



meatup FORUM

**For the latest in red meat research and development
Cooma, NSW – 13 May 2026**

Please stand up

Attitudes towards risk and accuracy

Your current operation earnt \$200,000 profit in the last financial year

YOU HAVE 2 CHOICES?

- A. Choose the same operation and get the \$200,000 profit.
- B. Make a new decision, with a 50% chance to get \$400,000 profit and a 50% chance to get \$0 profit.

Attitudes towards risk and accuracy

If you chose option A previously...

YOU HAVE 2 CHOICES?

- A. Choose the same operation and get the \$200,000 profit.
- B. Make a new decision, with a 60% chance to get \$400,000 profit and a 40% chance to get \$0 profit.

Attitudes towards risk and accuracy

If you chose option A previously...

YOU HAVE 2 CHOICES?

- A. Choose the same operation and get the \$200,000 profit.
- B. Make a new decision, with a 70% chance to get \$400,000 profit and a 30% chance to get \$0 profit.

Attitudes towards risk and accuracy

If you chose option A previously...

YOU HAVE 2 CHOICES?

- A. Choose the same operation and get the \$200,000 profit.
- B. Make a new decision, with a 90% chance to get \$400,000 profit and a 10% chance to get \$0 profit.

Searching for the Perfect AI Sire

Flipping Page After Page for Quality Bulls

Sheesh, how many pages do I have to flip through?







BredWell FedWell

Breeding and feeding to maximise profit

ABRi



MeatUP, Cooma 13th May 2026



19.6M

sheep influenced by
the BFWW workshop



1.9M

cattle influenced by
the BFWW workshop

186

workshops

4,346

BFWW participants

45

workshops

1,455

BFWW participants

\$2.48

net benefit per ewe
joined

12.7M

breeding
ewes

\$2.98

net benefit
per cow mated

639K

breeding
females

Outcomes



Develop a customised breeding plan aligned to your profit drivers



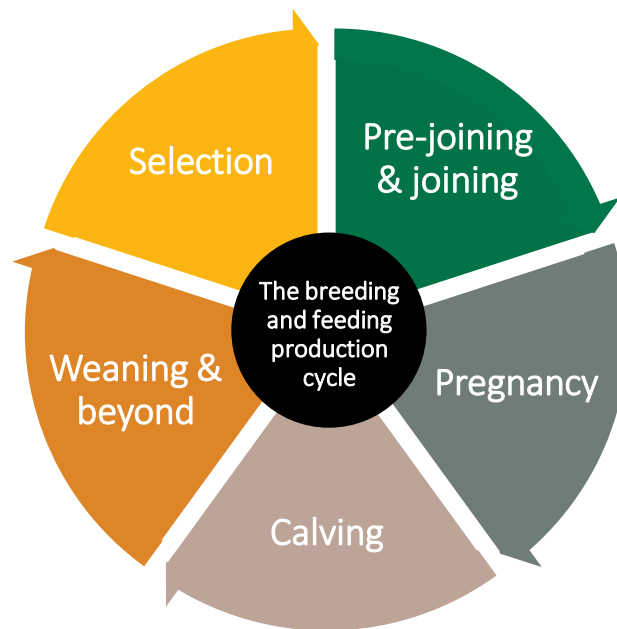
Identify sires and select animals using breeding values that help you achieve your objectives



