

Media release – December 2021

MeatUp Forums focus on how producers run resilient red meat enterprises

Meat and Livestock Australia (MLA) is encouraging red meat producers to register for a MeatUp Forum that will focus on running resilient red meat enterprises in Dubbo on 1 March 2022.

MLA Group Manager of Adoption and Commercialisation, Sarah Strachan, said previous MeatUp Forums had shown producers value learning from other producers and sessions that showcased how the latest in red meat R&D was being adopted on farm to drive productivity and profitability were very well received.

“The Dubbo program has been designed by red meat producers in the region and includes several producer case studies. In the last few years, the region has experienced drought, begun recovery through improved seasons, then had impacts from mice and in some areas flooding. Recovery is aided by resilient red meat enterprises. What contributes to enterprise resilience will be explored during MeatUp.” she said.

Nathan Simpson, of Binginbar Farms, Gollan, will highlight how he has incorporated technology on farm to improve efficiency and production in his sheep enterprise.

A panel session with veterinarian Jillian Kelly, and producers Tim Bowman and Gary Hall, will explore how they have used beef genetics to improve the productivity of their beef breeding operations.

Ed Blackburn, Wongaboori Station, uses dual-purpose crops within his farming system to fill a feed gap. Ed will share his decision making process around management strategies and the impact of dual-purpose crops on his business profitability. Jack Brennan, Paraway Pastoral will share how confinement feeding is used as an effective tool for rebuilding the flock.

A virtual farm tour video will premiere at MeatUp Dubbo. Host producer Joe Mason takes us to Spicers Run at Spicers Creek where Forum attendees will gain an overview of the Mason family's mixed sheep and cropping business and understand what makes it a resilient farm business.

Red meat producer, and MeatUp working group member, Lisa Anderson, Wagga Wagga, describes MeatUp Forums as “an opportunity to gather, network and learn from one another”.

MeatUp Forums will also be held in Wagga Wagga in August and Casino in September 2022.

Pre-registration is essential, visit www.mla.com.au/meatup MLA Members \$25, Non-member \$50 (includes researchers, Department staff, service providers and producers who are non-MLA members). Ticket prices are GST inc.

Ends

Image:



Caption:

Joe Mason and Spicers Run will feature in a virtual farm tour video at the MeatUp Forum at Dubbo on 1 March 2022.

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MeatUp Forums are an MLA initiative and delivered by Pinion Advisory.

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About MLA:

Meat & Livestock Australia Limited (MLA) delivers marketing and research and development services for Australia's cattle, sheep and goat producers, creating opportunities from their combined investments to build demand and productivity across the supply chain. Most of MLA's funding comes from transaction levies placed on the sale of livestock, with the Australian Government providing matched funding for levy investment in most R&D.