

# final report

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## Goats on the Move eNewsletter

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## **Executive summary**

MLA deploys a quarterly Goats on the Move eNewsletter as the primary online communication vehicle for MLA's Going into Goats program.

This report incorporates the performance report for the most recent issue which was sent on 18 February 2016, as well as a review of the performance of the eNewsletter over the past three years (since April 2013).

Since April 2013, 12 editions of the Goats on the Move eNewsletter and 12 Goats on the Move eAlerts were sent.

Over the course of three-years, the number of subscribers opening the eNewsletter (Unique Opens) and the number of subscribers that click through to an article after opening the eNewsletter (Click Throughs) has been relatively consistent.

Without fail, every eNewsletter's case study has ranked in the top 20. While this likely reflects the interest among goat producers in other producer activities, it should also be noted that the case study is always the first article listed in the eNewsletter.

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## 1. Background

MLA deploys a quarterly Goats on the Move eNewsletter as the primary online communication vehicle for MLA's Going into Goats program.

This report incorporates the performance report for the most recent issue which was sent on 18 February 2016, as well as a review of the performance of the eNewsletter over the past three years (since April 2013).

It should be noted that the email system used by MLA has changed over the past three years and there were issues encountered with recording metrics in two issues in 2013.

## 2. Performance - recent issue

The most recent issue was sent on 18 February 2016 to 2,325 active subscribers. This included all goat producer members of MLA.

*Table 1: Subscriber Numbers, Unique Opens and Open Rates (12 month)*

	Feb 16	Oct 15	Jul 15	Apr 15	Jan 15
<b>Subscribers sent</b>	2,325	2,966	3,040	2,388	2,207
<b>Unique Opens</b>	484	536	612	431	412
<b>Open Rate</b>	21%	18%	20%	18%	17%
<b>Click to open (CTO)</b>	27%	28%	32%	38%	42%

### 2.1. Popularity of articles

The Click to Open rate reported in Table 2 below provides an indication of article popularity.

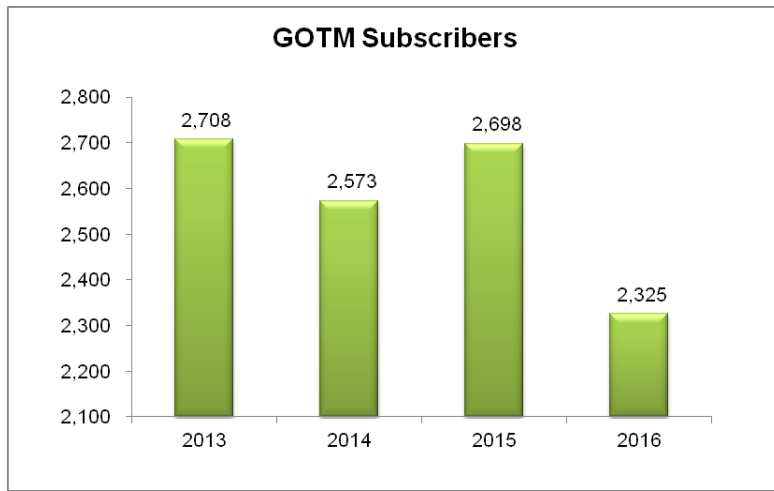
*Table 2: Popularity of Articles based on CTO*

Article	CT	CTO
<b>Case Study: From little things big things grow</b>	70	53%
<b>GIG Guide gets going</b>	36	27%
<b>NLIS tagging exemptions depend on you</b>	28	21%
<b>Trials to understand growth rates of rangeland goats</b>	16	12%
<b>Exports ease slaughter tracks higher</b>	13	10%
<b>Video highlights biosecurity practices</b>	9	7%
<b>New course to gain the business EDGE</b>	7	5%
<b>Goats can add value to mixed farming operations</b>	6	5%

### 3. Performance - three years

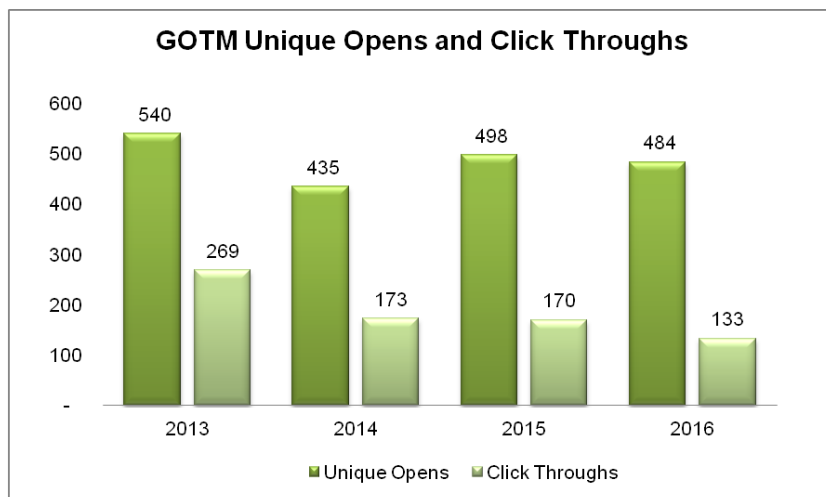
Since April 2013, 12 editions of the Goats on the Move eNewsletter (Appendix 1) and 12 Goats on the Move eAlerts (Appendix 2) were sent. Graph 1 shows the average subscriber numbers year-on-year. The most recent edition in January 2016 was deployed using MLA's new email campaign system and this may account for the 14% drop in subscribers from 2,698 in 2015 to 2,325 in 2016 if the email campaign service provider has changed the manner in which they gather the metrics. There may also have been an issue with the transfer of subscriber lists to the new system. Furthermore, it should be remembered that the 2014 and 2015 figures are averages over four issues, whereas 2016 represents only one issue.

Graph 1: GOTM Subscriber numbers year-on-year



As Graph 2 shows, over the course of three-years, the number of subscribers opening the eNewsletter (Unique Opens) and the number of subscribers that click through to an article after opening the eNewsletter (Click Throughs) has been relatively consistent, even allowing for the significant decrease in subscriber numbers between October 2015 and January 2016.

Graph 2: GOTM Unique Opens and Click Throughs



### 3.1. Popularity of articles

The popularity of all articles tracked over the three-year period is provided in Table 3. The top 20 most popular articles are shaded dark green. Without fail, every eNewsletter's case study has ranked in the top 20. While this likely reflects the interest among goat producers in other producer activities, it should also be noted that the case study is always the first article listed in the eNewsletter.

*Table 3: Popularity of Articles based on CT*

Article	CT	Edition
<b>Case Study: Strengthening supply through the chain</b>	116	Nov-13
<b>Preventing CAE in Australia</b>	103	Nov-13
<b>Preparing goats for sale</b>	100	Feb-14
<b>Weaning kids – nutrition tips to success</b>	84	Nov-13
<b>Case Study: Dual-purpose goats go the distance</b>	75	Jun-14
<b>Case Study: Emphasis on goat supply pays off</b>	74	Oct-15
<b>Case Study: From little things big things grow</b>	70	Jan-16
<b>Case Study: Focus on welfare delivers</b>	65	Jul-15
<b>Case Study: Harvesting goats for total grazing pressure management</b>	60	May-14
<b>Case Study: Supply the key to industry future</b>	59	Apr-15
<b>Goat industry cost of production</b>	57	Feb-14
<b>Tips for exclusion fencing</b>	56	Jan-15
<b>Case Study: Focus on supply to meet demand</b>	55	Feb-14
<b>Case Study: Breeding quality goats for commercial producers</b>	53	Sep-14
<b>Improving eating quality of goatmeat</b>	52	Jan-15
<b>Strong US demand for Aussie goatmeat</b>	52	Nov-13
<b>Case Study: Focus on supply critical in rangelands</b>	48	Jan-15
<b>Applying FAMACHA for worm control</b>	44	Jul-15
<b>MDC to fight Barber's Pole Worm</b>	44	Feb-14
<b>Goat prices strong in 2014</b>	42	Jan-15
<b>Supplementing goats</b>	41	May-14
<b>New plan doesn't kid around with CAE and JD</b>	41	Sep-14
<b>Menu makeovers with Aussie goatmeat</b>	40	Nov-13
<b>Robust goat demand supports higher prices despite strong supply</b>	39	May-14
<b>Exploring goat worm control - survey</b>	39	May-14
<b>Transport of goats</b>	39	Sep-14
<b>Goat supplies tighten over winter</b>	38	Jul-15
<b>Making goats healthy and happy</b>	38	May-14
<b>Strong demand for Australian goatmeat</b>	37	Jan-15
Article	CT	Edition

