



THE **SMARTBEEF** PROJECT

Lucy Anderton

LA.ONE economics & consulting

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economics & consulting

meatup
FORUM

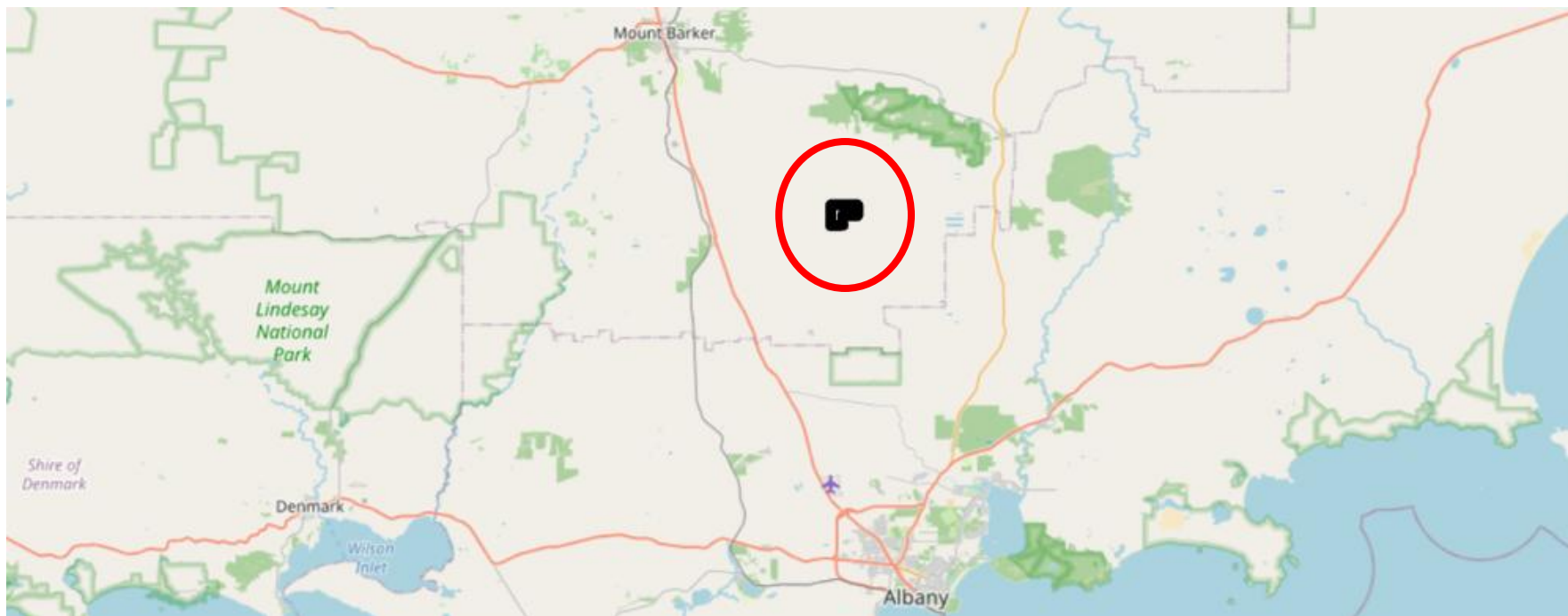
zoetis


MEAT & LIVESTOCK AUSTRALIA

1. Is your production system right for your farm?
2. Is it optimising your profitability?
3. Where should you invest your next dollar?

David and Maryanne Marsh





Taynta Creek Grazing

680 hectares

543 arable

- Two blocks, 5km apart.
- Work as husband & wife team
- Use occasional staff
 - Silage
 - Artificial Insemination



Enterprises

STUD ENTERPRISE

- 156 cows and 60 heifers
- 98 Angus replacement heifers.

COMMERCIAL ENTERPRISE

- 101 cows & 40 heifers
- 112 Angus weaners to background.



