Adelaide University | Davies Livestock Research Centre | mla MEAT & LIVESTOCK AUSTRALIA

Southern Beef

More Beef from Pastures 2.0

Now Forming Beef Producer Learning Groups

The opportunity

More Beef from Pastures 2.0 (MBfP 2.0) is now recruiting dedicated beef producer learning groups in **Southern Australia.**

Designed specifically for self-replacing southern beef systems, MBfP 2.0 supports producers to improve **maternal productivity, pasture utilisation and whole-farm profitability** through structured peer learning and regionally relevant technical support.

Whether you're operating in medium to high rainfall pasture systems, or managing variable seasonal conditions and mixed enterprises, this program has been developed to strengthen performance and resilience in your local context.

About MBfP 2.0 aims to increase the productivity, profitability and resilience across the southern beef industry. At the core of MBfP 2.0 is a producer-first learning model grounded in measurable practice change, regional relevance, and peer-to-peer learning.

Fast facts – MBfP 2.0 producer groups

10 producers per group (with some flexibility).

Producers contribute key herd and pasture data.

Participants are supported to learn from their own enterprise performance and their peers.

Groups can be advisor-established or centrally matched.

Producers pay a participation fee but are reimbursed for data collection (net zero cost).

Cohort 2 begins **Spring 2026.**

Modules will evolve throughout the pilot with the latest knowledge and producer feedback.



Why Join in Your Region?

- Connect with producers managing similar rainfall variability and livestock enterprises
- Strengthen resilience in variable seasons
- Improve heifer development and maternal productivity
- Make more confident, data-informed farm decisions

Who should apply?

The opportunity is ideal for:

- **self-replacing beef enterprises** in southern Australia
- producers with **20 or more heifers** they can follow through the program
- farmers committed to improving reproductive performance, pasture use and business decision making
- those who want to be part of something bigger, helping shape the next era of learning for the southern beef industry.

And you won't be on your own – your group will be supported by a trained facilitator and supported by tools, templates and expert insights along the way.

Why get involved?

Each group **MBfP 2.0 producer group participants** will:

- **work in a small peer learning group**, led by a trained and trusted advisor
- **receive hands-on support to improve maternal productivity,** from weaner to mature cow
- **collect and interpret real performance data** from herds and pastures
- **access cutting-edge technical content** customised for southern beef systems
- **be supported by an expert project team**, including leading beef researchers and producers
- **build capability to make more timely, informed decisions** that improve productivity and resilience
- **trial new tools, strategies and insights** before they are rolled out nationally.

Places are limited in each region, and we already have local interest and trained facilitators ready to go in your regions.

If you operate a breeding herd in **Southern Australia** we encourage you to submit your Expression of Interest now.

Version 4.0, August 2026

More Beef from Pastures 2.0 | Expression of interest fact sheet for producers

What is expected of participants?

- Attend **regular group sessions** over a two-year period (typically four to six meetings/year).
- Collect and share some key **herd and pasture data** (support provided).
- Be open to learning, discussion and working with like-minded producers.
- Provide feedback to help shape the future of MBfP 2.0.

This is a rare chance to be involved in a **producer-first program**, developed for southern conditions, with backing from MLA and a national expert team.

Data collection – a key feature

Participants will be supported to collect:

- body weights and condition scores (heifers and mature cows)
- key management and reproductive events (joining, scanning, calving, weaning)
- pasture growth and feedbase quality data
- basic economic benchmarks (cost of production, herd productivity).

Data collection is **simple, supported, and valuable**. It underpins decision-making for producers, informs continuous improvement, and contributes to broader industry learnings.

Participation cost

There is a cost to participate but producers will be reimbursed for data collection (net zero cost).

MBfP 2.0 core modules

Each module includes producer resources, facilitator notes, workshop and activity plans.

1. **Setting up for success** – Goal setting, business performance, decision-making and risk.
2. **Maternal productivity** – Heifer development, reproductive success, herd structure.
3. **Optimising the feedbase** – Growing and using more high-quality feed.
4. **Nutrition and feed management** – Balancing supply/demand, feed budgeting, supplements.
5. **Breeding and genetics –** EBVs, bull selection, breeding objectives.
6. **Weaner management** – Growth, health, and future productivity.
7. **Herd health and biosecurity** – Health planning, subclinical risk, integrating herd care.
8. **Decision making and risk** – Tools, thinking models, data use and resilience.
9. **Meeting market specifications** – Market targets, compliance, value-based selling.

Get on board

Submit your expression of interest today to be considered for a place in your local MBfP 2.0 producer group.

For more information, please contact:

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Participation in this study is voluntary, and the study has been approved by the Adelaide University Human Research Ethics Committee (HREC/SL/2025/0815(v5)

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