



Department of
Primary Industries and
Regional Development



beefup FORUM

Newman, WA

THURSDAY 23 – FRIDAY 24 MAY 2024

Hear about the latest on-farm R&D

•

Have your say on R&D priorities in your region

•

Gain insights, tools and next steps to beef up your business

Welcome

BeefUp Forums are held throughout northern Australia and are developed by regional Working Groups in collaboration with the BeefUp Coordinator (AA&P Events) and Meat & Livestock Australia (MLA). The Pilbara BeefUp forum is brought to you by MLA, the Kimberley Pilbara Cattleman's Association (KPCA) and the Department of Primary Industries and Regional Development (DPIRD).

Thank you to the Pilbara Regional Beef Research Committee (RBRC) for their support in planning this event. We also thank the Beefup Forum regional producer working group members for their contribution to the Pilbara BeefUp.

Thank you also to our event sponsors – Milne AgriGroup, Grundfos, and Lakeside Minerals, Fortescue Helicopters, Dechra, Verbac, Easy Fence & Morgan Feed Supplies

MLA's BeefUp Forums have been developed to:

- give you an opportunity to see and hear about what industry are delivering in R&D, adoption programs and support services
- highlight current and completed research that is relevant to you
- hear about your regional RD&A priorities
- provide practical tools and information to beef up your business.

BeefUp forums are about helping northern beef producers identify ways to improve the productivity and profitability of their beef enterprises. After today, use this booklet to find the information, tools and contacts you need to put your ideas into action.

Event location

Mia Mia House in the Desert
32 Kalgan Drive, Newman, WA

Forum Coordinator Contact

Natalie Bell

AA&P Events

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About MLA

Meat & Livestock Australia Limited (MLA) delivers research, development and marketing services to Australia's cattle, sheep and goat producers. MLA has approximately 50,000 livestock producer members who have stakeholder entitlements in the company.



Program

Thursday 23 May	
9.30am	Arrival and registrations
	Morning tea with sponsors
Opportunities for the Pilbara beef industry	
10.45am	Welcome Katrina Weir and Georgie Currey / Pilbara Regional Beef Research Committee
11.00am	Market insights David Beatty / Group Manager – Productivity & Animal Wellbeing, MLA Spencer Whitaker / Market Development Manager – Asia Pacific, MLA Fiona Dempster & Montana Walsh Baddeley / University of WA
11.40am	AgTech Update Lauren Gibson / KPCA
11.50am	Biosecurity panel Panel discussion with Q&A, facilitated by Leanne Johnson, KPCA John Wheelock / Emergency Preparedness Coordinator, DPIRD Ashleigh Kilgannon / Program Manager, Pilbara Mesquite Management Committee Major Harry Dudley-Warde / Pilbara Regiment – Regional Force Surveillance Group
12.40pm	Lunch
1.40pm	What's new in the Pilbara Panel discussion with Q&A, facilitated by Andrew Morelli, MLA David Beatty / Group Manager – Productivity & Animal Wellbeing, MLA Trevor Price / Program Manager – Northern Beef Development, WA DPIRD Bron Christensen / CEO, KPCA Liz Moss / Pilbara Innovation Partnership, DPRID
Emerging opportunities	
2.30pm	Emerging opportunities around land, soil and water Panel discussion facilitated by Jo Williams, Roy Hill Station Nicholas Breadsell / Department of Planning, Lands and Heritage Liam Pepper / Commonwealth Bank of Australia Dr Chris Schelfhout / DPIRD Prof Phil Vercoe / University of Western Australia
3.10pm	Afternoon tea
Landscape management	
3.30pm	Landscape management in the Pilbara Drones in the landscape Richard Marver / Contour Consulting
4.50pm	Environmental Credentials for grassfed beef platform – demo Jenny Lim / Project Officer Environmental Markets and Sustainability
5.15pm	Wrap-up Katrina Weir and Georgie Currey / Pilbara Regional Beef Research Committee
5.30pm	Networking Drinks sponsored by Lakeside Minerals Dinner sponsored by Fortescue Helicopters from 5.30pm onwards at Mia Mia House

Friday 24 May	
6:00am	Breakfast
8.00am	Arrival at Roy Hill Yards for Paddock Tour (self drive)
9:30am	Morning Tea
Animal welfare	
10:00am	Working dog basics Neil McDonald / Outback Working Dogs
Selecting the best animals	
11:00am	What are buyers looking for? Fiona Dempster / The University of Western Australia
11:40am	Current and emerging genetic tools Matt Wolcott / Australian Genetics & Breeding Unit Billi Marshal / Imperial Bovine Breeding Services
1:00pm	Producer case study and summary of messages Prof Phil Vercoe / University of Western Australia
1:20pm	Wrap-up and close Katrina Weir and Georgie Currey / Pilbara Regional Beef Research Committee
1:30 pm	Lunch served (take-away option for those wanting to hit the road)



Working Group



Chair

Katrina Weir

Pilbara Regional Beef Research Committee

E: katrina.weir@harvestroad.com



Bio:

Katrina Weir has dedicated eight years to Harvest Road Group, based at Minderoo Station. Recently appointed as the Chair for the Pilbara RBRC, she spearheads strategic initiatives and sustainability projects. Her expertise in enhancing operational efficiency significantly impacts the community and environment in the Pilbara region.



Secretary

Annie Bone

E: Annie.Bone@dpiird.wa.gov.au



Bio:

Annie is a Beef Development Officer in DPIRD's Northern Beef Development team, based in Broome. Not coming from a farming background but having an eye for adventure, 2020 saw her relocate north for a stint on a cattle station in WA's Gascoyne region. She has an interest in regenerative agriculture and is keen to focus on the continuous improvement of the region's pastures, livestock nutrition, drought preparedness, animal welfare and herd genetics. Annie leads the phosphorous supplementation trial for northern WA and is Secretary of the Kimberley Regional Beef Research Committee



Georgie Currey

Bonney Downs

E: georgie@bonneydowns.com.au

Bio:

Georgie and her husband have been based in the Kimberley and Pilbara regions for the past seven years and are currently in their third year managing Bonney Downs Station. Originally from northwest NSW, they bring extensive regional expertise and a deep commitment to their roles



Weldon Percy

CEO General Manager

Fortescue Helicopters

E: weldon@fortescuehelicopters.com.au

Bio:

Weldon Percy and Sarah Johnson manage Sylvania Station a 500,000 acre rangelands property just South East of Newman in the Pilbara region of WA. As passionate beef producers we are dedicated to contributing to the future of the industry and as time allows we contribute to the activities we can, such as the RBRC, to provide our support for the broader cattle producing community.