<b>GIG Guide gets going</b>	36	Jan-16
<b>Commercial Goat Industry Field Day</b>	36	Sep-14
<b>Goat prices highest on record</b>	35	Apr-15
<b>Understanding growth rates of goats</b>	34	Oct-15
<b>Producers' perspectives on worm control</b>	33	Apr-15
<b>Identification and traceability of goats</b>	32	Jun-14
<b>Goat slaughter and exports rise in May</b>	32	Jun-14
<b>Cooking with goat...the colonial way</b>	31	Jun-14
<b>Control of Johne's Disease</b>	30	Apr-15
<b>Telemetry - remote eyes on the ground</b>	30	Jul-15
<b>True Aussie goat at SIAL</b>	29	Jun-14
<b>Cost of production tool</b>	29	Sep-14
<b>NLIS tagging exemptions depend on you</b>	28	Jan-16
<b>Counting the cost of wild dogs in WA</b>	28	Jul-15
<b>Goat Producers Forums - Vic and QLD</b>	26	Sep-14
<b>New cost of production tool</b>	25	Jan-15
<b>Research identifies growth potential for goatmeat exports</b>	25	Sep-14
<b>Smartphone Apps for Farmers v2</b>	24	Apr-15
<b>Producers needed to test tool</b>	24	Jun-14
<b>Pest to Profit - Landline</b>	22	Jun-14
<b>New technology for browning goatmeat</b>	21	Oct-15
<b>Weather dictates terms in 2013</b>	21	Feb-14
<b>Make a statement about goat health</b>	20	Oct-15
<b>Claiming back stamp duty on goats</b>	20	May-14
<b>Australian goat slaughter surged through winter</b>	19	Sep-14
<b>Check out high pressure packaging</b>	18	Apr-15
<b>MLA launches new apps</b>	18	Sep-14
<b>Industry priorities for next five years</b>	17	Jan-15
<b>Trials to understand growth rates of rangeland goats</b>	16	Jan-16
<b>Laying the foundation for growth</b>	14	Apr-15
<b>Get smart with genetic data</b>	14	Apr-15
<b>Emerging goat export opportunities to Asia</b>	14	Apr-15
<b>Exports ease slaughter tracks higher</b>	13	Jan-16
<b>Past studies guide future research</b>	13	Oct-15
<b>Goat industry's pathway to prosperity</b>	12	Oct-15
<b>Article</b>	<b>CT</b>	<b>Edition</b>
<b>Transport - know your obligations</b>	11	May-14

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<b>PDS project highlights importance of measuring genetics</b>	11	Jun-14
<b>Have your say on the industry's direction</b>	11	Sep-14
<b>Video highlights biosecurity practices</b>	9	Jan-16
<b>Survey</b>	9	Nov-13
<b>New course to gain the business EDGE</b>	7	Jan-16
<b>Webinar - Prices and markets</b>	7	Sep-14
<b>Goats can add value to mixed farming operations</b>	6	Jan-16
<b>Disease investigation pilot in WA</b>	5	Oct-15



## **Appendix 1: Screen shots of the Goats on the Move eNewsletters**

November 2013-January 2016

From: Meat & Livestock Australia [goats@news.mla.com.au]  
To: angelas@schusterconsulting.com.au  
Subject: Goats on the Move eNewsletter - 18 Feb 2016



## Goats on the Move

February 2016



### From little things big things grow

By focusing on the production of a high quality product and engaging with other supply chain participants, the Stewarts have rapidly grown their farmed goatmeat enterprise.

[Read about this goatmeat enterprise >](#)



### NLIS exemptions depend on you

From 1 February 2016, goat depots must be registered to be able to move goats without NLIS tags. Tools have been developed to help depots comply with the new requirement.

[Find out how to comply >](#)



Going into goats  
Australia's professional goat production guide

### Going into Goats guide gets going

MLA has recently commissioned a comprehensive review of the Going into Goats guide to ensure producers have access to the latest information.

[Read about the review >](#)



### New course to gain the BusinessEDGE

A new round of BusinessEDGE workshops will help participants assess their different enterprises and make more informed decisions to increase profitability.

[Find out how to get the BusinessEDGE >](#)



Farm Biosecurity Esse

### Video highlights biosecurity practices

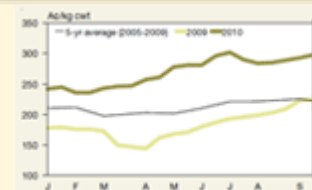
A video released through the Farm Biosecurity Plan highlights the importance of good biosecurity and the essentials thereof including planning, training and recording.

[Watch the video online >](#)

### Useful links

- [> Going into Goats guide](#)
- [> Rangelands guide](#)
- [> Cost of Production Tool](#)
- [> LPA and NVDs](#)
- [> NLIS for goats](#)

### MARKET UPDATE



Australian goatmeat exports in January declined 8% year-on-year; however, January saw average weekly eastern states goat slaughter levels lift 30% year-on-year, to 34,450 head.

[Read more >](#)

### Other news and events

- [> Goats can add value to mixed farming operations](#)
- [> BusinessEDGE Workshops April-June 2016 \(Qld\)](#)
- [> ABARES Outlook 2016 1 March 2016](#)

> [Forward to a friend](#)

> [Going into Goats](#)

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Subject: Goats on the Move eNewsletter - Oct 2015

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## Goats on the Move

October 2015



### Emphasis on goat supply pays off

For the McDonald family near Charleville Qld, shifting from harvesting rangeland goats to a simple breeding and finishing enterprise focusing on maintaining supply has paid off.

[Read about their rangeland enterprise >](#)



### Make a statement about goat health

A National Goat Health Statement is the first line of defence in preventing the spread of pests and diseases when introducing new goats into a herd.

[Find out how to use the Statement >](#)



### New technology for browning goatmeat

Browned or 'flamed' goatmeat is popular in some of Australia's export markets and new technology has improved the carcase browning process as well as workplace safety.

[Read how the technology is applied >](#)



### Understanding growth rates of goats

Little is known about growth rates of rangeland goats, making it difficult to forecast when goats may reach marketable weights. New research is now underway to explore this topic.

[Learn about the growth trials >](#)

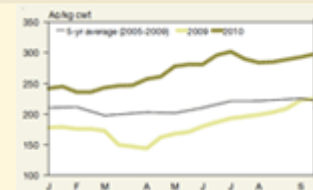
### Past studies guide future research

A review of past research has helped guide the design of trials investigating growth rates of Australia rangeland goats in rangeland, mixed farming and high rainfall zones.

#### Useful links

- > [Going into Goats guide](#)
- > [Rangelands guide](#)
- > [Cost of Production Tool](#)
- > [LPA and NVDs](#)
- > [NLIS for goats](#)

#### MARKET UPDATE: Uncharted territory for goat indicators



Despite a 10% rise in the year-on-year slaughter rates in September, prices for export goats reached 500¢/kg based on data from MLA's National Livestock Reporting Service.

[Read more >](#)

#### Other news

- > [Improving assurance](#)
- > [Goats break records](#)
- > [Research project seeking ways to identify levy payers](#)



[Access a summary of the review >](#)

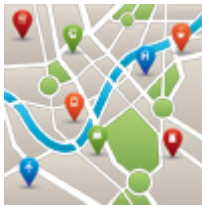
- > [ChAFTA to benefit red meat](#)
- > [Only current LPA NVDs accepted from November](#)



### [Disease investigation pilot in WA](#)

A program currently being piloted aims to boost WA's capacity to detect exotic animal diseases earlier by subsidising the costs of veterinary investigations for producers.

[Read how to take part in the pilot >](#)



### [Goat industry's pathway to prosperity](#)

The Goatmeat and Livestock Industry Strategic Plan 2020 details clear R&D targets for the industry and attributes responsibility to service providers for achieving those goals.

