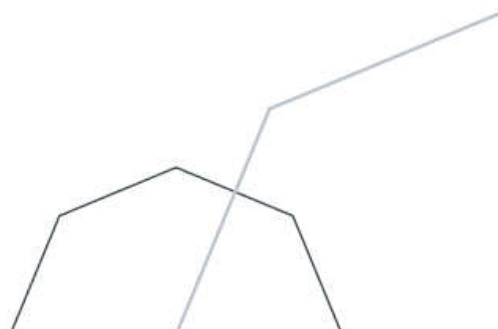
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VIRTUAL FARM TOUR



Chair: Jason Lynch

Senior Consultant

Pinion Advisory, Devonport TAS

Jason Lynch is a Senior Consultant with Pinion Advisory, an agronomist by profession, and a generalist by experience. He works with land owners, managers and producers to improve the productivity and sustainability of pasture and livestock production systems and is passionate about assisting producers to maximise the efficiency of system inputs and their resource base.

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NOTES



Jock Hughes

Owner/Manager

Cluden Newry Pastoral, Longford TAS

Cluden Newry Pastoral is a mixed enterprise operation with an Angus seed stock stud and commercial breeding herd, prime lambs, and cropping. Jessiefield spans 800 hectares and is home to the business' Angus stud, prime lambs and cropping enterprises. Jock Hughes and Claire Burbury took on the lease of the family property in 2016 and expanded the business in 2018 to now include an additional 550 hectare property at Mount Direction called Biddle Creek and a 200 hectare lease block in Perth in 2023.

The Hughes family have been at Jessiefield in Longford since 1926, with the business evolving through each generation.

Jock's grandfather, Richard Hughes, started the Cluden Newry Angus stud at Jessiefield in 1956.

Fast forward to today, the stud runs two on-farm auctions each year with recent notable success in 2025 with bull 'Uppercut' breaking Tasmanian bull sale records. Cluden Newry's breeding objective focusses on calving ease and high growth, whilst also maintaining fat cover through the season and achieving high eating quality. The prime lamb operation at Jessiefield in past years has involved buying in replacement ewes and joining them to a terminal sire. The lambs are finished on the property, with the business targeting a 23 kg carcase weight.

The recent expansion into the commercial beef enterprise came with the purchase and development of the Biddle Creek property. This growth opportunity has been a work in progress to get the new enterprise to where it is today, with 2025 being the first year they have reached the goal of selling steers into the feedlot market.

Jock is also involved in a number of industry-driven groups such as the Longford Red Meat Group and the Southern Australia Livestock Research Council. Cluden Newry is engaged with a benchmarking group to enable them to continue to reflect on business performance and to help develop goals to build the business into the future.

This year's virtual farm tour will showcase how Cluden Newry have balanced a range of enterprises while continuing to grow and develop the business.

RED MEAT UPDATES 2025 EVENT FEEDBACK SURVEY

Please complete at the end of the day and show your submission complete screen to a team member for entry into the red meat raffle.





Know your obligations under the new *Biosecurity (Livestock Traceability) Regulations 2024*

From 1 January 2025, all lambs, kids and bobby calves born from this date must have an approved NLIS electronic identification (eID) tag fitted before moving off property.

From 1 January 2027, all sheep and goats will require eID tags when moving off property, aligning them with the existing requirements for cattle.

You can access eID transition support through the Tasmanian Government Tag Schemes for sheep and goats (nre.tas.gov.au/eID), and bobby calves (nre.tas.gov.au/BobbyCalf).

Visit the Livestock Traceability Regulations (nre.tas.gov.au/LTR) webpage for more information.

BIOSECURITY TASMANIA
Department of Natural Resources
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Sheep & Goat eID



Bobby Calf eID



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MLA offers red meat producers a range of training opportunities, resources and publications.

TRAINING OPPORTUNITIES

Profitable Grazing Systems is a group-based delivery program designed to deliver training and coaching over several months and up to a year to improve producer skills and knowledge. The aim is to achieve practice change on-farm in the areas of people, business, reproduction and genetics, value chain and feedbase.



Producer Demonstration Sites are on-farm projects run by producer groups who want to demonstrate findings from known research into their local farming system. MLA calls for Producer Demonstration Site applications that will help to improve the profitability, productivity and sustainability of red meat enterprises every April.



EDGEnetwork® workshops offer practical knowledge and skills on topics such as breeding and genetics, business management, nutrition, grazing and land management. Workshops range from one to three days.



BredWell FedWell is a practical, one-day introductory workshop on how productivity and profitability can be improved through good breeding and feeding over the livestock production cycle, with a specific focus on profit drivers.



The toolbox, MLA's free eLearning platform, builds knowledge in the areas of animal welfare, husbandry, feedbase and genetics. Packages take between 15 to 20 minutes to complete online, allowing users to learn at their own pace.



myMLA is a customised online dashboard that provides news, weather, events and R&D tools relevant to you, as well as a single sign-on feature for integrity systems.



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mla.com.au/seasonal-hubs

Feedbase hubs provide tips and tools on soils, pastures, legumes and weed management alongside the latest R&D to increase pasture production, quality and persistence.

mla.com.au/feedbase-hub

MLA's Feedback magazine signposts producers to practical on-farm information and showcases how MLA is investing levies in research, development and marketing activities.

mla.com.au/feedback

Keep informed about the latest red meat and livestock industry news, market information, events, research and marketing with MLA's suite of e-newsletters. Mastheads include: **The Weekly** • **Integrity Matters** • **Goats on the Move** • **The Quarterly Feed** • **Global Markets Update** • **The Advisor**



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