Target Markets

Stud bulls

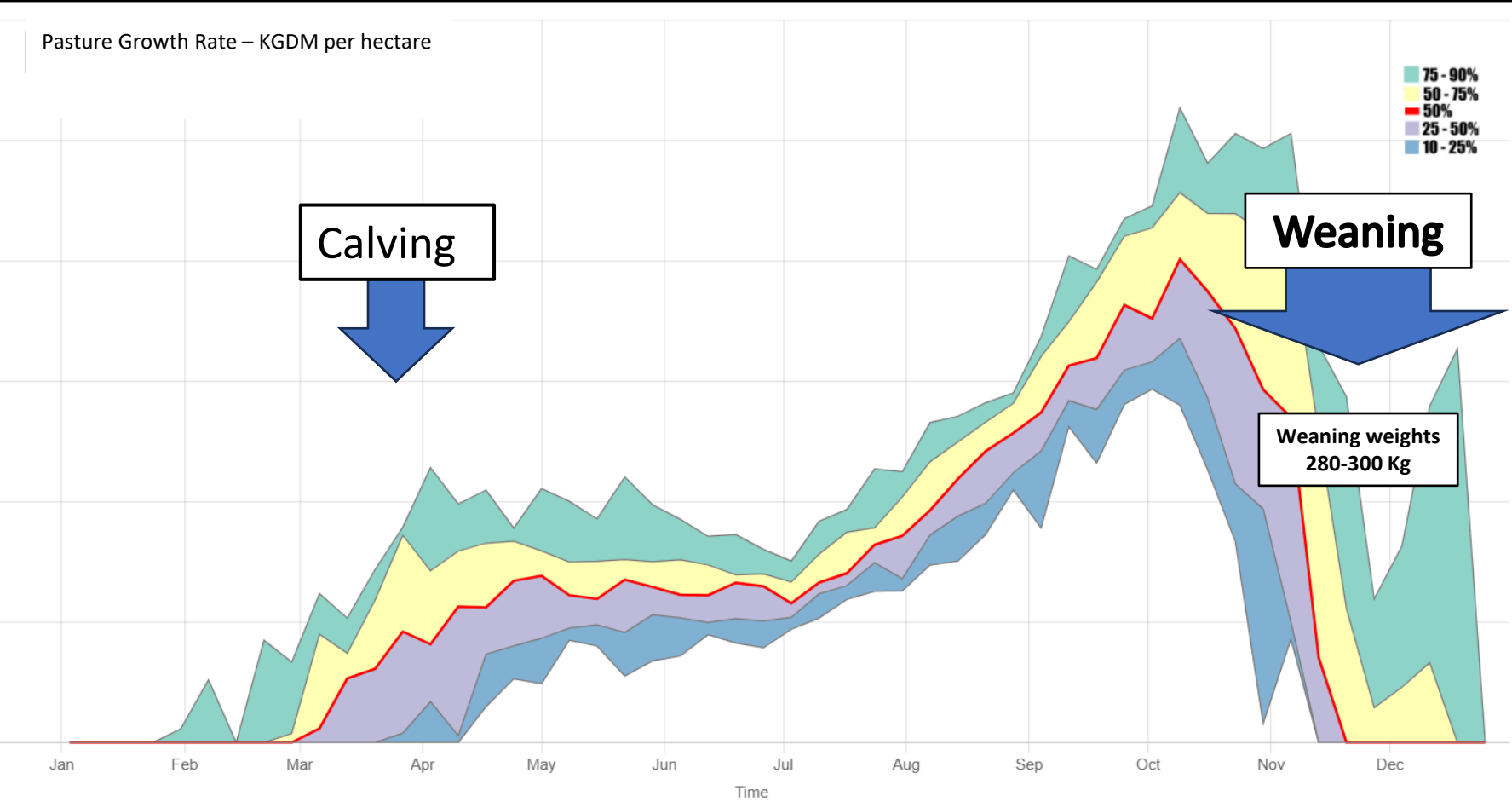
Retaining stud heifers