[Find out more about the strategic plan >](#)

> [Forward to a friend](#)

> [Going into Goats](#)

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**To:** angelas@schusterconsulting.com.au  
**Subject:** Goats on the Move eNewsletter: July 2015

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## Goats on the Move

July 2015



### Focus on welfare delivers

Animal welfare is a foundation for delivering quality rangeland goats into live export markets for Fiona Lander and Geoff Davies on 'Bindara', in central western NSW.

[Learn about their approach to welfare >](#)



### Telemetry - remote eyes on the ground

Improvements in telemetry technology have increased the range of applications for many enterprises, resulting in significant savings in labour and vehicle costs.

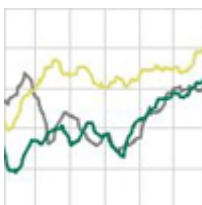
[Read the experiences of two producers >](#)



### Counting the cost of wild dogs in WA

A recent report published by MLA identifies wild dogs as the major factor responsible for a steep decline in rangeland goat production and income in Western Australia.

[Find out about the financial impact >](#)



### Goat supplies tighten over winter

The drop in goat slaughter rates triggered a decline in Australian goatmeat exports during May, as over-the-hooks prices hit 450¢/kg cwt in June, as reported by NLRs.

[Access the latest market summary >](#)

### Applying FAMACHA for worm control

The FAMACHA test can be used to determine if goats may be infected with barber's pole worm, enabling producers to make timely decisions about worm control.

#### Useful links

- [> Going into Goats guide](#)
- [> Rangelands guide](#)
- [> Cost of Production Tool](#)
- [> LPA and NVDs](#)
- [> NLIS for goats](#)

#### Other news

- [> Rabbits on the agenda](#)
- [> Wild dog control toolbox to expand](#)
- [> The true cost of disease to Australian producers](#)
- [> What will free trade with China mean for producers?](#)

#### Events calendar

##### Webinar: Diseases - clostridial diseases

- [> 29 July 2015](#)  
[Read more >](#)

##### Predator control field day

- [> Charleville, QLD](#)  
06 Aug 2015  
[Read more >](#)

##### Goat sales



[Learn about the FAMACHA test >](#)

[> Tuesday 11th August](#)  
3,000 goats  
11am start  
Dubbo Saleyards  
Contact sale co-ordinator  
0418 835 464



### [Update on the strategic plan](#)

The Goatmeat and Livestock Industry Strategic Plan 2015-2020 will guide the investment of goat producers' levies in research and development.

[Access the draft plan >](#)

[> Forward to a friend](#)

[> Going into Goats](#)

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To: angelas@schusterconsulting.com.au  
Subject: Goats on the Move eNewsletter - April 2015

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## Goats on the Move

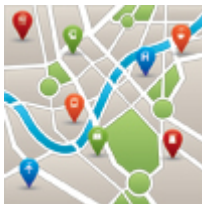
Apr 2015



### Supply the key to industry future

Emma and Jake Berghofer are committed to building a successful meat goat enterprise and depot alongside their cattle operation, despite the challenges.

[Read the full case study >](#)



### Laying the foundation for growth

MLA and GICA are developing a 'roadmap' for Australia's goatmeat and livestock industry and invite you to have your say on the draft strategic plan for 2015-2020.

[Read the draft strategic plan >](#)



### Control of Johne's Disease

Johne's disease is a serious wasting disease that affects a wide range of animals, including goats. AHA and GICA have developed fact sheets to help producers.

[Learn about control strategies >](#)



### Get smart with genetic data

Collecting accurate and relevant genetic data is vital in assessing genetic potential and MLA has developed workshops to help producers using KIDPLAN.

[Find out about the workshops >](#)

### Producers views on worm control

A recent survey of goat producers shows 73% considered worms to have caused production losses or health impacts. The survey results also shed light on worm control methods.

#### Useful links

- [> Going into Goats guide](#)
- [> Rangelands guide](#)
- [> Cost of Production Tool](#)
- [> LPA and NVDs](#)
- [> NLIS for goats](#)

#### Other news

- [> Banking on better business decisions](#)
- [> Connecting with pests](#)
- [> Tackling parkinsonia in the Pilbara](#)
- [> Taking steps to reduce emissions](#)

#### Events calendar

##### A practical on-farm technique for Barber's Pole

- [> 26 May 2015](#)  
[Read more >](#)

##### MLA Southern Producer Forums

- [> Casino, NSW](#)  
12 May 2015  
[Read more >](#)
- [> Tamworth, NSW](#)





[Find out what the survey revealed >](#)



### Check out high pressure packaging

In the last eNewsletter, we profiled a new processing technology called high pressure packaging (HPP). MLA has produced a short video demonstrating the technique.

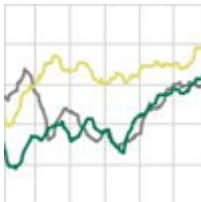
[See how HPP works >](#)



### Smartphone Apps for Farmers v2

An increasing number of farmers are adopting smartphone and tablet technology; however, finding the right app can be difficult. A new road test report makes the task easier.

[Access the full report >](#)



### Goat prices highest on record

Goat prices have gradually increased over the last couple of months to 420 c/kg cwt in April and are now at their highest price since the NLRs began reporting in 2003.

[Find out more about this market trend >](#)



### Goat export opportunities to Asia

Demand for red meat in Asia has increased in recent times and that includes goatmeat. According to Dr Ainsworth this presents growth for the export of Australian goat genetics.

[Read the report from Beef Central >](#)

13 May 2015

[Read more >](#)

› Wangaratta, Vic

19 May 2015

[Read more >](#)

› Bairnsdale, Vic

20 May 2015

[Read more >](#)

› Hamilton, Vic

21 May 2015

[Read more >](#)

› Bordertown, SA

16 Jun 2015

[Read more >](#)

› Clare, SA

17 Jun 2015

[Read more >](#)

› Broken Hill, NSW

18 Jun 2015

[Read more >](#)

### Goat sales

› Dubbo, 12 May 2015

Approx. 3,000 goats

11am start

Ph: Joe Portelli

0418 835 464

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› [Going into Goats](#)

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Subject: Goats on the Move eNewsletter: Jan 2015

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## Goats on the Move

Jan 2015



### Focus on supply critical in rangelands

A long term strategy to ensure supply is critical to the future success of the industry according to producers Dan and Sally Muenster.

[Read the full case study >](#)



### New cost of production tool

This new tool can help you understand your cost of production and compare the profitability of different livestock enterprises.

[Learn more about the tool here >](#)



### Strong demand for Australian goatmeat

Global demand for goatmeat continues to surge as more markets recognise Australia as a reliable source of high quality product.

[Learn more about what is driving demand >](#)



### Tips for exclusion fencing

Wild dogs present an increasing risk to goat producers in mainland Australia with stock losses reported in most major regions.

[Read about what producers are doing >](#)



### Improving eating quality of goatmeat

A revolutionary meat processing technology proves promising for goatmeat eating quality and shelf life.

[Discover what's involved >](#)

#### Useful links

- [> Going into Goats guide](#)
- [> Rangelands guide](#)
- [> Cost of Production Tool](#)
- [> LPA and NVDs](#)
- [> NLIS for goats](#)

#### Other news

- [> Old Versions of LPA NVDs to be Phased Out](#)
- [> NVD book-ordering service resources increased](#)
- [> Horizon scholarship offers \\$5,000 for ag students](#)
- [> How to sustainably feed nine billion people](#)
- [> Steps to managing climate variability](#)

#### Events calendar

##### Influential Women's Workshop - Corowa

- [> 25 Feb 2015](#)  
[Read more >](#)

##### ABARES Outlook 2015 conference

- [> 3 Mar 2015](#)



### Industry priorities for next five years

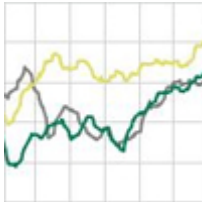
MLA and GICA are working together to develop a five year strategic plan for the goatmeat and livestock industry.

[Learn more about the industry plan >](#)

[Read more >](#)

### Goat sales

- > Dubbo, 10 Feb 2015  
11am start  
Ph: Joe Portelli  
0418 835 464



### Goat prices strong in 2014

The industry commenced 2014 on a positive note and continued in that theme to realise some of the highest prices seen since 2011.

[Access the full report here >](#)

> [Forward to a friend](#)

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Sent: Thursday, 25 September 2014 7:12 PM  
To: angelas@schusterconsulting.com.au  
Subject: Goats on the Move eNewsletter: Sept 2014

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## Goats on the Move

Sep 2014



### Breeding quality goats

A key breeding objective for Tambookie Boer goat stud, is to produce high performing, quality animals that are well suited to commercial production systems.