Jo Williams

Roy Hill Station

E: royhillstation@royhill.com.au

Bio:

Jo Williams has been working in conservation and land management sector in WA's rangelands for over 20 years. Her work has included threatened species conservation and ecosystem restoration with the Australian Wildlife Conservancy, work as a consulting ecologist with GHD, Jo has been leading the PMMC's programs since 2015 and is currently working for Hancock Agriculture at Roy Hill Station. Jo's work has been focused on delivering positive on-ground environmental outcomes in the pastoral areas of WA's north-west.



MLA Representatives



Andrew Morelli

Southern Beef and Sheep Adoption Project Manager

E: amorelli@mla.com.au

Bio:

Andrew joined MLA in January 2020. He is currently the Project Manager of the Southern Sheep and Beef Adoption, which focuses on supporting on-farm adoption of new research, technologies, and practices. He works closely with industry and project partners across NSW, Victoria, SA, Tasmania and southern WA to deliver programs including BeefUp and MeatUp forums. Andrew has been an agronomist for 15 years in southern pasture and cropping systems.



David Beatty

Group Manager for Productivity and Animal Wellbeing

E: dbeatty@mla.com.au

Bio:

David is a veterinarian with a PhD and background in agriculture research. In 2009, David joined Meat & Livestock Australia as the Live Export R&D Manager. Between 2012 and 2017, he was based in the Middle East – firstly as the MLA Livestock Services Manager and then as the MLA Regional Manager for MENA.

Now based in WA, David is the MLA Group Manager for Productivity and Animal Wellbeing. This role focuses on delivering research and development across on-farm program areas including beef, sheep and goat productivity, animal health and welfare, feedbase, feedlot and live export.



Spencer Whitaker

Regional Manager – South East Asia

E: swhitaker@mla.com.au

Bio:

Spencer Whitaker is MLA's Market Development Manager – South East Asia. In this role, Spencer works within the livestock export program to develop and implement strategies across the Asia Pacific that support market growth, productivity improvements and sustainability of the livestock export trade. Spencer also works with the South East Asia in-market team to deliver market knowledge and grow customer demand for Australian red meat and livestock in Vietnam, Thailand and the Philippines.

Welcome



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Thursday, 23 May – Day 1

Opportunities for the Pilbara beef industry

Market insights



David Beatty

Group Manager for Productivity and Animal Wellbeing
Meat & Livestock Australia

E: dbeatty@mla.com.au



Spencer Whitaker

Regional Manager – South East Asia
Meat & Livestock Australia

E: swhitaker@mla.com.au

Session overview:

Australian red meat has a key position on the world stage as a trusted source of high-quality protein. While Australia is not the largest exporter, it remains competitive in markets with ability to pay and increasing disposal income.

This session will provide an update on the trends, issues and opportunities affecting key domestic and export markets for Australian beef and livestock.

Snapshots:

Domestic

Australia remains the largest single destination of Australian beef. Cost-of-living challenges have shifted the focus to items with 'better value' for shoppers, diners, retailers and foodservice operators. Australian red meat is well placed to continue to meet this demand, with its quality, taste and uniquely wide mix of products, as well as current lower prices.

China Mainland

China Mainland has been Australia's largest red meat export market by volume for several years, despite ongoing market access challenges. Long-term import demand drivers are strong, as China's affluent consumer base continues to expand.

United States (US)

Products that put emphasis on health, sustainability or animal welfare have been gaining traction, particularly with affluent consumers. Continued communication of our strong value proposition remains critical to maintain and elevate our position in the market.

Japan

Japan remains a critically important trade partner for the Australian red meat industry - with a long-established place in the market that is considered very well suited to a variety of Western and Japanese-style everyday meals.

MENA and South-East Asia

The young, and increasingly affluent consumer base in MENA and South-East Asia is driving red meat consumption.

In MENA, there is growing acceptance of packaged meat products purchased from modern retail, with exports growing in both volume and value. However for both food security and traditional celebrations, being able to buy live animals remains important to them. Israel and Turkey are interested in high-value cattle, and many are fattened in local feedlots before being sent on to processing.

In South-East Asia, Indonesia is Australia's largest red meat and livestock export market, with the largest middle class in the region. Cattle primarily come from northern Australia, and most are fattened in Indonesian feedlots for several months before being processed.

Through the Live Export Program, a joint initiative between MLA and LiveCorp, staff work closely with the Indonesian feedlot industry, and with the Animal Welfare Officers (AWOs) employed in feedlots and abattoirs to help train staff and oversee compliance with Australian regulations. They also provide workshops to improve the knowledge of Indonesian farmers about breeding and looking after cattle.

Vietnam already enjoy beef in local dishes quite frequently and are spending more on premium and imported red meat products as disposable incomes increase.

Next steps:

1. Download MLA's latest Global Market Snapshots - mla.com.au/prices-markets
Find out more about the Live Export Program through the LiveCorp website – livecorp.com.au
-





Fiona Dempster

Centre for Agricultural Economics and Development
University of Western Australia

E: fiona.dempster@uwa.edu.au

Bio:

Producing food in a sustainable and profitable way is a key goal for global agriculture. Fiona's research is focused on helping producers meet this goal through integrating knowledge on all aspects of the supply chain, including herd management, profit, risk, markets and motivations. Fiona holds the leadership role Deputy Director of CAED, UWA, as well as advisory positions on Australian Farm Institute and Farming for the Future.

Key messages:

These key messages have been informed by qualitative data collected from a diverse range of industry stakeholders, including live export buyers, backgrounders, lot feeders and processors, to guide valuable insights into the priorities and cattle traits in demand. They are:

1. Cattle selection is driven by market specifications, reduced risk of performance (feedlot and processor) and trusted relationships (i.e. repeat sales).
2. Buyers look for breeding.
3. Cattle management, for example good weaning practices and adequate nutrition, improve feedlot performance.

Next steps:

Investigate cattle performance at the feedlot and processor using data collected by a producer.

Continue discussions with producers who are interested in implementing practice change to target alternative markets.

Conduct whole-farm economic analysis of practice changes, to deliver to diverse markets.



[illegible]

My action items:



Lauren Gibson

Northern Hub Adoption Manager
Kimberley Pilbara Cattlemen's Association

E: recovery@kpca.net.au

Bio:

Growing up in the Pilbara, Lauren has woven herself into the fabric of the Kimberley and Pilbara communities and has held diverse roles in agriculture, cultural heritage and education.

Lauren is the Northern Hub Adoption Officer for the KPCA (Kimberley Pilbara Cattlemen's Association), where she channels her passion for agriculture into promoting sustainable practices and fostering innovation within the industry. Additionally, her role as the Industry Recovery Officer sees her providing crucial support to pastoralists affected by the aftermath of tropical cyclones Ellie and Ilsa.