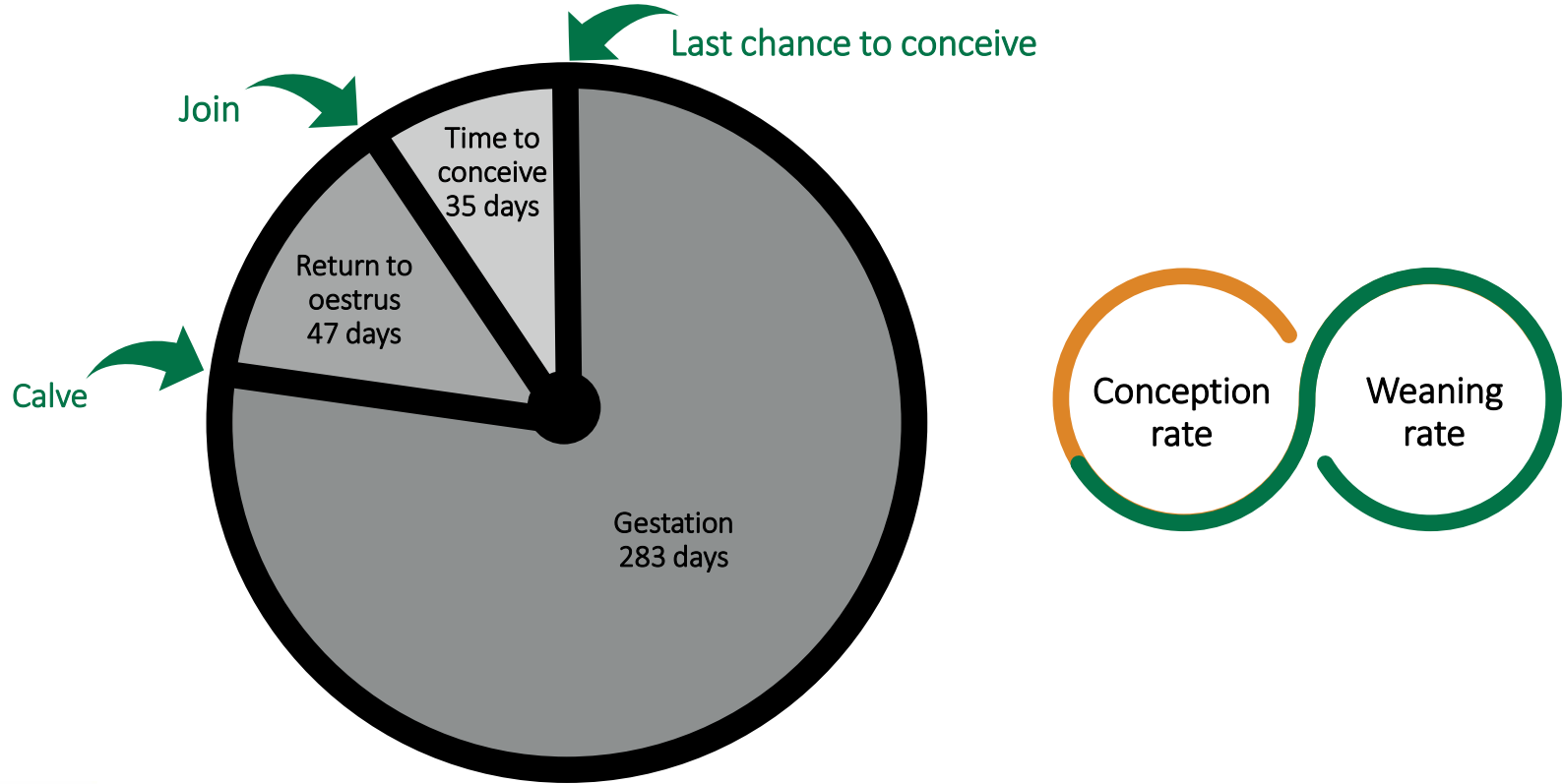
Understand the fundamentals of feeding your animals well to maximise genetic investment

Agenda

- 01 INTRODUCTION
- 02 DRIVING PROFITABILITY IN YOUR BUSINESS
- 03 BREEDING AND FEEDING
- 04 PRE-JOINING AND JOINING
- 05 PREGNANCY
- 06 CALVING
- 07 WEANING AND BEYOND
- 08 SELECTION
- 09 BRINGING IT ALL TOGETHER



Achieving a 365-day calving interval



Improving performance (genetic gain)