[Read the full case study >](#)



### MLA launches new apps

Two smartphone apps will help consumers and producers improve their knowledge of meat cuts and livestock market information where they need it most – on their mobile.

[Learn more about these apps >](#)



### New plan doesn't kid around

Two slow-acting, insidious and incurable diseases afflict the goat industry - Caprine Arthritis Encephalitis (CAE) and Johnes disease (JD).

[Read about the National Kid Rearing Plan >](#)



### Transport of goats

The Australian Animal Welfare Standards and Guidelines for the Land Transport of Livestock have been endorsed by the Primary Industries Ministerial Committee for legislation

[Find out what you need to do >](#)

### Cost of production tool

An easy-to-follow online tool has been developed to help goat producers calculate their cost of production and take steps to improve their profitability.

### Useful links

- [> Going into Goats guide](#)
- [> Rangelands guide](#)
- [> LPA and NVDs](#)
- [> NLIS for goats](#)

### Goat industry webinar



Want to know more about goatmeat market trends?

MLA invites you to take part in a short webinar designed specifically for Australian goatmeat producers.

**Friday, 26 September**  
**12pm-1pm AEST**

[> Find out more >](#)

### Events calendar

**Webinar: Goatmeat market requirements, prices and trends**

- [> Fri, 26 Sept 2014](#)  
12pm-1pm (AEST)



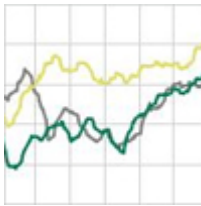
### Establish your cost of production >



### Growth potential for goatmeat exports

New research aims to provide the goat industry with current market information about global opportunities for goatmeat in current and emerging export destinations.

[Read the preliminary findings here >](#)



### Australian goat slaughter surges

Average eastern states weekly goat slaughter during winter increased compared to the corresponding period last year, according to MLA's National Livestock Reporting Service.

[Access the full report here >](#)



### Commercial Goat Industry Field Day

A field day has been organised for commercial and rangeland goatmeat producers who are interested in turning off more kilograms of meat using modern genetics.

[Find out more about the day >](#)



### Have your say in the industry direction

Producers, processors and exporters of Australian red meat and livestock are invited to provide their insights to help define the industry's direction to 2020.

[Find out more about the MISP4 >](#)



### Goat Producer Forums, Vic and QLD

Two industry forums, specifically for goat producers, are being held in Charleville, Queensland on 1 October and Bendigo, Victoria on 17 October.

[Read about the forums >](#)

### Goat Producer Forum

- > Wed, 1 Oct 2014  
Charleville, QLD

### Goat Producer Forum

- > Fri, 17 Oct 2014  
Bendigo, Vic

### Goat Industry Field Day

- > Thu, 23 Oct 2014  
Condobolin, NSW

### Webinar: Goatmeat markets – opportunities, development and promotion

- > Tues, 28 Oct 2014  
12pm-1pm (AEDT)

### Webinar: Genetic improvement and parasite management – what you need to know

- > Tues, 25 Nov 2014  
12pm-1pm (AEDT)

### MISP Workshops

- > 26 Sep - Townsville
- > 30 Sep - Armidale
- > 01 Oct - Charleville
- > 02 Oct - Perth
- > 09 Oct - Broken Hill
- > 13 Oct - Wagga Wagga
- > 14 Oct - Attwood
- > 16 Oct - Hamilton

### CTLX goat sales

- > 27 October 2014
- > 01 December 2014

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Sent: Thursday, 26 June 2014 4:24 PM  
To: angelas@schusterconsulting.com.au  
Subject: Goats on the Move - eNewsletter: Jun 2014

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## Goats on the Move

June 2014



### Dual-purpose goats go the distance

After introducing goats onto their property 'Wando', 50km east of Winton, Queensland, it wasn't long before the Paynters observed a positive impact on the natural environment.

[Read the full case study >](#)



### Identification and traceability of goats

Goat producers should know where the goats under their management have come from and where they are going when they leave their property.

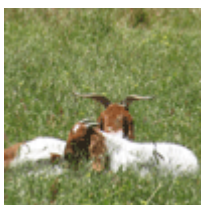
[Find out about your NLIS obligations >](#)



### Sneak peak of True Aussie Goat at SIAL

The new face of goatmeat marketing, 'True Aussie', aims to leverage Australia's reputation to positively position goatmeat in our international markets.

[Read about True Aussie Goat >](#)



### PDS project seeks to measure genetics

A Producer Demonstration Site currently underway highlights the important role producers can play in identifying R&D priorities and testing them on-farm.

[Read more about the PDS >](#)

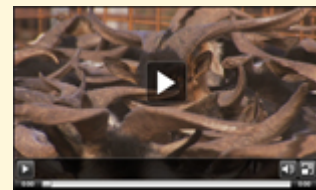
### Cooking with goat...the colonial way

Goats and goatmeat have been produced in Australia since the First Fleet arrived in 1788 and this month goatmeat is being showcased at the historic Vacluse House in Sydney.

#### Useful links

- [> Going into Goats guide](#)
- [> Rangelands guide](#)
- [> LPA and NVDs](#)
- [> NLIS for goats](#)

#### Landline - Pest to Profit



In recent years, the rangeland goat has been the salvation of some and the future hope of many, as Tim Lee reports.

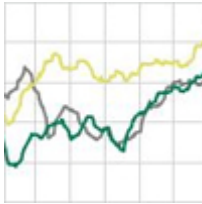
[Watch the Landline show >](#)

#### In other news

- [> New online resource for producers to support sustainable grazing.](#)
- [> New mobile app to provide producers with the latest livestock market information.](#)



[Read more about the event >](#)



### Goat slaughter and exports rise in May

The steady increase in the production and export of goatmeat that has marked the past few years continued last quarter with the price received for goatmeat also increasing.

[Read the full market report >](#)



### Producers needed to test tool

MLA is seeking a small group of producers with mixed enterprises in the Broken Hill, NSW region to complete a test run of the new online goat, sheep and cattle Cost of Production Tool.

[Read more about the opportunity >](#)

[> Survey results on attracting and retaining staff in the industry.](#)

[> Webinar available: Electric Fencing - the Ins and Outs.](#)

### Upcoming events

#### Dubbo goat sale

[> 08 July 2014, 11am](#)

#### GTLX goat sales

[> 01 September 2014](#)

[> 01 December 2014](#)

[Find out more >](#)

[> Forward to a friend](#)

[> Going into Goats](#)

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**Subject:** Goats on the Move eNewsletter - May 2014

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## Goats on the Move

May 2014



### Managing grazing pressure for profit

Goat production on Tandou Station is aimed at protecting the rangeland environment and managing total grazing pressure in order to maximise profit.

[Read the full case study >](#)



### Supplementing goats

Subtropical grass species are increasingly being introduced to southern grazing systems due to their high productive potential - but be careful nutritional requirements are being met.

[Read about improved pastures for goats >](#)



### Making goats healthy and happy

Considerable production losses due to stress may occur when rangeland goats are brought into intensive environments, avoiding this is the subject of an MLA funded research project.

[Read about the latest research for goats >](#)



### Claiming back stamp duty on goats

If you sell goats from interstate into Victoria, including to abattoirs, you may be able to claim back the stamp duty paid during the transaction.

[Find out how >](#)

### Transport - know your obligations

The Australian Animal Welfare Standards and Guidelines for the Land Transport of Livestock have been endorsed by the Primary Industries Ministerial Committee for legislation.

#### Useful links

- [> Going into Goats guide](#)
- [> Rangelands guide](#)
- [> LPA and NVDs](#)
- [> NLIS for goats](#)

#### Put Lambex in your sights



Since the Australian goat and lamb industries have many similarities and synergies as well as shared participants, service providers, processors and consumers, goat producers may consider attending LambEx 2014 in Adelaide from 9-11 July.

LambEx is a national event that includes tours, demos, competitions, trade displays, entertainment, fine food and networking.