Lauren has a deep understanding of the people and places that make up the northern WA region and brings passion, knowledge and a diverse skill set to both the agricultural industry and the broader community she serves.

Notes

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My action items:

MLA's EDGEnetwork® (EDGE) delivers northern research & development and helps red meat producers improve productivity and profitability. Face-to-face workshops allow producers to develop new skills, learn from others in the industry and access the latest research, leading to effective practice change in their businesses.

Grazing fundamentals EDGE

Foundations for grazing production

A one-day workshop to give you a broad understanding of grazing production system components and the core, scientifically-backed principles to optimise grazing land productivity.

Breeding EDGE

Build a more reproductive herd

A three-day workshop to evaluate the performance of your breeding program and identify strategies for higher productivity and reduced reproductive loss.



Nutrition EDGE

Nutrition fundamentals to hit production goals

A three-day workshop to understand optimal use of supplements and the nutrition required to reduce mortality, improve fertility and boost weight gains in your herd.

Image: Tim Scholtz

Business EDGE

Know your business, grow your business

A two-day workshop to enhance your financial management and improve business efficiency and profitability. You will also develop strategies to deal with financial risk and external market factors.



Grazing land management EDGE

Strategies for long-lasting grazing potential

A three-day workshop to thoroughly understand your grazing environment and strategically manage your grazing business to optimise land condition and productivity in the long-term.

Carbon EDGE

Taking carbon from a concept to an action plan

Carbon EDGE is a new two-day training program for the red meat industry, providing participants with an understanding of the opportunities for emissions reduction and carbon storage activities in a livestock grazing business.



Biosecurity panel

Biosecurity panel discussion with Q&A



Leanne Johnson

KPCA Biosecurity Officer
Kimberley Pilbara Cattlemen's Association

E: biosecurity@kpca.net.au

Bio:

Leanne was born and raised on a sheep and wheat property in south-west WA. On her working holiday around Australia, she upgraded her skills at Katherine Rural College and commenced her career in the beef industry, working on properties in the NT and northern Queensland, working her way up into various leadership roles. For the last six years, Leanne has worked as a Technical Officer on several NTG Research Farms, assisted in the National Banana Freckle Emergency Response and volunteered in the Emergency Operations Centre as a Biosecurity Animal Welfare Liaison Officer. Leanne is passionate about protecting the livestock industry and the people who work within.

Session overview:

Biosecurity and emergency preparedness is everyone's business. There are many organisations working together to protect our livestock, properties, industry, trade and, more importantly, our way of life. The panel will provide an update on relevant biosecurity measures, current work projects and working toward emergency preparedness in the Pilbara.



John Wheelock

Emergency Preparedness Coordinator
Department of Primary Industries and Regional Development

E: John.wheelock@dpird.wa.gov.au

Bio:

John has over 28 years' experience in emergency management, focusing on prevention, preparedness, response and recovery incident management, and bushfire risk management and response. He retired at the rank of District Officer, responsible for the Kimberley Aerial Burning Program.



Major Harry Dudley-Warde

Pilbara Regiment

Regional Force Surveillance Group

E: Henry.dudley-warde@defence.gov.au

Bio:

Maj Dudley-Warde has over 13 years' experience in the Australian Army, having served in various locations and roles in Australia and Southeast Asia. He has been serving in the Pilbara Regiment since 2023 as part of the ADFs contribution to border security in the remote North West of Australia.



Ashleigh Kilgannon

Program Manager

Pilbara Mesquite Management Committee

E: info@pilbaramesquite.com.au

Bio:

With a background in beef extension and sustainable land management in North Queensland, Ashleigh moved to the Pilbara in early 2024 as Program Manager with PMMC.

She has a passion for sustainable agriculture, beef production and meat quality, motivating her to work with pastoralists to achieve their production and management goals.

Keen to see primary industries in the Pilbara flourish, she eagerly engages stakeholders to develop strategies for weed infestation management. In her new role, she hopes to help align landholders across the region to ensure the success of the agricultural sector, local industry, and community.

Session overview:

The Pilbara Mesquite Management Committee (PMMC) is a non-profit organisation established in 2001 with the objective of controlling mesquite (*Prosopis* spp.) within the Pilbara.

This goal has evolved over the years, and now encompasses a range of pest plants as defined by the Biosecurity and Agriculture Management Act (2007), including parkinsonia (*Parkinsonia aculeata*), bellyache bush (*Jatropha gossypifolia*) and noogoora burr (*Xanthium occidentale*), among others.

We are actively involved with all land managers in the Pilbara, working across pastoral stations, resource and mining tenements, National Parks and Unallocated Crown Lands.

Over the years, PMMC has experienced great success through targeted weed management strategies across the region. Management plans have been implemented based on the extent of infestation and the practicality of treatment. Many of these projects have been ongoing, such as mesquite control at Mardie Station or Parkinsonia control at Roy Hill Station and Fortescue Marsh.

In 2018, an infestation of noogoora burr was reported at the De Grey River Rest Area on the Great Northern Highway, north of Port Hedland. This is a popular free camp for tourists; there is a high likelihood that the weed was inadvertently introduced here by travellers, highlighting the need for public education around biosecurity and weed seed spread. Further to this, a second outbreak

was reported at Carawine Gorge on the Oakover River, another free camp. This infestation is believed to be isolated from the original infestation, but nevertheless, highlights the importance of education around these matters.

The success of the De Grey Noogoora Burr Management Program can be attributed to collaboration between several stakeholders, including PMMC, Main Roads Western Australia, pastoral station owners, Pilbara Regional Biosecurity Group, Department of Primary Industries and Regional Development and Town of Port Hedland Council.

Initial works included containment using fencing and biosecurity protocols, chemical control, manual removal, burning and burial of plant and seed matter, and education around the plant. The program has been coordinated by PMMC since 2019 and in the 2023 season, on-ground works mostly involved manual removal of plants, reflecting a decreasing population due to a successful program (from 60,000 plants in 2018 to 4,000 in 2023).

However, the threat is far from over; with an eradication target and seed viability of up to 6 years, surveillance and treatment need to be continued for the foreseeable future.

Key messages:

- PMMC has achieved significant success in weed management across the region by implementing targeted strategies tailored to the extent of infestation and practical treatment methods.
- Instances of noogoora burr infestation at popular tourist spots like the De Grey River Rest Area and Carawine Gorge underscore the importance of public education on biosecurity and weed seed spread to prevent inadvertent introductions.
- The De Grey Noogoora Burr Management Program, a collaborative effort coordinated by PMMC, has effectively reduced the population of the weed from 60,000 plants treated in 2018 to 4,000 in 2023 through containment, chemical control, manual removal, and education initiatives. However, ongoing surveillance and treatment are necessary due to the seed's viability lasting up to six years, highlighting the continued threat and the need for sustained efforts.

