

Media release – December 2021

MeatUp Forums focus on markets and eating quality

Meat and Livestock Australia (MLA) is encouraging red meat producers to register for a MeatUp Forum that will focus on markets and eating quality in Naracoorte on 3 February 2022.

MLA Group Manager of Adoption and Commercialisation, Sarah Strachan said the Naracoorte MeatUp program would have a whole of value chain focus.

“The Naracoorte MeatUp Forum will address production systems to improve productivity and profitability, using data for making on farm decisions and understanding the outcome on carcass quality, eating quality and market requirements”.

Her overview of the red meat market will be well complemented by insights on market risks and opportunities from Matt Dalglish of Thomas Elder Marketing.

John Frances, Agrista, will provide insights into on farm production systems. He will explore key drivers of profitability, including the relationship between feed supply and peak demand. John will also share insights into the psychology behind decision making processes.

A virtual farm tour video will take MeatUp attendees to South Killanoola, featuring interviews with farm manager Dean Eastwood and owners Robert and Digby Seymour, to see their farm and what makes it a success.

MeatUp Forum Event Coordinator, Caroline McGrath from Pinion Advisory said “With the region kicking off bull sales in the new year, we have timely updates from Hamish Chandler (MLA) on selecting sires for beef businesses, while Gus Rose from Sheep Genetics will talk on new traits available for ram buyers.

Peter McGilchrist from the University of New England will inform producers on what they need to know about beef and lamb eating quality. He will be joined in a panel session by representatives from Thomas Foods International and JBS.

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.

The MeatUp Forum at Naracoorte follows the Best Practice Demonstration Farm Field Day at Struan on 2 February 2022. ‘We encourage producers to travel to the South East to take up the opportunity of attending both events, plus ‘MeatUp for dinner’ with fellow producers and industry representatives at Struan House. Over dinner producers will enjoy a cooking demonstration from MLA Product Development Executive and Culinary Chef, Julie Ballard’ said Caroline.

Ends

Image:



Caption:

South Killanoola farm manager Dean Eastwood, with owners Robert and Digby Seymour, feature in the virtual farm tour video at the MeatUp Forum in Naracoorte on 3 February 2022.

For media enquiries contact:

Georgie Humphries, MLA Corporate Affairs and Media Manager, p: 0404 055 490,
e: ghumphries@mla.com.au

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

For MeatUp Forum enquiries contact:

Caroline McGrath, Pinion Advisory - MeatUp Event Coordinator (SA), p: 0438 640 768,
e: cmcgrath@pinionadvisory.com

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.