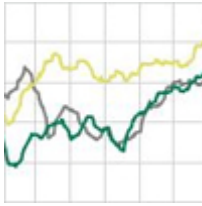
[> Find out more >](#)

#### Upcoming events





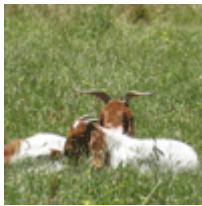
[Learn about the Standards >](#)



### **Robust goat demand supports higher prices despite strong supply**

Hot and dry conditions across the majority of the eastern states have assisted eastern states goat slaughter for the first quarter.

[Read more >](#)



### **Exploring goat worm control**

Worms continue to present major production issues for producers of farmed goats. Participate in this online survey and help direct possible future research in this area.

[Access the online survey now >](#)

### **Lambex 2014**

- > 09-11 July 2014  
Adelaide, SA

### **Predator control field day**

- > 20 June 2014  
Mitchell, Qld

### **GTLX goat sales**

- > 02 June 2014
- > 01 September 2014
- > 01 December 2014

[See all events >](#)

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Sent: Friday, 14 February 2014 6:15 PM  
To: angelas@schusterconsulting.com.au  
Subject: Goats on the Move eNewsletter - Feb 2014

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## Goats on the Move

February 2014



### Focus on supply to meet demand

For the Stewarts from NSW, succeeding in the goat industry is all about supplying a quality product and maintaining good relationships throughout the supply chain.

[Read the full case study >](#)



### Preparing goats for sale

There are a number of key steps that need to be completed prior to the sale of goats in saleyards – some of which can significantly influence the price received.

[Read about pre-sale preparations >](#)



### MDC to fight Barber's Pole Worm

Investment in a vaccine through MLA's Donor Company program promises to increase the options available to goat producers for the control of Barber's Pole Worm.

[Read what's being done in the fight >](#)



### Weather dictates terms in 2013

Weather, the fluctuating Australian dollar, live exports and the rise of China as a significant market for Australian goatmeat made for a volatile 2013.

[Read the 2013 market summary >](#)

### Goat industry cost of production

A project modelling a typical goat production system and outlining costs has been completed, the findings of which may assist producers understand the cost of production.

#### Useful links

- [> Going into Goats guide](#)
- [> Rangelands guide](#)
- [> LPA and NVDs](#)
- [> NLIS for goats](#)

#### Upcoming events

##### Meat Profit Days

- [> 19 February 2014  
Hamilton, Vic  
\[Find out more >\]\(#\)](#)
- [> 03 April 2014  
Port Denison, WA  
\[Find out more >\]\(#\)](#)

##### Influential People Workshop: Creating Conversations that Connect

- [> 11 March 2014  
Melbourne, Vic  
\[Find out more >\]\(#\)](#)
- [> 24 April 2014  
Briggenden, Qld  
\[Find out more >\]\(#\)](#)

##### GTLX goat sales

[Find out more >](#)

- [> 03 March 2014](#)
- [> 02 June 2014](#)
- [> 01 September 2014](#)



[Read the final report >](#)

[01 December 2014](#)

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Subject: Goats on the Move eNewsletter - July 2013

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## Goats on the Move

July 2013



### Breeding meat goats

The Ramsay's have been around long enough to see the best and the worst of the goatmeat industry. Now they're on a path that they believe will move the industry to the next level.

[Read the full case study >](#)



### Goat day reveals maturing industry

Felice Driver, goat industry R&D manager at MLA, recently attended a goatmeat industry event in Queensland and comments on the encouraging messages to come from the day.

[Read the full report >](#)



### Enter - China

China has not traditionally been a significant market for Australian goatmeat but if the first half of 2013 is anything to go by; that is set to change.

[Read about China's goatmeat interest >](#)



### A masterclass in goatmeat

Goatmeat featured in the *Foodservice* magazine, a popular title that goes out to over 14,000 industry professionals, including chefs and restaurateurs.

[Read about goatmeat in Foodservice >](#)

### Record slaughter - pressure on prices

High numbers of goats coupled with high mutton turn-off has resulted in increased supply and downward pressure on prices for both goatmeat and mutton.

#### Useful links

- [> Going into Goats guide](#)
- [> Rangelands guide](#)
- [> Pasture growth outlook tool](#)
- [> Residues, WHPs and ESIs](#)
- [> LPA and NVDs](#)
- [> NLIS for goats](#)
- [> Prices and markets](#)

#### Upcoming events

##### Agforce Conference

- [> 17 Sep 2013](#)

[Find out more >](#)

##### MLA AGM

- [> 14 Nov 2013](#)

[Find out more >](#)

##### GTLX goat sales

- [> 16 September 2013](#)
- [> 2 December 2013](#)

[Find out more >](#)

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[Read the full market update >](#)

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To: angelas@schusterconsulting.com.au  
Subject: Goats on the Move eNewsletter - April 2013

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## Goats on the Move

April 2013



### Selling goats for the commodity market

Goat producer Ian Elliott has found that a key requirement when running a low input breeding enterprise is breeding and delivering the kind of goat the market wants.

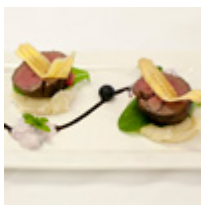
[Read the full case study >](#)



### Shedding light on polled goats

Research by MLA and CSIRO into poldness aims to deliver the same benefits to the goat industry that polled animals have delivered to the sheep and cattle industries.

[Find out about research into polled goats >](#)



### Goatmeat: Good for you!

Recently completed research, conducted by Murdoch University and funded by MLA, has confirmed what goat producers have long suspected; goatmeat is good for you.

[Read how goatmeat is good for you >](#)



### Improving profits by controlling costs

The goat industry is set to benefit from the release of its own, customised cost of production tool, similar to those available to cattle and sheep producers.

[Read about the new initiative >](#)

### Goatmeat exports increase

Cheaper rates for Australian goatmeat have spurred increased buyer interest from overseas markets with exports during the March quarter being 25% higher year-on-year.

### Useful links

- [> Going into Goats guide](#)
- [> Pasture growth outlook tool](#)
- [> Residues, WHPs and ESIs](#)
- [> LPA and NVDs](#)
- [> NLIS for goats](#)

### Upcoming event: Bringing rangeland goat production into focus



An industry information day, to be held north-east of Winton Queensland on 19 June, will provide an insight into how the new *Going into Goats: A practical guide to producing goats in the rangelands* can help support the productivity and profitability of rangeland goat producers.

[Find out more about the information day >](#)



[Read the March quarter report >](#)



### **Goats on the move...right into the US!**

Australian goatmeat continues its march into the US, supported by marketing initiatives targeting foodservice, retail and consumers and including a new goatmeat website.

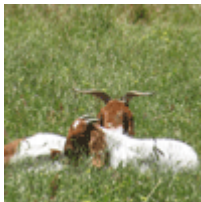
[Read about goatmeat's march in the US >](#)



### **Live goat exports continue to flow**

Live goat exports have been relatively consistent over recent years with little overall impact on volumes as a result of the introduction of ESCAS.

[Read the full article on live export >](#)



### **Bucks on the line in first-of-its-kind trial**

In an Australian first, the progeny of nine Boer bucks, nominated by seedstock breeders from across Australia, will be compared based on a range of commercially important traits.

[Read more about this project >](#)

## Upcoming events

### **Wild dog week**

A series of information sessions will be held around QLD to provide updates on policies and control measures.

- > 1 May 2013
- > 3 May 2013
- > 4 May 2013
- > 6 May 2013

[Find out more about Wild dog week >](#)

### **GTLX goat sales**

- > 17 June 2013
- > 16 September 2013
- > 2 December 2013

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## **Appendix 2: Screen shots of the Goats on the Move eAlerts sent**



## Angela Schuster

**From:** Meat & Livestock Australia [goats@news.mla.com.au]  
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**To:** angelas@schusterconsulting.com.au  
**Subject:** Goats on the Move eAlert - Webinar invitation

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## Goats on the Move eAlert

1 October 2015

### Upcoming Webinar

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#### Biosecurity plans - how to set one up for your business and reap the rewards

**14 October 2015, 12pm-1pm AEDT**

Join us for an informative [webinar](#) focusing on biosecurity plans:

- ▶ Do you have a biosecurity plan for your property?
- ▶ What will you do if you suspect you have an outbreak of Johne's disease or Foot and Mouth Disease within your herd?
- ▶ What steps can you take to keep pests and diseases off your property in the first place?