Make selection decisions
as accurate as possible

Selection accuracy



Select the best
more often

Selection intensity



Generation interval

Consider productivity and
age structure of herd

Feed supply and demand chart

Breed
Sheep cohortMerinos
SinglesNon-merinos
Twins

Maidens

Ewe lambs

Rams

Cattle cohort

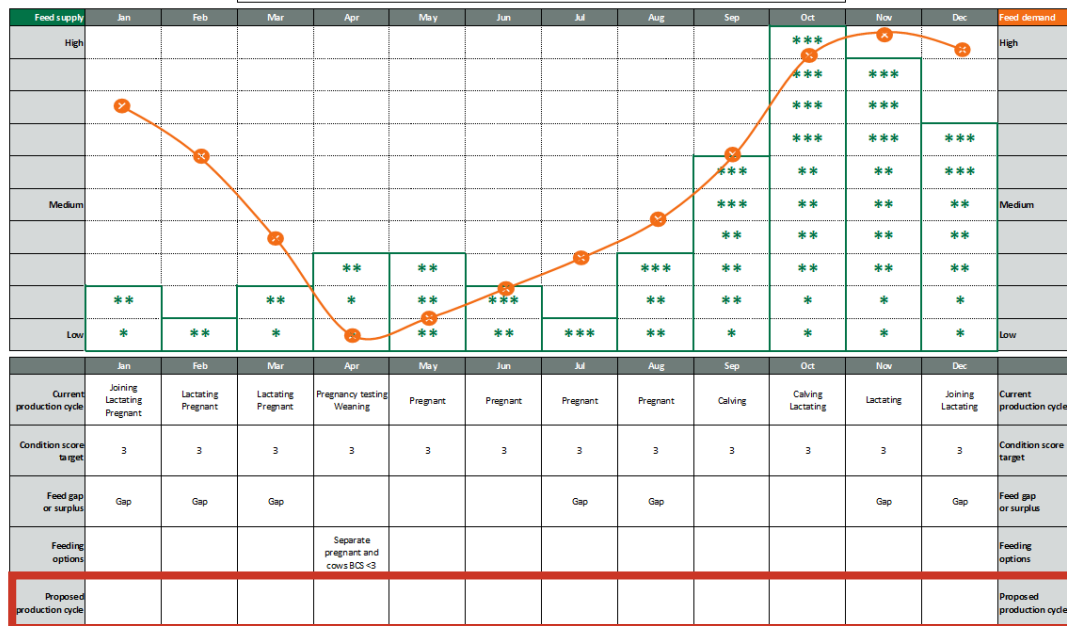
Adult cows

Maiden heifers

First calf heifers

Bulls

KEY *** high quality food ** Medium food quality * Low food quality





Every dollar in the industry
ultimately comes from the end
consumer

We have never seen anything like this.....

EYCI

Eastern Young Cattle Indicator,
c/kg

Today

856.8

90CL Cow

Imported 90CL cow beef price.
Landed US, Ac/kg CIF

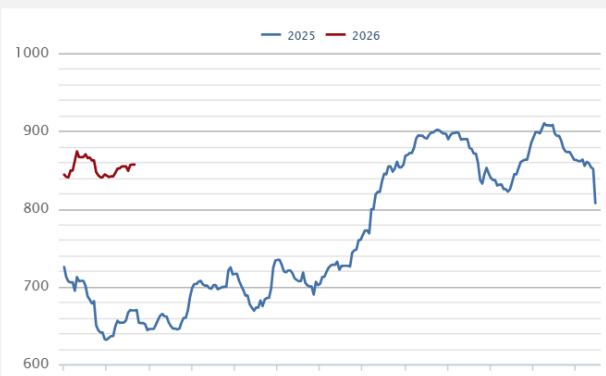
Today

Feeder Steer

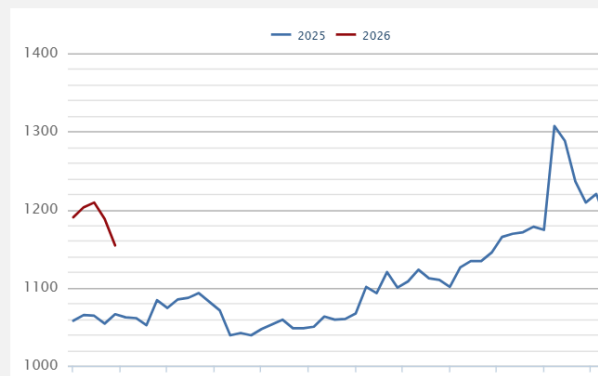
11 NLRS-reported yards (feedlot
buyers only); 0-600kg, 0-2T, c/kg
LW