Next steps:

For more information contact:

Ashleigh Kilgannon - PMMC Program Manager

0457 035 013

Notes

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My action items:

What's new in the Pilbara

Q&A Panel discussion



Andrew Morelli

Southern Beef and Sheep Adoption Project Manager
Meat & Livestock Australia

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David Beatty

Group Manager – Productivity & Animal Wellbeing,
Meat & Livestock Australia

E: dbeatty@mla.com.au



Trevor Price

Program Manager – Northern Beef Development
Department of Primary Industries and Regional Development

E: Trevor.Price@dpird.wa.gov.au

Bio:

Trevor Price joined the Department of Agriculture and Food, WA in December 2016 as the Manager Productivity and Profitability for the Northern Beef Futures Project. He started his working life as a stockman in the Northern Territory after graduating from Katherine Rural College. In the early 2000s he established a Beef Seedstock operation in north-west NSW breeding tropically adapted *bos taurus* bulls.

Trevor is currently the Program Manager Northern Beef Development with the Department of Primary Industries and Regional Development based in Kununurra.

Key messages:

- The NBD team is focused on the beef business and key drivers of productivity across land, livestock and labour resources.
- The NBD team aims to build trusted and enduring relationships with stakeholders.
- The NBD team uses contemporary extension techniques across the regions to increase adoption of regionally relevant, proven R&D.



Bron Christensen

Chief Executive Officer
Kimberley Pilbara Cattlemen's Association

E: ceo@kpca.net.au

Bio:

With more than 25 years' experience across a wide range of industries including beef, cotton, irrigation and rural health, Bron is the new CEO of the Kimberley Pilbara Cattlemen's Association. Raised on a mixed farming/grazing property in Theodore, Central Queensland, Bron and her husband own and operate their own grazing property in her hometown.

Bron has also served in key leadership roles including Executive Officer with The Leucaena Network, Secretariat for the North Australia Beef Research Council (NABRC), Company Secretary for Theodore Water Pty Ltd and Regional Manager and myBMP Auditor for Cotton Australia. Bron has served on various boards and advisory groups including Chair of the National Farmers Federation (NFF) Farm Business and Economics committee, a member of AgForce's Ag Business committee, and as a Director on the Central Queensland Health and Hospital Service (CQHHS). Bron brings extensive experience in leadership and project management for the betterment of the Australian agricultural industry.



Liz Moss

Innovation Manager - Pilbara Innovation Partnership
Department of Primary Industries and Regional Development

E: Liz.Moss@dpird.wa.gov.au

Bio:

Liz Moss is deeply committed to the Pilbara region's pastoral and innovation sectors. With extensive experience in business development, sustainability, and strategic planning, Liz is dedicated to fostering economic growth and environmental resilience.

Joining the Pilbara Innovation Partnership, Liz has leveraged her skills to address regional challenges, including sustainability, inclusion, and economic development. Her work emphasises community collaboration and grassroots solutions, integrating local insights and fostering strong stakeholder connections. Liz's expertise in Environmental, Social, and Governance (ESG) principles aids in crafting innovative strategies that align business objectives with sustainable outcomes.

With a Master's in Disaster Resilience & Sustainable Development from the University of Newcastle, Liz combines her educational background with a practical understanding of regional dynamics to support the Pilbara's development goals. Her work ensures that growth strategies are inclusive, sustainable, and tailored to the unique needs of the Pilbara's diverse communities.

Session overview:

There are many organisations working together to deliver regionally-relevant investment in R&D, adoption programs, support services, marketing and policy to enhance the profitability and sustainability of the Pilbara beef industry. This session will highlight some of those investments. The panel, representing Meat & Livestock Australia (MLA), Department of Primary Industries and Regional Development (DPIRD) and Kimberley Pilbara Cattlemen's Association (KPCA) will provide an update on priorities put forward by producers at previous regional events and respond to audience Q&A.

This includes:

- opportunities for improved pastures
- biosecurity
- market access and pathways to market
- supply chain diversification and value-adding
- Staff retention and attraction
- improved tools for on-farm decision making and livestock production.

Next steps:

- Sign up to myMLA for a one-stop-shop of personalised information and programs near you – mla.com.au/mymla
- Subscribe to our newsletters – MLA's The Weekly and KPCA's Monthly milestones
- Talk to representatives from MLA, DPIRD and KPCA at the event today
- [Factsheet](#): Large-scale employers – attracting and retaining staff in the pastoral livestock industry, available from FutureBeef

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My action items:

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Information for producers

The Australian Feedbase Monitor is a world-first tool to help producers improve grazing management, forage budgeting and ground cover.



The Australian Feedbase Monitor provides:

- access to farm-level rolling monthly pasture biomass estimates for every Livestock Production Assurance (LPA) account holder, updated every five days
- regionally calibrated predictions based on more than 6,000 sites, using world-leading satellite monitoring and data analysis systems
- data showing the trends in pasture growth and ground cover dating back to 2017
- support for more objective and accurate feed budgeting, leading to sustainable grazing management decisions.

How will this tool help producers?

The Australian Feedbase Monitor will offer multiple benefits to producers and the wider red meat industry including:

- supporting more objective and timely grazing decisions allowing an increase in production and the ability to meet market specifications
- avoiding environmental or welfare issues in grazing enterprises due to increased ability to monitor and report on ground cover and pasture status and trends
- increased consumer confidence in the environmental stewardship of red meat producers.

How to sign up

Want free access to the Australian Feedbase Monitor? The free subscription to this tool can only be accessed by MLA members via [myMLA](https://mymla.com.au), so make sure you've registered for [myMLA](https://mymla.com.au) and linked it to your current Livestock Production Assurance (LPA) account: mymla.com.au.



Not an MLA member?

You can still access the tool if you're not currently an MLA member:

- apply to be an MLA member (this process can take up to two weeks) at m la.com.au/membership
- sign up for a paid subscription through Cibo Labs: support@cibolabs.com.au

m la.com.au/afm

AFM news and updates: Sign up for MLA's e-newsletter, *The Weekly* (m la.com.au/enews), subscribe to *Feedback* magazine (m la.com.au/feedback) or follow MLA on social media.

Help with using the AFM: support@cibolabs.com.au

MLA membership support: membership@m la.com.au or 1800 023 100



Emerging opportunities

Panel discussion - Emerging opportunities around land, soil and water



Jo Williams

Roy Hill Station

E: royhillstation@royhill.com.au



Nicholas Breadsell

Department of Planning, Lands and Heritage

E: Nicholas.Breadsell@dplh.wa.gov.au

Bio:

Nicholas (Nic) hails from south-west WA where – before moving to the city for university – he milked cows, harvested and graded avocados and chased sheep around his parents small holding. After a stint in local government, Nic joined the Lands department a little over 10 years ago.

