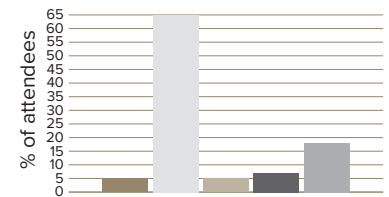


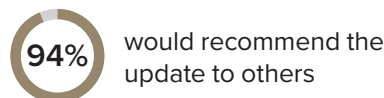
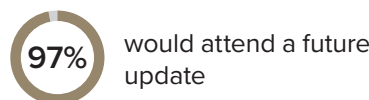
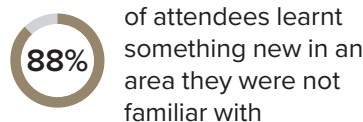
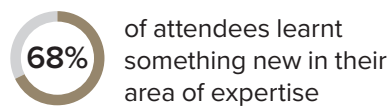
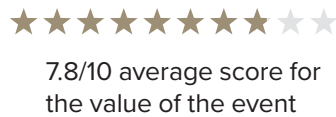
## Who attended?






- Public sector extension/policy: 5%
- Private sector advisors: 65%
- Researcher: 5%
- Agribusiness/product supplier: 7%
- Others including vets, livestock agents and red meat producers

- 59%** of attendees had <10 years industry experience
- 47%** of attendees provide advice on grazing management systems
- 38%** of attendees provide advice on animal nutrition
- 35%** of attendees provide advice on feed/pasture nutrition
- 29%** of attendees provide advice on people/human resource management
- 38%** of attendees provide business management advice


## What did attendees think?




The top three presentations were:

-  'Show me the money' – a PGS overview (Ed Riggall)
-  Filling the feed gaps with fodder crops (Simon Wallwork)
-  Genetics evaluation and its impact on flock productivity and profit (Sarah Blumer)


## Follow up activities




71% wanted more information on filling the feed gaps with fodder crops



65% wanted more information on genetics evaluation and its impact on flock productivity and profitability




56% wanted more information on Profitable Grazing Systems

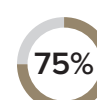


The most popular way to receive follow up information was through a workshop or webinars/online training


## Industry impact




The average number of producer clients each attendee worked with on a regular basis was between 21 and 50




75% of attendees indicated that their average client managed 2,501 to 5,000 hectares



The average cattle herd size of the client base of attendees was <500 breeders (40%)



The average flock size of the client base of attendees was 2,000 to 5,000 ewes (64%)



1 attendee worked with clients who ran goats

## Online impact

(16 June to 10 November 2019)

**1,550** visits to mla.com.au/advisor-updates

**342** visits to mla.com.au/advisor-updates-per

 @livestockadvise

- 58,285 impressions
- 2,434 post engagements
- 145 followers
- 714 profile visits