Tune into this webinar to find out how to develop a biosecurity plan which can reduce your risk and provide you with immediate and ongoing returns.

An outbreak of Foot and Mouth Disease in Australia could cost the Australian economy between \$5 billion and \$52 billion, depending on how quickly it was detected and contained.

Early detection of diseases is critical to controlling them. Developing your own farm biosecurity plan will help you manage risks to your business (including through early detection) and reduce the impact of important economic diseases to your livestock including Johne's disease, footrot, lice, multiresistant worms, Caprine Arthritis Encephalitis (CAE) and pestivirus.

Emma Rooke of the Livestock Biosecurity Network (LBN) will lead this webinar and provide an overview of how to go about setting up your own biosecurity plan. The LBN advocates making sure you have adopted good on-farm biosecurity practices as a buffer to the spread of infectious diseases or harmful pests.

Tune into the webinar on 14 October at 12pm (AEDT) to learn more about what you can do.

[Secure your place, register online here today.](#)

#### Further details

If you have any questions or require more information about this webinar, please contact Julie Petty from Meat & Livestock Australia on 0411 680 516 or [jpetty@mla.com.au](mailto:jpetty@mla.com.au) Once you have registered for this webinar, a confirmation email will be sent to you.

There is no cost to join this webinar - [register online here](#).

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**Subject:** Goats on the Move eAlert - Upcoming Webinar

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## Goats on the Move eAlert

17 August 2015

### Upcoming Webinar

**Genetic improvement within your goat herd -  
Are you getting the most bang for buck with your selection program?**

**27 August 2015, 12pm-1pm AEST**

Join us for an informative [webinar](#) focusing on genetics for production.

- ▶ Do you want to see your herd performance improve?
- ▶ How do you know which of your sires will have more fertile daughters or offspring with faster growth rates – you can't tell by looking at them!

If you are a stud or commercial meat goat breeder this webinar is a must see. It will provide you with an overview of the basics of the KIDPLAN program and how it can help you.

KIDPLAN provides simple, practical information on the value of an animal's genes for production in the form of estimated breeding values (EBVs) and specialised indexes. You'll learn about the heritability of different traits, how to use EBVs and indexes and what this means for your business.

Sheep Genetics Manager Hamish Chandler and LAMBPLAN Development Officer Will Chaffey will lead the discussion and be on hand to answer your questions.

Tune into the webinar on 27 August at 12pm (AEST) to learn more about how you can use genetics to improve the profitability of your herd.

**[Secure your place, register online here today.](#)**

#### Further details

If you have any questions or require more information about this webinar, please contact Julie Petty from Meat & Livestock Australia on 0411 680 516 or [jpetty@mla.com.au](mailto:jpetty@mla.com.au) Once you have registered for this webinar, a confirmation email will be sent to you.

There is no cost to join this webinar - [register online here.](#)



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**To:** angelas@schusterconsulting.com.au  
**Subject:** Goats on the Move eAlert - June and July Events

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## Goats on the Move eAlert

5 June 2015

### Events - June and July

#### Pastoral Profit Webinar - Foundations for creating an economically sustainable livestock business in the pastoral zone

9 June 2015  
12:30pm-1:30pm

Presented by agricultural business consultant Dr Phil Holmes from Holmes & Co, the webinar will answer these questions:

- ▶ How financially literate are you?
- ▶ What are the elements of a financially sustainable rangelands business?
- ▶ How do you allocate capital to progress business goals?
- ▶ How much capacity does your business have to handle debt?

In addition, pastoral producer Andrew Miller will share how enhancing his business skills helped him improve profitability and productivity in the midst of extreme drought.

[Register for the webinar here >](#)

#### MLA Southern Producer Forums

MLA will be hosting a series of producer forums in during June this year. The "Your levy, Your Industry" forums are designed to provide beef, sheepmeat and goat producers with an

#### Genetics Regional Forums

10 June - Goondiwindi, QLD  
17 June - Wellington, NSW  
23 June - Ararat, VIC  
25 June - Cleve, SA  
7 July - York, WA

Join a forum and find out:

- ▶ How exactly an ASBV is calculated.
- ▶ What indexes are and how to understand them.
- ▶ How to use the genetics website search.

Cost - \$33 per business unit, includes morning tea and lunch.

To register email: [info@sheepgenetics.org.au](mailto:info@sheepgenetics.org.au)

#### Diseases and biosecurity webinar series 1pm AEST all webinars

23 June - NLIS, transport and welfare  
30 June - Botulism, Leptospirosis and Vibriosis  
8 July - Cheesy gland, bladder worm, sheep measles and hydatids  
15 July - Ovine Johne's disease  
21 July - Pulpy kidney, tetanus, black disease, malignant oedema and blackleg  
29 July - Ovine brucellosis

opportunity to learn about MLA's new R&D consultation model and have input into the future direction of their marketing and R&D levies. Most importantly, the forums will allow for MLA to hear directly from producers.

**16 June 2015 - Bordertown, SA**

[Find out more >](#)

**17 June 2015 - Clare, SA**

[Find out more >](#)

**18 June 2015 - Broken Hill, NSW**

[Find out more >](#)

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### **Telemetry in action webinar - control and monitor from home to save time and money**

**26 June 2015**

**12:30pm-1:30pm AEST**

In 2012, Jane and Warren Luckcraft from Bendleby Pastoral installed telemetry technology to remotely open gates on their property. This innovative trial, supported by Bestprac, has prompted their investment in other telemetry innovations.

Join Jane Luckcraft during this webinar to discuss the telemetry innovations that their business has invested in. Find out first hand what it involves and considerations for your business.

[Register for the webinar here >](#)

---

### **SAVE THE DATE:**

#### **Predator Control Field Day**

**6 August, Charleville Showgrounds**

**8.30am-4.00pm**

A "One Stop Shop" for predator control - wild dogs, pigs, foxes and feral cats.

[Register for the event here >](#)

[Register for a webinar here >](#)

Please note that you need to register for each webinar.

---

### **The Goin' Bush Feral Fencing bus trip - II**

**2 July 2015 - Longreach, QLD**

The bus will visit properties that have built predator fences, participants will have a chance to view the fence types and talk to the producers about the benefits, costs, results, problems, lesson they have learnt and construction tips.

[Register for the event here >](#)

---

### **Webinar: On-farm biosecurity – what you need to know to protect your livelihood**

**21 July 2015**

**12pm AEST**

Did you know that an outbreak of foot and mouth disease in Australia could cost the Australian economy between \$5 billion and \$52 billion depending on how quickly it was detected and contained and that producers may bear most of these costs? Early detection of disease is critical to its control.

To hear more about how you can manage the risks to your property, join this informative webinar. Having an effective on-farm biosecurity plan will provide immediate and ongoing returns including reducing your chances of introducing important economic diseases to your livestock.

Tune into the webinar to learn more about what you can do.

[Register for the webinar here >](#)

If you have any questions or require more information about this FREE webinar, please contact Julie Petty, MLA on 0411 680 516 or [jpetty@mla.com.au](mailto:jpetty@mla.com.au)

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**From:** Meat & Livestock Australia [goats@news.mla.com.au]  
**Sent:** Tuesday, 19 May 2015 6:14 PM  
**To:** angelas@schusterconsulting.com.au  
**Subject:** Goats on the Move eAlert - Webinar - 26 May

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## Goats on the Move eAlert

19 May 2015

### Upcoming Webinar

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#### FAMACHA and goats – a practical on-farm technique for barber’s pole worm

**26 May 2015, 12pm-1pm AEST**

Join us for an informative [webinar](#) focusing on management of barber's pole worm in goats.

- ▶ Do you have a barber’s pole worm problem in your goat herd?
- ▶ How can you tell and what can you do about it?

Our guest presenter, Maxine Lyndal-Murphy, has extensive experience in worm management through her past roles with Queensland Department of Agriculture and the Wormbuster laboratory in Brisbane. Maxine will provide a practical overview of FAMACHA and other tools producers can use to diagnose and control this worm.

FAMACHA is a diagnostic tool which may be used to by producers to check if goats are anaemic and if they might therefore have a problem with barber’s pole worm.

**[Secure your place, register online here today.](#)**

#### Further details

If you have any questions or require more information about this webinar, please contact Julie Petty from Meat & Livestock Australia on 0411 680 516 or [jpetty@mla.com.au](mailto:jpetty@mla.com.au) Once you have registered for this webinar, a confirmation email will be sent to you.