Nic has been involved in the pastoral lease area for the last seven years and currently manages a small but dedicated team. The team ensures that the state's pastoral estate, spanning over 86 million hectares from the Kimberley to the Nullarbor, is administered to maximise its ecological and economic value to all Western Australians.



**Liam Pepper**

Commonwealth Bank Australia

E: Liam.pepper@cba.com.au

Bio:

Liam Pepper is CBA's Director of Global commodities & carbon based in Perth. Liam has worked in major financial institutions around the world and has a deep understanding of the global commodity markets as well as regulations related to commodity and carbon trading. Currently he works with CBA's clients to manage commodity price risk and Carbon offset procurement strategies

**Dr Chris Schelfhout**

Senior Research Scientist – Irrigated Cropping
DPIRD

E: chris.schelfhout@dpird.wa.gov.au

Bio:

Dr Chris Schelfhout is an agricultural scientist with over 15 years' experience working in north-west WA. Previously Chris has led DPIRD's Gascoyne Horticulture Development project working with fruit and vegetable producers at Carnarvon to optimise production and evaluate new irrigated cropping systems.

Chris' work in the Pilbara commenced in 2014 under the 'Pilbara Hinterland Agricultural Development Initiative' investigating the perceived benefits of using mine dewater surplus for irrigation development. From 2018, this work expanded as the 'Transforming Agriculture in the Pilbara' project. Chris led a multi-discipline team of scientists and economists to quantify ground and surface water resources, map suitable soils and evaluate production systems that will enable future agricultural development in the Pilbara.

In mid-2022, Chris moved to Kununurra to lead the DPIRD Irrigated Cropping research program in the Ord River Irrigation Area.

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My action items:



EarlyWeaner

Weaning made easy

With Milne Feeds' Hyfibe® technology in EarlyWeaner® your weaners will get the best start.

A well-developed rumen is key for lifetime productivity of weaners.

Early Weaner aids in the development of the rumen to maximize the utilisation of pastures and dry paddock feed.

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Landscape management

Landscape management in the Pilbara



Richard Marver

Contour Consulting

E: richard@contourconsulting.net.au

Bio:

Richard Marver is a Rangelands Botanist and Landscape Ecologist with 18 years experience in developing NRM and Station Management Plans in the Western Australian rangelands. Richard has extensive experience in aspects of NRM such as grazing management, pastoral infrastructure design, erosion control, landscape rehabilitation and controlled burning regimes, among others. He has managed regional NRM projects across two Australian states and been involved in the development of over 100 previous Ecologically Sustainable Rangelands Management (ESRM) plans. He holds an honours degree in Agricultural Science and a Graduate Diploma in Geographic Information Systems.

Session overview:

Landscape management is at the heart of what pastoralists do. Ultimately the viability and sustainability of pastoral businesses is based on how their landscape functions and responds to rainfall. Core to the concept of improving landscape function in a rainfall limited climate – Rainfall Use Efficiency. Management strategies that improve Rainfall Use Efficiency such as regenerative grazing and erosion control techniques can be implemented on any property but need to be done so in a targeted and informed way. The challenge in achieving good landscape management comes not only in knowing what to do, but more importantly when to do it. This is particularly challenging given the variable climatic conditions and diverse landscape types experienced in the Pilbara.

Emerging AgTechnologies are providing tools and data that makes managing the variability easier. Drone technology is a rapidly growing industry and is becoming increasingly accessible. Drones present an opportunity to gather information about your landscape in a repeatable, reliable and efficient way, and to use that information to make informed decisions about your landscape management.

With funding from the Southwest WA Drought Resilience and Innovation Adoption Hub, Contour Consulting have developed a new tool that is pastoralist-friendly and allows for more informed pasture assessment and calibration of your stocking decisions. The process is end-to-end, from establishing monitoring sites through to follow-up support, and is tailored to your property.

The tool provides quantitative pasture and landscape condition data through repeatable assessments that will give land managers direction and confidence to make proactive grazing management decisions. It also creates a database of evidence that could have use in documenting improved management as part of a carbon or natural capital project.

Key messages:

1. The importance of, and management strategies to improve Rainfall Use Efficiency of landscapes in the rangelands.
2. The challenges to the practical implementation of landscape regeneration strategies.
3. The power and applicability of drone technology as a management tool.

[illegible]

[illegible]

My action items:

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- **Lignocaine** – local anaesthetic for immediate pain relief.
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When applied with the Tri-Solfen applicator, it forms a protective foam gel, aiding healing and preventing infection, particularly for procedures like castrating and dehorning of calves.



www.trisolfen.com.au


Dechra

Environmental credentials for grassfed beef platform – demonstration



Jenny Lim

Project Officer
Environmental Sustainability team

E: jlim@mla.com.au

Bio:

Jenny works with MLA to provide producers tools to demonstrate their on farm sustainable practices with the supply chain. Before working in the CN30 team, Jenny was an analyst for the NLIS, forecasting supply and demand and writing weekly market reports. Her background in data management has helped her to understand the data that producers have and what the supply chain is demanding.

Before MLA, Jenny worked extensively in grain exports and on wheat sheep farms closer to home in the southwest of Western Australia.

Session overview:

MLA has officially launched its Environmental Credentials platform at Beef Australia 2024. This platform provides a place for producers to demonstrate their sustainable practices on farm and share that data with the supply chain.

The platform was developed by a consortium led by MLA and including UQ and WWF Australia. More than 50 grassfed beef producers and supply chain participants were involved in the platform's design. Through this development process, five themes were identified to focus the content of the platform; drought resilience, biodiversity stewardship, ground cover, tree cover and carbon balance. It utilises the MLA Carbon Calculator and the Cibo Labs remote sensing platform and includes some self-guided learning modules and self-assessment checklists. This allows the Environmental Credentials platform to remain low to no cost for producers while still providing a full picture of on farm practices.

A 3-tiered system was developed so producers could more clearly demonstrate where they were in their sustainability journey and could achieve a credential tier based on their historical adoption of on farm sustainability practices:

- Tier 1 – Aware, the producer has logged in with their MyMLA account, has linked/selected at least one of their properties using their PIC number and has completed Tier 1 learning modules
- Tier 2 – Actioned, the producer has completed Tier 1 requirements, has linked at least one property to the Cibo Labs platform, selected a carbon calculation from the MLA Carbon Calculator, completed Tier 2 learning modules, the biodiversity checklist and the drought resilience checklist
- Tier 3 – Advanced, the producer has completed Tier 1 and 2 requirements, a carbon account and biodiversity questionnaire for three consecutive years and all Tier 3 learning modules

The platform was developed in response to the growing need and demand from the supply chain to reduce scope three emissions or report environmental credentials. The main aims for the platform are to create an accessible (low to no cost) and user-friendly way for producers to show how their on-farm practices result in maintaining or improving their environmental sustainability. It also keeps the control of the data in the producer's hands and demonstrates to the supply chain what is realistic data when they are setting their own targets.