Today

470



Source: MLA's NLRS



Source: Steiner Consulting, N



Source: Feeder Steer



\$8.90

- MSA
- 0-4 teeth
- 220-420 kg HSCW
- Steer or Heifer
- MC 1B -3 , FC 0-3

Easiest
meatup
FORUM



\$9.00

- MSA
- 0-4 teeth
- 220-420 kg HSCW
- Steer or Heifer
- MC 1B -3 , FC 0-3
- MSA Index 62
- MB 2+

Harder



little joe

\$9.30

- MSA
- 0-4 teeth
- 220-420 kg HSCW
- Steer or Heifer
- MC 1B -3 , FC 0-3
- MSA Index 64
- MB 4+

Hardest



Finding the Right Bull Online

Swipe Right for a Prime Mate!

How 'bout a match made in pasture?

Talk TACE to me, baby.

- ✓ Check out profiles carefully
- ✓ Avoid shady bull-s
- ✓ Look for genetic compatibility



- BredWell FedWell is designed to help establish the gap between where you are and where you want to be
- Setting a breeding objective based on breeding cows for your environment and progeny for your customer will always prevail
- BredWell FedWell allows participants to create their own objective based on their own herd and property
- Lets put it to the test

Animal ID	Reproduction trait group					Growth trait group					Carcase trait group						Efficiency			Temp.	Structure			Index
	Days to Calving	Scrotal Size	Gestation Length	Calving Ease Dir	Calving Ease Dtrs	Birth Weight	200 Day Weight	400 Day Weight	600 Day Weight	Mature Cow Weight	Carcase Weight	Eye Muscle Area	Rib Fat	Rump Fat	Retail Beef Yield	IMF	Net Feed Intake Feedlot Finishing	Mature Body Condition	Mature Cow Height	Dolcility/Flight Time	Claw Set	Foot Angle	Leg Angle	\$A
NHZ24V2	-7.6	2.7	-5.6	0.6	1.0	3.6	50.0	96.0	124.0	97.0	79.0	5.8	3.7	2.8	-0.9	3.9	1.33	0.29	8.20	14.0	0.36	0.98	1.08	231.0
NHZ24V198	-6.0	1.1	-10.9	0.7	2.8	4.5	67.0	119.0	157.0	156.0	84.0	2.6	-2.2	-2.6	-0.5	1.7	-0.51	0.70	13.60	43.0	0.70	0.94	0.92	208.0
NHZ24V455	-2.1	1.7	-1.5	5.6	4.7	4.0	59.0	111.0	148.0	143.0	84.0	8.7	-3.2	-5.8	1.1	3.6	-0.24	0.32	6.80	14.0	1.00	0.92	1.00	211.0
NHZ24V939	-9.6	4.7	-10.6	-1.8	5.3	5.5	66.0	120.0	162.0	142.0	91.0	3.4	-1.9	-7.0	0.2	2.4	0.17	0.27	10.30	14.0	0.78	0.80	1.26	239.0
NHZ24V1457	-5.2	3.7	-5.3	3.0	5.6	4.4	60.0	116.0	149.0	111.0	97.0	11.4	-1.8	-4.7	1.5	2.3	0.93	0.26	9.50	30.0	0.96	1.10	1.02	263.0
NHZ24V2086	-6.5	2.6	-0.7	3.8	4.8	5.1	61.0	105.0	130.0	103.0	78.0	4.9	-2.7	-2.2	0.6	2.0	0.22	0.37	8.80	38.0	0.44	0.88	1.06	248.0
Breed Average																								

Workshop location MeatUp Cooma, NSW Deliverer Jake Phillips - Phillips Livestock Solutions Date 13/05/2026