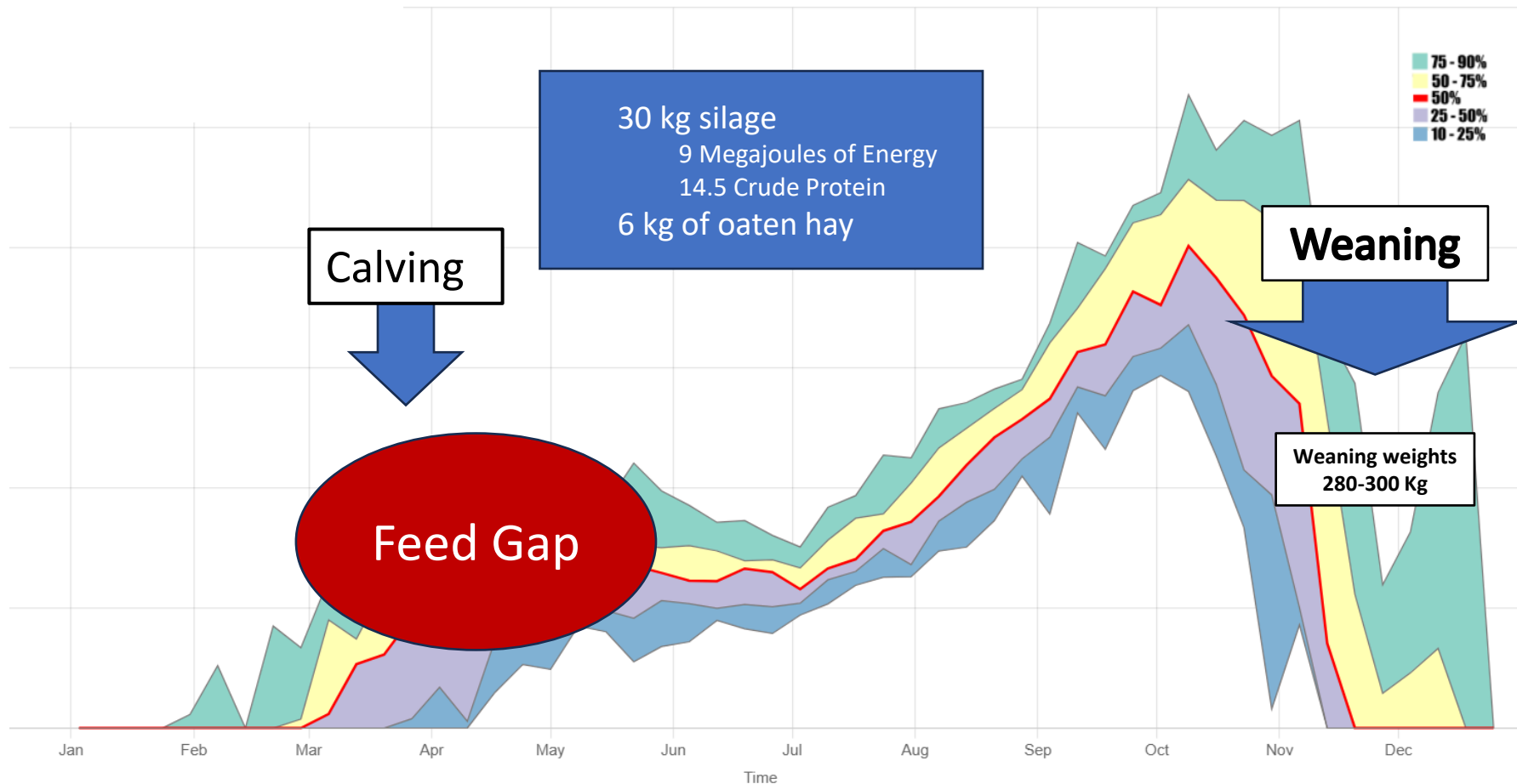
Commercial Grass-fed yearlings

Weaned at 300kg

Sold at 450kg (grass-fed)