[illegible]

My action items:



easyfence



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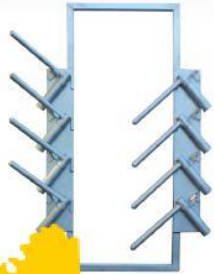
sales@easyfence.com.au

At Easy Fence, we take great pride in providing the farming industry with high-quality products at competitive prices. Our stockyards are designed with durability and ease-of-use in mind, making them the perfect solution for the needs of rural farmers. In addition to our stockyard fencing, we offer a range of other high-quality products, including horse round yards, dog cages, temporary fencing, solar lights and shade cloth.

Ensuring the safety of farmers and their families is a top priority for us at Easy Fence. That's why we have incorporated safe working areas into our yard plans to protect individuals from their livestock. We have an extensive range of cattle and sheep yard plans available, offering flexibility and customisation options to suit the individual needs of farmers. With large amounts of stock readily available at all times, we can assure our customers of a fast turnaround from purchase to use.

Let us help you get the job done right with our high-quality products and expert knowledge of the farming industry.

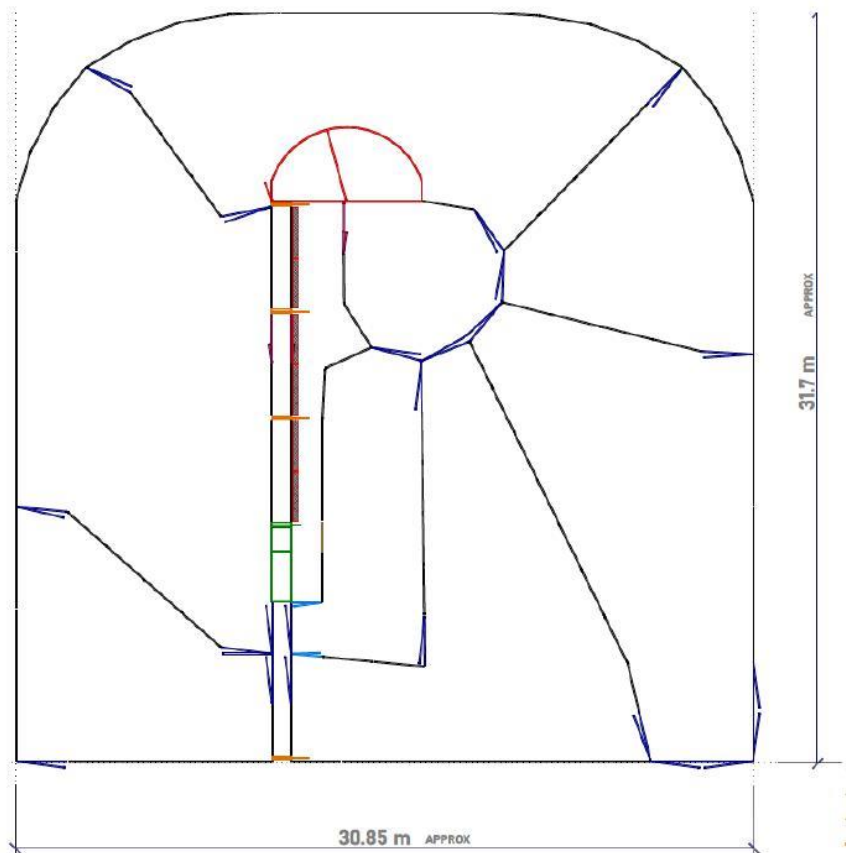
STOCKYARDS MADE EASY...



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Friday, 24 May – Day 2

Animal welfare

Working dog basics



Neil McDonald

Outback Working Dogs

E: stockhandling.doged@bigpond.com

Bio:

Neil McDonald is all about educating graziers to develop a calm, safe routine for shifting cattle. He has a strict priority in the way he goes about delivering that education. First, the people involved need to be taught (and, Neil would say, they were the most in need of education), then the cattle, and then, and only then, the dogs. It is a system he proves time and again that produces co-operative, predictable cattle tolerant of novel and stressful situations. (Others might call the same animals “quiet” or “well-handled”.)

Co-operative cattle that are a pleasure to shift from paddock to paddock means graziers immediately have more control of their pasture management leading to more end-of-season ground cover, reduced erosion and improved productivity.

Session overview:

- The theory - an insight into the way the dogs, and the cattle they’re herding react according to instinct - is delivered in the classroom and reinforced in the arena.
- How using dogs and creating educated cattle can increase weight gain at weaning and ensure a safe work environment for staff.
- These skills and techniques can be applied to a stock camp of people as well as the use of dogs in any stock operation.

Key messages:

- Producing educated cattle
- How calm cattle create efficiency and money saving through weight gain
- Introduction of dogs

Next Steps:

Going to a 4 four Neil McDonald school or having him go to your station and teaching your staff.

Notes

[illegible]

[illegible]

My action items:

Selecting the best animals

What are buyers looking for?



Fiona Dempster

Centre for Agricultural Economics and Development
University of Western Australia

E: Fiona.dempster@uwa.edu.au

Session overview:

Buyer feedback will be used to facilitate discussion with producers on cattle management priorities (eg breeding, handling, nutrition) that drive profitability in the cattle industry. A case study with a local producer will explore current breeding, management and marketing strategies.

Key messages:

Investigate cattle performance at the feedlot and processor using data collected by a producer.
Continue discussions with producers who are interested in implementing practice change to target alternative markets.
Conduct whole-farm economic analysis of practice changes, to deliver to diverse markets

Next steps:

Investigate cattle performance at the feedlot and processor using data collected by a producer.
Continue discussions with producers who are interested in implementing practice change to target alternative markets.
Conduct whole-farm economic analysis of practice changes, to deliver to diverse markets

Notes

[illegible]

My action items:

Current and emerging genetic tools



Matt Wolcott

Australian Genetics & Breeding Unit

E: mwolcott@une.edu.au

Bio:

Matt has worked with the Animal Genetic and Breeding Unit (AGBU) since October 2004, to develop and improve genetic evaluation technologies for beef cattle breeders. Key areas of research have included new traits to describe female productivity in tropically adapted beef breeds, with a focus on reproductive performance and cow body composition. He is leading a new WA State Government funded project which aims to help beef breeders in the Kimberley and Pilbara develop breeding objectives which focus on profitability, and to develop new selection tools which will be tailored to WA's northern production systems and markets.