PERCENTILE BANDS TABLE																											
% Band	Calving Ease		Birth		Growth			Maternal			Fertility			Carcase			Other			Structure			Selection Indexes				
	CEDir	CEDtrs	GL	BW	200	400	600	MCW	MBC	MCH	Milk	SS	DTC	CWT	EMA	RIB	P8	RBV	IMF	NFI-F	DOC	Claw	Angle	Leg	\$A	\$A-L	
	Less Calving Difficulty	Less Calving Difficulty	Shorter Gestation Length	Lighter Birth Weight	Heavier Birth Weight	Heavier Live Weight	Heavier Mature Weight	Heavier Mature Weight	More Body	Taller MCH	Heavier Live	Larger Live Weight	Larger Live Size	Shorter Time to Calving	Heavier Calving Weight	Larger EMA	More Fat	More Fat	Higher Yield	More IMF	Greater Feed Efficiency	More Docile	Less Calf	More Heel Design	Less Angular	Greater Profitability	Greater Profitability
1%	+10.4	+10.0	-10.6	-0.7	+72	+127	+166	+167	+0.60	+13.0	+30	+5.1	-9.5	+103	+15.6	+4.4	+5.6	+2.0	+6.6	-0.62	+45	+0.40	+0.60	+0.70	+291	+470	
5%	+8.8	+8.6	-8.8	+0.7	+66	+117	+152	+146	+0.50	+11.5	+26	+4.2	-8.1	+92	+12.8	+3.1	+3.7	+1.5	+5.4	-0.35	+38	+0.52	+0.70	+0.80	+269	+440	
10%	+7.8	+7.6	-7.8	+1.4	+63	+112	+145	+135	+0.45	+10.7	+24	+3.7	-7.4	+87	+11.4	+2.3	+2.8	+1.2	+4.8	-0.22	+34	+0.60	+0.76	+0.84	+267	+423	
15%	+7.0	+7.0	-7.2	+1.9	+61	+108	+140	+129	+0.42	+10.1	+23	+3.4	-6.9	+83	+10.4	+1.9	+2.2	+1.1	+4.3	-0.13	+31	+0.64	+0.80	+0.88	+249	+413	
20%	+6.3	+6.4	-6.7	+2.3	+59	+106	+137	+123	+0.39	+9.7	+22	+3.1	-6.5	+80	+9.7	+1.5	+1.7	+0.9	+4.0	-0.06	+29	+0.68	+0.82	+0.90	+243	+404	
25%	+5.7	+5.9	-6.3	+2.6	+58	+103	+134	+119	+0.37	+9.4	+21	+2.9	-6.2	+78	+9.1	+1.2	+1.3	+0.8	+3.7	+0.00	+27	+0.70	+0.86	+0.92	+237	+396	
30%	+5.2	+5.4	-5.9	+2.9	+56	+101	+131	+115	+0.34	+9.1	+20	+2.8	-5.9	+76	+8.6	+0.9	+1.0	+0.7	+3.4	+0.05	+26	+0.74	+0.88	+0.94	+232	+389	
35%	+4.7	+5.0	-5.6	+3.1	+55	+99	+128	+112	+0.33	+8.8	+20	+2.6	-5.7	+74	+8.1	+0.7	+0.7	+0.6	+3.2	+0.10	+24	+0.76	+0.90	+0.96	+227	+383	
40%	+4.1	+4.6	-5.3	+3.3	+54	+98	+126	+109	+0.31	+8.5	+19	+2.5	-5.4	+73	+7.6	+0.5	+0.4	+0.5	+3.0	+0.15	+23	+0.78	+0.92	+0.98	+223	+377	
45%	+3.6	+4.1	-4.9	+3.6	+53	+96	+124	+106	+0.29	+8.3	+18	+2.3	-5.2	+71	+7.2	+0.2	+0.1	+0.5	+2.8	+0.19	+22	+0.80	+0.94	+1.00	+219	+371	
50%	+3.1	+3.7	-4.6	+3.8	+52	+94	+121	+102	+0.27	+8.0	+18	+2.2	-5.0	+69	+6.8	+0.0	-0.2	+0.4	+2.5	+0.24	+21	+0.82	+0.96	+1.02	+214	+365	
55%	+2.6	+3.2	-4.3	+4.0	+51	+93	+119	+99	+0.26	+7.8	+17	+2.1	-4.8	+68	+6.4	-0.2	-0.5	+0.3	+2.3	+0.28	+20	+0.84	+0.98	+1.02	+210	+359	