There is no cost to join this webinar - [register online here.](#)

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**From:** Meat & Livestock Australia [goats@news.mla.com.au]  
**Sent:** Thursday, 2 April 2015 1:16 PM  
**To:** angelas@schusterconsulting.com.au  
**Subject:** Goats on the Move eAlert - Events this Month

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## Goats on the Move eAlert

2 April 2015

### Goat events this month

#### Live export, goat producer levy and animal welfare and health questions answered

**16 April 2015**  
**1pm-5pm**  
**University of Adelaide, SA**

- ▶ How are your levies being invested?
- ▶ Are you across the latest information and regulations in relation to animal health, welfare and biosecurity?
- ▶ What's happening with goatmeat prices and trends?
- ▶ Want to know more about the live export trade?

Information on these and other topics will be provided at this industry forum where presentations will be made from Meat & Livestock Australia (MLA), the Goat Industry Council of Australia (GICA) and the Livestock Biosecurity Network (LBN).

Attendees will also have the opportunity to participate in a tour of P & D Exports Pty Ltd Roseworthy animal holding facility and learn more about the live export industry as well as take a tour of the University.

All local goat industry stakeholders are invited to attend and will have the opportunity to provide MLA and GICA with feedback on investment priorities for the future.

Afternoon tea will be provided for those who

#### Let's stop kiddin' around

**22 April 2015**  
**9am-5:30pm**  
**Bookara Farms, Dongara WA**

- ▶ Want to know more about goat production and management in the Northern Agricultural Region?
- ▶ Need an update about the wild dog fence?
- ▶ Want to know what's happening with goatmeat processing and marketing?
- ▶ Keen to know how your levies are being invested and what's happening with goatmeat prices and trends?

Information on these and other topics will be provided at an upcoming producer meeting being arranged by the West Australian Goat Meat Industry Council (WAGMIC) at Bookara Farms, Dongara.

Speakers will be present from the Midwest Development Commission, the Goat Industry Council of Australia (GICA), Meat & Livestock Australia (MLA) and Geraldton Meat Exporters who have kindly sponsored lunch.

All local goat industry stakeholders are invited to attend.

**RSVP by 20 April:**



RSVP by 14 April.

**RSVP by 14 April:**

Peter Lauterbach  
E: [mrpeak@lm.net.au](mailto:mrpeak@lm.net.au)  
M: 0427 743 026

**Venue:**

University of Adelaide Roseworthy Campus,  
Veterinary Science Tutorial Room (Room G05) -  
[refer this map](#) (E7 on the grid).  
Parking: free parking available in car park two,  
look for P2 sign.

Edgar Richardson  
E: [ejrich1@bigpond.com](mailto:ejrich1@bigpond.com)  
M: 0409 945 430

**Venue:**

Bookara Farms, Brand Highway, 10km north of  
Dongara, WA.

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**From:** Meat & Livestock Australia [goats@news.mla.com.au]  
**Sent:** Monday, 16 March 2015 5:13 PM  
**To:** angelas@schusterconsulting.com.au  
**Subject:** Goats on the Move eAlert - Upcoming Webinar

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## Goats on the Move eAlert

16 March 2015

### Upcoming Webinar

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#### The goat live export industry – an overview

**24 March 2015, 12pm-1pm AEDT**

Join us for an informative webinar focusing on the goat live export industry.

This [webinar](#) will be an excellent opportunity to learn more about the Live Export Program which assists exporters and importers to help ensure animal safety and welfare. You'll also hear about the various programs and activities funded through your levies which are in place to help maintain and grow the industry, where you can go for further information and how the goat live export industry is currently tracking including where the animals are being exported to and for what purpose.

Our two guest speakers are Wayne Collier, Industry Capability Manager of LiveCorp and Allister Lugsdin, Manager Livestock Services Asia Pacific of Meat & Livestock Australia. Both Wayne and Allister have worked within the live export industry for a number of years supporting exporters in sending Australian cattle, sheep and goats across the world.

**Secure your place, register online here today.**

#### Further details

If you have any questions or require more information about this webinar, please contact Julie Petty from Meat & Livestock Australia on 0411 680 516 or [jpetty@mla.com.au](mailto:jpetty@mla.com.au) Once you have registered for this webinar a conformation email will be sent you.

There is no cost to join this webinar - [register online here](#).

### SAVE THE DATES

**Goat producer forum - 16 April 2015, 1pm-5pm - Adelaide, SA**

A chance to find out more about levy investment, latest regulations in relation to animal health, welfare and biosecurity and what's happening in the goatmeat market with prices and trends.

**Goat producer forum - 22 April 2015, 9am-4pm - Dongara, WA**

Your opportunity to find out more about goat production and management in the Northern Agricultural Region, the wild dog fence and impact on the goat industry, what's happening with goatmeat processing and marketing and levy investment.

**Full details for both events to follow shortly.**

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**Angela Schuster**

**From:** Meat & Livestock Australia [goats@news.mla.com.au]  
**Sent:** Thursday, 15 January 2015 4:23 PM  
**To:** angelas@schusterconsulting.com.au  
**Subject:** Goats on the Move eAlert - Upcoming Webinar

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## Goats on the Move eAlert

15 January 2015

### Upcoming Webinar

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#### Grazing Pressure and Dog Control Case Study

**20 January 2015, 12pm-1pm AEDT**

A group of like-minded producers near Morven, Queensland have banded together to drive the delivery of a cluster fencing project encompassing 1.1 million acres, 40 separate landholders and three national parks. The fencing enables control of grazing pressure and additional control of wild dogs (in conjunction with other control methods).

Through this [webinar](#) you will have the opportunity to learn more about how this program was set up, it's ongoing maintenance and the flow on benefits regarding land values, productivity and diversification.

Amy Gunn of Western Local Land Services, New South Wales was involved in establishing this project and will present an overview of the system. Producer Will Roberts' property "Victoria Downs" is a part of this cluster fencing project and he will provide first hand feedback on the outcomes of the project from his perspective.

**[Secure your place, register online here today.](#)**

#### Further details

If you have any questions or require more information about this webinar, please contact Julie Petty of Meat & Livestock Australia on 0411 680 516 or [jpetty@mla.com.au](mailto:jpetty@mla.com.au)

There is no cost to join this webinar.

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**From:** Meat & Livestock Australia [goats@news.mla.com.au]  
**Sent:** Friday, 17 October 2014 7:00 PM  
**To:** angelas@schusterconsulting.com.au  
**Subject:** Goats on the Move - Events this month

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## Goats on the Move eAlert

17 October 2014

### Goat events this month

#### Commercial goat industry field day - NSW, Condobolin Agricultural Research Station

**23 October 2014**  
**10am-3pm (AEDT)**

Come along to this field day and you will learn how commercial and rangeland goatmeat producers can turn off more kilograms of meat using modern genetics that are bred to survive in commercial environments.

- ▶ Learn how to overcome internal parasites.
- ▶ Find out about increasing production through estimated breeding values.
- ▶ See the TE PARI Racewell Autodrafter and Handler in action.

This field day will also showcase the results from the MLA supported Boer Select Buck Evaluation trial, with over 400 progeny from 11 different Boer bucks on display; many available for sale on the day.

#### Further details and to RSVP

Ben Swain on 0427 100 542 or  
[ben\\_swain@bigpond.com](mailto:ben_swain@bigpond.com)

The Research Station is 8km North East of Condobolin on Fifield Road (off Condobolin-Parkes Road). Opposite Airport. Look for signs.

#### Webinar: Goatmeat markets - opportunities, development and promotion

**28 October 2014**  
**12pm-1pm (AEDT)**

Want to know about trends and opportunities for goatmeat domestically and internationally?

Join MLA's Stephen Edwards, Business Manager - Global Marketing, and Seinor Trade & Investment Queensland's Morgan Gronold to learn more about developments and opportunities within the goatmeat market.

Current research being conducted by Trade & Investment Queensland and MLA will identify opportunities, risks and areas of volatility and stability within current and emerging international goatmeat markets.

During this webinar, you'll hear an overview of the preliminary findings of this research as well as an update on MLA's goatmeat marketing and promotion activities both domestically and internationally.

