

More Beef from Pastures 2.0

Expression of interest fact sheet for producers

The opportunity

The Meat & Livestock Australia (MLA) *More Beef from Pastures* (MBfP) program is being reimagined and relaunched as **MBfP 2.0**, the flagship extension program of the *Profitable and Resilient Southern Beef Herds* project. This is an opportunity to be part of the next generation of southern beef producers shaping its future.

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.

As a part of this, a **limited number of pilot producer learning groups** are being formed across SA, Victoria, NSW, Tasmania and WA. Beef producers with a passion for learning and improvement are encouraged to apply.

Who should apply?

The opportunity is ideal for:

- **self-replacing beef enterprises** in southern Australia
- producers with at least **50 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.

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 1 begins **September 2025**.

Cohort 2 begins **Mid 2026**.

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

For more information, please contact:

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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.

What's next?



Groups will commence in later in 2025 and run through to 2027.



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.



Deadline: Friday 5 September 2025

Places are limited and groups will be filled based on enterprise fit and regional coverage.

Questions?

Contact Dr Penny Schulz (Project Lead)

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The Profitable and Resilient Southern Beef Herds project is led by the University of Adelaide through the Davies Livestock Research Centre, with funding from and partnerships with Meat & Livestock Australia Donor Company, Tasmanian Institute of Agriculture (University of Tasmania), WA Department of Primary Industries and Regional Development, Tasmanian Beef Industry Trust, Halter, and the Australian Government's Future Drought Fund through the South Australian Drought Resilience and Adoption Hub and the Tas Farm Innovation Hub.