



**Practical tools and
information to beef
up your business**

**Admission
\$20 per business**

*To register call MLA
on 1800 675 717*

Beef-Up forum

More beef, more money

**Community Function Centre, King Street, Gin Gin
Wednesday 9 December 2009**

11.30 am: Registration and lunch

12.00 pm – 6.30 pm: Presentations

6.30 pm: BBQ Dinner

"Very informative day. Well structured with great speakers (range, duration, number). The information provided was clear and concise. Great to be informed of what the levy money is doing. Just a great day - thank you!" Comments by Jim & Liz Lynch, Aramac Beef Up forum - 26 February 09.

In partnership with:



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PROGRAM

Wednesday 9 December 2009, Community Function Centre, King Street, Gin Gin

- 11.30** Arrival, registration and lunch
- 12.00** **Welcome** Cam Hughes - Chair, South East Queensland Regional Beef Research Committee
- 12.05** **Forum Overview** Geoff Niethe Northern Beef, MLA
- 12.15** **Beef industry update** Hear about the latest factors affecting markets here and overseas Cattle Council Australia representative
- 12.35** **Q & A**
- 12.50** **Beef business management** Understand and manage profit drivers in your enterprise Phil Holmes, Holmes & Co, Farm Business Advisers
- 1.10** **Q & A**
- 1.25** **Beefing up reproductive performance** Innovative heifer and breeder management practices that will improve herd turnoff
John Bertram, QPIF, Goondiwindi
- 1.45** **Q & A**
- 2.00** **SMOKO**
- 2.15** **Beefing up liveweight gain** Nutritional technologies to improve animal performance, better target markets and improve your profitability
Stu McLennan, QPIF, Yeerongpilly
- 2.35** **Q & A**
- 2.50** **Grazing land management** Strategies to improve land condition for long term sustainability and greater profits Bill Schulke, QPIF, Bundaberg
- 3.10** **Q & A**
- 3.25** **Producing beef for MSA and the new Grassfed standard** On-property practices that can help ensure your cattle grade MSA plus key elements of the proposed new Grassfed standard Michael Crowley, Manager, Meat Standards Australia
- 3.45** **Q & A**
- 4.00** **BREAK**
- 4.30** **"I did it my way . . . "** A story highlighting successes and challenges of running a beef business To be confirmed
- 4.50** **Q & A**
- 5.05** **Update – research and development activities in the MLA Northern Beef Program** Learn how innovative R&D is delivering industry solutions
Rodd Dyer, Manager - Northern Beef, MLA
- 5.25** **Q & A**
- 5.40** **MSA eating quality integrity** Ensuring the perfect eating experience
Kelly Payne, Meat Standards Australia, MLA
- 5.50** **Value adding beef using MSA eating quality program** A hands on demonstration . . . Making a whole lot more from rump
- 6.30** **Informal networking including BBQ dinner**

Register today by calling MLA on 1800 675 717

Further information: www.mla.com.au/beefup