[Places are limited so register online today.](#)

#### Further details

Phone Julie Petty, MLA on 0411 680 516 or  
[jpetty@mla.com.au](mailto:jpetty@mla.com.au)

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**From:** Meat & Livestock Australia [goats@news.mla.com.au]  
**Sent:** Thursday, 18 September 2014 5:44 PM  
**To:** angelas@schusterconsulting.com.au  
**Subject:** Goats on the Move eAlert - Goat events galore

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## Goats on the Move eAlert

18 September 2014

### Goat events galore!

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#### **Webinar: Goatmeat market requirements, prices and trends**

**26 September 2014  
12pm-1pm (AEST)**

Want to know more about goatmeat market trends?

Join Blair Brice, Business Development Manager of Wellard Meat Trading in Western Australia, Campbell McPhee, owner of Western Meat Exporters in Queensland and Ben Thomas, Senior Market Analyst with MLA and hear about:

- ▶ Key product specifications and issues producers should be mindful of when sending goats to slaughter.
- ▶ Insights into the key drivers of the goatmeat market.
- ▶ The market outlook and what this means for Australian goat producers.

Wellard Meat Trading is a major processor of sheep, lamb and goats in Western Australia and Western Meat Exporters is the largest goat processor in Australia, processing around 660,000 animals last year.

Webinars are a convenient way to stay up-to-date from the comfort of your own home or office. This webinar is the first in a series specifically for goat producers.

Future webinars will discuss genetic

#### **Goat Producer Forum Charleville RSL, 37 Watson Street**

**1 October 2014  
9am-11am**

What are the trends in demand and prices in goatmeat market? How are your levies being invested?

These and other topics will be discussed at the Goat Industry Forum, hosted by the Goat Industry Council of Australia (GICA) and MLA.

The forum also provides an opportunity for goat producers to contribute important and valuable feedback for future industry planning processes.

#### **Further details**

Phone Julie Petty, MLA on 0411 680 516 or [jpetty@mla.com.au](mailto:jpetty@mla.com.au)

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#### **Defining the strategic direction of Australia's red meat and livestock industries Charleville RSL, 37 Watson Street**

**1 October 2014  
12pm-5:30pm**

South-west Queensland goat producers and processors are invited to provide their insights to help define Australia's red meat and livestock industry's strategic direction to 2020 at a workshop hosted by the Red Meat Advisory Council Ltd (RMAC).

improvement as it relates to goat production and fencing options for pasture management and pest control.

[Spaces are limited so register online today.](#)

Once you have registered for this webinar, you will be sent a confirmation email with access details and instructions. Please ignore all reference to Sheep Genetics and related contact information and use those listed below.

**Further details**

Phone Julie Petty, MLA on 0411 680 516 or [jpetty@mla.com.au](mailto:jpetty@mla.com.au)

This workshop provides an opportunity for local industry members to ensure regional priorities and issues are captured in the development of the new Meat Industry Strategic Plan (MISP). This plan will frame the direction of the production, processing and live export sectors of Australia's beef, sheepmeat and goatmeat industries in the future.

[Please register online](#) before Monday, 29 September for catering purposes.

**Further details**

Phone Julie Petty, MLA on 0411 680 516 or [jpetty@mla.com.au](mailto:jpetty@mla.com.au)

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**Agforce 360 Series Forum - Charleville Racecourse, Partridge Street**

**2 October 2014 | 8:30am-4pm**

The AgForce 360 Series blends keynote speakers, panel discussions, interactive demonstrations and networking events in order to lead the conversation on how agriculture can overcome key challenges and prepare to enter a new age of prosperity. Producers are also invited to the Regional Dinner to be held on the proceeding evening.

**Further details**

[Visit the Agforce website and register online](#) or, phone Stacey Milner on 0418 733 102.

*Regional Dinner: 1 October from 6:30pm at Coronas Hotel, 33 Wills Street.*

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**From:** Meat & Livestock Australia [goats@news.mla.com.au]  
**Sent:** Wednesday, 27 November 2013 9:17 AM  
**To:** angelas@schusterconsulting.com.au  
**Subject:** Goats on the Move eAlert - Help improve goatmeat supply and win

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## Goats on the Move eAlert

26 November 2013

### Have your say to help improve goatmeat supply - and win

MLA has commissioned research to help address the in-balance between supply and demand within the goatmeat industry and where possible, improve profitability by enhancing supply chain efficiency.

This will be achieved by identifying and exploring the defining features of successful goatmeat supply chains and those which fail to thrive. By better understanding these attributes, MLA hopes to be able to advise and assist supply chains at critical stages to promote development and improve supply chain productivity and profitability.

You are encouraged to contribute to this research through a survey of producers and other goatmeat supply chain participants, such as processors, wholesalers and retailers, to develop an understanding of past and present goatmeat supply chains, including the features which have contributed to their success or otherwise.

The results of the survey will be used along side other research to prepare a plan to support the development of future supply chains for Australia's goatmeat industry.

If you are involved in the goatmeat supply chain in any capacity, MLA would like to hear from you.

Simply [complete the 15 minute survey online](#) and tell us about your experience within the Australian goatmeat supply chain.



### Complete the survey for your chance to win!

One survey participant will also be the lucky recipient of a hard cover copy of *Goat: Meat, Milk and Cheese* by renowned food authors Bruce Weinstein and Mark Scarbrough.

Not just a cookbook but a slapstick-tinged, conversational style story about all things goat - funny, entertaining and educational.

[Complete the survey online before 12 December to win >](#)

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**From:** Meat & Livestock Australia [goats@news.mla.com.au]  
**Sent:** Thursday, 13 June 2013 4:09 PM  
**To:** angelas@schusterconsulting.com.au  
**Subject:** Goats on the Move eAlert: On-farm event - 19 June, Winton QLD

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## Goats on the Move Event

### Opportunity beckons for Queensland goat producers On-farm event: 19 June, Winton

Producers in central Queensland will soon have the opportunity to hear what is driving continued growth in the goatmeat industry and why goats present a very real opportunity in the region.

Whether as a complement or alternative to conventional agricultural systems, goat production is being seriously considered by an increasing number of producers. The reasons behind this move and how to make the most of the opportunity presented by goats will be discussed at a forum, supported by Meat & Livestock Australia (MLA), to be held on Ian Elliott's property 'Eskdale', north-east of Winton Queensland on 19 June.

Ian was one of the producers involved in the development of the [Going into Goats: A practical guide to producing goats in the rangelands](#) which was recently released by MLA. Together with his wife Sharon, Ian first tried his hand at goat production around 2003 and goats now play a large part in their business. The Elliots not only breed goats, but also consolidate and transport them for the commodity export and domestic abattoir markets. Last year they sold around 8,000 goats with approximately 800 heading overseas as part of export shipments.

Ian and Sharon's enterprise is profiled in [Going into Goats: A practical guide to producing goats in the rangelands](#) along with the enterprises of another 19 leading rangeland goat producers from around the country. The combined experience of these producers, as well as outcomes from world class research, is presented in the guide which will be discussed during the forum on 19 June.

Glenn Telford, President of the Goat Industry Council of Australia and Queensland goat producer, said of the guide; "The Australian goat industry has developed on the back of rangeland goats. This new resource recognises the importance of rangeland goats and the contribution which rangeland goat producers have made in developing what is now a very significant industry.

"A strong rangeland goat production sector will deliver flow on benefits to all goat producers by underpinning the demand for and supply of goatmeat."

The guide has been developed as an e-learning tool meaning it can be updated whenever new information becomes available and is available at [www.rangelandgoats.com.au](http://www.rangelandgoats.com.au). It can also be

downloaded as a pdf and printed.

The guide deals with the key issues confronting goat producers as identified by those producers consulted during the development process. These issues are grouped into five sections within the guide:

- Business Management
- Infrastructure
- Animal Health and Welfare
- Grazing Management
- Marketing

*Going into Goats: A practical guide to producing goats in the rangelands* will be presented at the forum as part of a thought provoking program that will include presentations on wild dog control, the nutritive value of rangeland plants and the nutritional requirements of goats, as well as a discussion about the general state of the goat industry, including markets and marketing opportunities.

For further details, contact:

- Morgan Gronald  
Principal Trade & Investment Officer  
Food & Agribusiness Unit - Trade and Investment Queensland  
Queensland Department of Treasury and Trade  
t: 07 4651 2997  
m: 0407 125 765
- Peter Schuster  
Schuster Consulting Group  
m: 0418 604 412

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