Session overview:

The choice of bull has a profound effect on the long-term performance of a breeding herd. This is because the average cow will produce six to eight progeny in a lifetime in the commercial herd while the bull may produce 120–150 progeny in four to five years of his working life. Consequently, most genetic gain in a herd occurs through the bulls used. More than 80% of potential improvement in commercial herds depends on the bulls used relative to the females. Therefore, your bull selection decisions will usually determine the direction of genetic change in your herd. The bulls used over the last few generations largely determine the genetic composition of any self-replacing herd.

For reproductive performance and genetic progress to be achieved, select and retain bulls:

- with measured genetic merit in economically important traits required to meet herd breeding objectives
- that have passed an ACV BULLCHECK® examination at purchase
- that are physically sound for at least several seasons without breaking down
- that can sire many calves in the shortest possible time at each mating period.

In a mating program, the purpose of bulls is to deliver the genetics to the progeny through fertilisation of the desired number of cows.

To achieve this objective it is important to use bulls that:

- are structurally and reproductively sound
- have adequate production of high-quality sperm and semen
- have good libido
- have a good temperament, e.g. slower flight speed (or time)
- are free of reproductive diseases and genetic mutations.

The failure of a bull to reproduce can be an expensive exercise because of production losses.

A fertile bull will impregnate 60% of 50 normal cycling females in one cycle and 90% of 50 normal cycling females in three cycles:

- 30 females in the first cycle
- 12 females in the second cycle
- four females in the third cycle.

Key messages:

- Next steps:*

[illegible]

My action items:



Billi Marshal

Owner/Director
Imperial Bovine Breeding Services

E: imperialbovine@outlook.com

Bio:

Going out on her own at 25, Billi Marshal is devoted to the West Australian cattle industry and dedicating her time and knowledge to improving producers herd management, efficiency, and profitability.

Billi is the sole owner of Imperial Bovine Breeding Services, operating out of Dongara, where she started her business in 2021 after purchasing the pregnancy testing run from her previous employer, BOS Vet & Rural. As an accredited pregnancy tester within WA (one of only few in the State), Billi provides services to cattle producers across WA, from Albany to Port Headland, pregnancy testing over 34,000 head in 2023.

Session overview:

Back to basics with bull selection. Are you selecting the best bulls for your operation? How are your choices influencing the future of your herd?

There are so many factors to consider when selecting future sires, whether it's for 10 Angus cows in the south, or 1,000 Droughtmasters in the north, the decisions you make today will influence your herd for generations to come.

With the use of genomics, EBVs (estimated breeding values) and raw data, sometimes the numbers get overwhelming when browsing sale catalogues.

Sire selection is broken into two key categories – Genotype and Phenotype. Genotype is the genetic makeup of the animal and phenotype is the observable traits and characteristics the animal displays as a result of their genotype and environment.

With such a strong emphasis on genotype in today's cattle industry, producers can often lose sight of the purpose of why they're selecting bulls, and that's to produce calves! Herd bulls must be able to effectively perform the task of mounting and inseminating a cow while continuing to survive. This includes being able to walk long distances for food and water, withstand the environment in which they live and maintain body condition.

Key factors to look at when selecting bulls on phenotype:

Structural correctness: Foot and leg structure and angle, strength of spine, hip and pin width, width of muzzle, chest capacity and smoothness of shoulder.

Body type: Growth for age, muscle and fat content, coat type, hooded eyes, excessive sheath and horn status.

Fertility: Semen motility and morphology.

Temperament: When selecting bulls on genotype, it is important to understand what EBVs are, how they work and remember they are estimates.

EBVs represent the comparison of an animal's progeny performance to the breed's base. EBVs are calculated per breed, so you cannot directly compare EBVs across multiple breeds, and every registered animal will have EBVs available (even if they've never had any data recorded – so don't

Cattle producers are encouraged to evaluate their own herds prior to selecting sires and identify areas that require improvement, if you don't have any- you're kidding yourself! Being open to improvement and having a better understanding and focus on what you are looking for will assist you into selecting the best suited sires for your herd.

- Don't lose sight of your bull's purpose.
- Decisions you make today will influence your herd for years to come.
- EBVS are estimated!

Better understanding EBVs here: <https://bit.ly/4dHtoFw>

- Learn more about setting a breeding objective and selecting animals through the Breeding EDGE workshop: mla.com.au/edgenetwork

[illegible]

[illegible]

My action items:



Department of
Primary Industries and
Regional Development

Protect
Grow
Innovate



Are your heifers deficient in Phosphorus?

We are seeking expressions of interest from producers to be involved in our Phosphorus trial.

What's involved?

- 30 head for tail bleeding by qualified personnel in your first-round muster either this year or next.
- Faecal sampling
- Bloods and faecal samples will be sent off and analysed.
- If the results come back as:
Deficient in Phosphorous a one-on-one consulting session with a qualified nutritionist will be arranged.
Not deficient in Phosphorous you will be notified, and no further commitment is needed.

There is no cost involved for participants

Note: This project spans two consecutive years, with 2023 sampling concluded. Future interest is focused on 2024 sampling. Due to limited positions, early registration is advised.

Register your interest

Please contact Annie Bone at 0409 921 659 or annie.bone@dpird.wa.gov.au

Summary of Key messages



Prof Phil Vercoe

University of Western Australia

E: philip.vercoe@uwa.edu.au

Session overview:

- Summary of the market options available to beef producers.
- Insights from cattle buyers on what they are looking for when purchasing rangelands cattle.
- Facilitated audience discussion on market challenges and key profit drivers.