60%	+2.0	+2.8	-4.0	+4.2	+50	+91	+117	+96	+0.24	+7.5	+16	+2.0	-4.6	+66	+6.0	-0.4	-0.8	+0.2	+2.1	+0.33	+18	+0.88	+1.00	+1.04	+206	+352	
65%	+1.4	+2.3	-3.7	+4.5	+49	+89	+115	+93	+0.22	+7.3	+16	+1.8	-4.4	+64	+5.5	-0.6	-1.1	+0.1	+1.9	+0.38	+17	+0.90	+1.02	+1.06	+201	+346	
70%	+0.7	+1.7	-3.4	+4.7	+48	+88	+112	+90	+0.20	+7.0	+15	+1.7	-4.1	+62	+5.1	-0.9	-1.4	+0.0	+1.7	+0.42	+16	+0.92	+1.04	+1.08	+195	+338	
75%	+0.0	+1.1	-3.0	+5.0	+47	+86	+110	+86	+0.19	+6.7	+14	+1.5	-3.9	+60	+4.6	-1.1	-1.8	-0.1	+1.5	+0.48	+14	+0.96	+1.06	+1.10	+190	+330	
80%	-0.9	+0.3	-2.6	+5.3	+45	+84	+107	+81	+0.16	+6.3	+13	+1.4	-3.6	+58	+4.1	-1.4	-2.2	-0.2	+1.3	+0.54	+13	+0.98	+1.10	+1.12	+183	+320	
85%	-2.1	-0.6	-2.1	+5.6	+44	+81	+103	+76	+0.14	+5.9	+12	+1.2	-3.3	+55	+3.4	-1.7	-2.6	-0.3	+1.0	+0.62	+11	+1.02	+1.12	+1.14	+175	+309	
90%	-3.6	-1.8	-1.5	+6.1	+42	+78	+98	+70	+0.10	+5.4	+11	+0.9	-2.8	+52	+2.6	-2.2	-3.2	-0.5	+0.6	+0.71	+9	+1.08	+1.18	+1.18	+164	+293	
95%	-6.0	-3.8	-0.5	+6.8	+38	+72	+91	+60	+0.05	+4.6	+9	+0.5	-2.2	+46	+1.3	-2.9	-4.1	-0.8	+0.1	+0.86	+5	+1.14	+1.24	+1.22	+147	+268	
99%	-11.6	-8.1	+1.5	+8.2	+32	+62	+77	+41	-0.05	+3.6	+5	+0.4	-1.0	+35	+1.2	-4.9	-5.0	-1.1	-0.8	+1.14	-1	+1.30	+1.38	+1.32	+109	+211	

Breeding Focus



Market Focus



5 Mins

Rank your bull data 1-5 in order of preference

If you don't have a BO, BredWell FedWell
is perfect for you

8 Mins



Yards Exercise...

Rank the physical bulls 1-5

On phenotype alone

8 Mins

Make a final ranking
Saleo Saleo Saleo

Take home messages

- BredWell FedWell is designed to identify opportunities for aligning the production cycle to pasture growth
- Knowledge of EBVs and traits of importance is critical for the modern day producer
- Developing a breeding objective can seem intimidating but there are simple steps you can take – We are here to help
- BredWell FedWell is here for ~medium knowledge level producers and the employees looking to gain more confidence and knowledge in breeding and breeder management (Sheep and Cattle)

MLA and relevant tools and resources

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JUN
2026

**BredWell FedWell sheep workshop |
Bombala, NSW**

📍 Bombala, NSW

🕒 1 day



meatup
FORUM

26

MAY
2026

BredWell FedWell | Cooma, NSW

📍 Cooma, NSW

🕒 1 day




MEAT & LIVESTOCK AUSTRALIA