Notes

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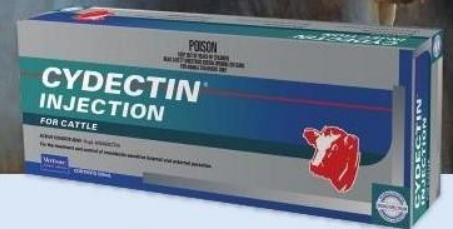
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My action items:

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INJECTION



PROTECT YOUR Paddock



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- ✓ Moxidectin – Most potent ML¹
- ✓ Cydectin Injection – Fast acting²
- ✓ Kills worms resistant to Starmec[®], Bomectin[®] and/or Dectomax[®]*³
- ✓ Persistent worm control – up to 21 days⁴
- ✓ Persistent cattle tick control – 28 days⁴
- ✓ Short withhold – 14 days Meat WHP and 28 days ESI⁴

EFFECT OF DIFFERENT DRENCHES ON DUNG BEETLES

Dung Beetle Stages	Mature Adults	Young Adults	Breeding Females	Eggs/ Larvae
Dectomax, Ivomec, Eprinex, Eclipse	No known impact	Increased Mortality	Reduced Breeding	Increased Mortality
Cydectin [®]	No known impact in all stages			



Shaping the future
of animal health



*Starmec and Bomectin contain Ivermectin and Dectomax contains Doramectin. 1. Kotz et al. (2014) Relative potency of macrocyclic lactones in in vitro assays with larvae of susceptible and drug-resistant Australian isolates of *Haemonchus contortus* and *H. placei*. Veterinary Parasitology. 203(3-4):294-302. 2. Hennessey and Alvinerie, (2002), Pharmacokinetics of the Macrocyclic Lactones: Conventional Wisdom and New Paradigms. 3. Ball M & Gibbison W (2011) Resistance Pattern to avermectins and milbemycins in current strains of Australian cattle nematodes. Australian Cattle Veterinarians Journal. 4. Refer to registered label APVMA No. 45663.

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- Sulphur, Magnesium, Copper, Cobalt & Salt blocks
- **Pellets**— finisher, maintenance, weaner & calf grower and Milk Replacement

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LOOSE LICK AND PELLETS ALSO AVAILABLE NOW



20kg, 29kg, 100kg

Carbon EDGE

**Taking carbon from a
concept to an action plan**

Carbon EDGE is a new two-day training program for the red meat industry, providing participants with an understanding of the opportunities for emissions reduction and carbon storage activities in a livestock grazing business.



Modules and key topics covered

1. Greenhouse gases 101

- 1. What is a greenhouse gas?
 - Why do we always talk about carbon?
 - Global warming potentials
 - Why are atmospheric greenhouse gas levels important?
 - Global trends, the Paris Agreement and Australia's commitments

2. Where do greenhouse gases come from in a livestock production system?

- Scope 1, 2 and 3 emissions
- Carbon, nitrogen and methane cycles in agriculture

3. Australian national and agricultural emissions profiles

- National inventory
- Typical emissions inventories in livestock-based systems

4. Emissions Reduction Fund and other policy drivers

- Emissions Reduction Fund
- International trade agreements

- Australian red meat industry carbon neutral by 2030

2. Greenhouse gases 101

1. What is greenhouse gas accounting?

- 2. Quantifying emissions
 - Data preparation
 - Calculating emissions
 - Carbon Calculators

3. Interpreting your results

- Tools for quantifying sequestration by vegetation or soils

3. On-farm emissions

Practices and technologies to reduce on-farm GHG emissions

1. Genetics and husbandry practices

- Improving reproductive rates and decreasing mortality
- Reproductive efficiency in cattle
- Reproductive efficiency in sheep
- Decreasing mortality
- Mortality in cattle

- Mortality in sheep
- Increasing growth rates
- Improving genetics

2. Grazing land management, forage types and diet

- Grazing land management
- Pasture and legumes
- Dietary composition
- Plant breeding

3. Feed additives

- Vaccination
- Early life programming

4. Fertiliser application

- Right source
- Right rate
- Right time
- Right place

5. Efficiency of fuel and energy usage

6. Renewable energy

4. On-farm sequestration

Increasing carbon sequestration

1. Trees

- How does vegetation sequester carbon?

- Opportunities for action

2. Healthy soils

- What is soil organic matter (SOM)?
- What is soil organic carbon (SOC)?
- How much carbon is in my soil?
- Limitations to building SOM and SOC
- Management practices to increase soil carbon

5. Carbon credits and carbon neutrality

1. Managing your greenhouse gas account

- Demonstrating your carbon position

2. Carbon farming projects

- Australian Carbon Credit Units (ACCU) scheme
- Registering a project with the ACCU scheme
- Voluntary carbon market
- Nature based markets



KIMBERLEY PILBARA
CATTLEMEN'S ASSOCIATION

*SAVE
THE
DATE*

KPCA Conference 2024
Karratha, WA

Red Earth Arts Precinct

Thursday, 31 October

AGM, Elders Ladies Lunch,
Land Watch Long Lunch &
Pioneer Water Tanks Welcome Drinks

Friday, 1 November

Conference & Gala Dinner



**SCAN
FOR FURTHER
INFORMATION**

Better your business



MLA offers red meat producers a range of educational resources, tools and programs to improve profitability

Training programs/workshops

MLA delivers a range of programs and workshops to equip producers with the latest best-practice knowledge:



MLA resource hubs

MLA has compiled this series of hubs containing relevant resources on a range of on-farm topics:

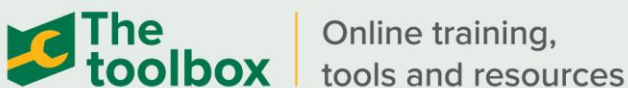
- **Livestock:** Genetics, beef, sheep, goats
- **Feedbase:** Healthy soils, phosphorus, leucaena, pasture dieback, dung beetles
- **Sustainability:** Carbon neutral by 2030, dung beetles
- **Climate:** Climate, disaster recovery
- **Other resources:** Seasonal resources, COVID-19 resources and market insights hub, mental health, MLA's e-newsletters



The toolbox

Self-guided online tools and training packages to upskill anytime, anywhere. Topics include:

- assessing nodulation in legume pastures
- establishing a new pasture
- pain relief use in southern cattle
- pain relief use in sheep
- introduction to MateSel
- soil testing
- visual indicators of soil condition

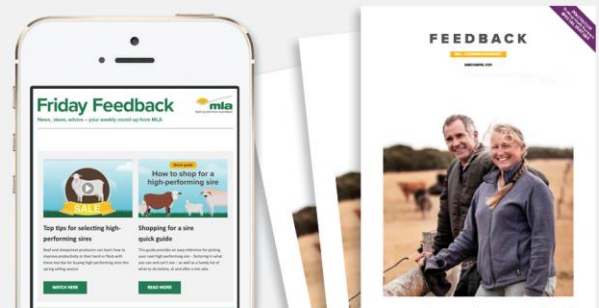


elearning.mla.com.au

Keep informed

Stay ahead with MLA resources:

- **Red meat industry events:** mla.com.au/news-and-events
- **Feedback magazine:** mla.com.au/feedback
- **Feedback podcast:** mla.com.au/feedback-podcast
- **On the ground podcast:** mla.com.au/on-the-ground
- **e-newsletters:** mla.com.au/enews



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red meat
producers





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REGISTRATIONS OPEN

**SCAN
FOR FURTHER
INFORMATION**

**5-6 September 2024
Sandfire Roadhouse Pilbara, WA**



Notes

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Notes

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Notes

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Natalie Bell

AA&P Events

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