M

75 - 90%
50 - 75%
50%
25 - 50%
10 - 25%

20 kg silage
9 Megajoules of Energy
14.5 Crude Protein
4 kg of oaten hay

Calving

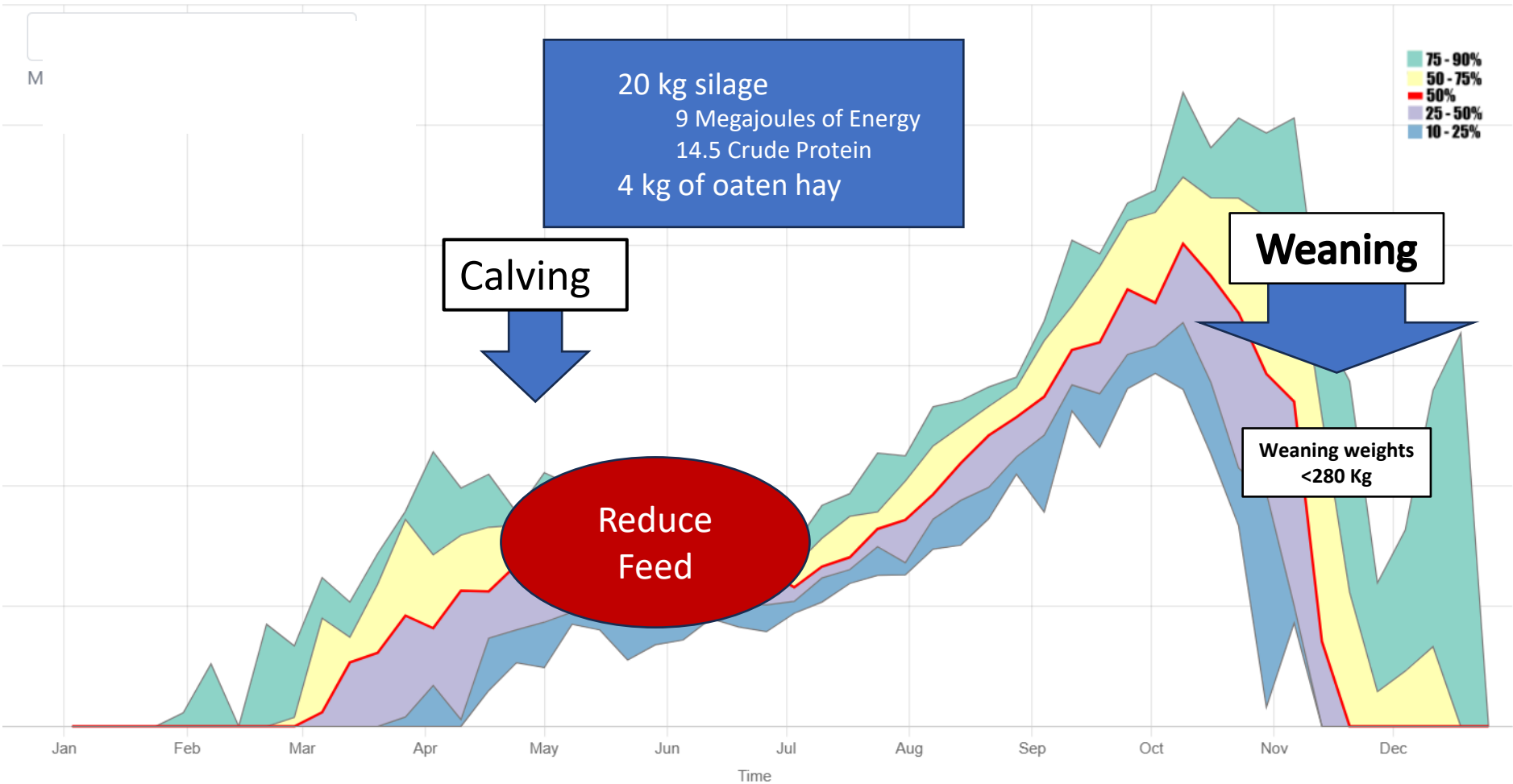
Weaning

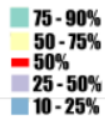
Reduce
Feed

Weaning weights
<280 Kg

Jan Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec

Time





Calving



Weaning



Weaning weights
>350 Kg

Jan Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec

Time

What is the best system?

- Calving in Summer – January to March?
- Heavier weaners
- Higher prices for weaners....per head
- More Profit???
- At what cost??

What are the Kilograms of liveweight per HA produced?

What does it cost to produce?

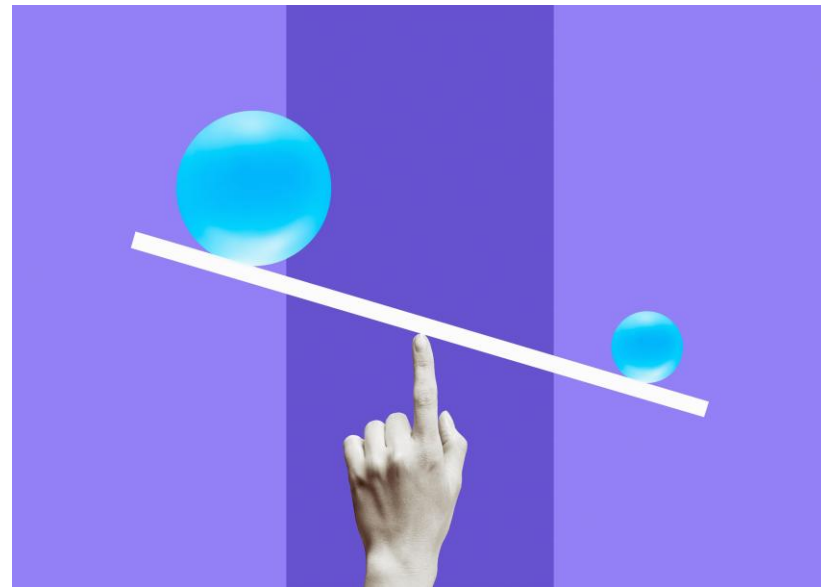


The problem – One Decision Changes Everything

For David and Maryanne, a decision like when to calve is not just a livestock decision.

Change one part of the system,
and many other things change:

- Feed demand
- Supplementary feeding costs
- Weaner weights
- Labour requirements
- Machinery use
- Market options
- Whole-farm profit



How do David and Maryanne evaluate these trade-offs?

- Test alternative calving dates
- Evaluate feed supply and demand
- Compare marketing options
- Understand whole-farm profit impacts
- Assess risk before making changes



The SMARTBEEF Project

- Optimising time of calving and weaning weights,
- Aligning herd nutrition with seasonal feed availability, and
- Managing market options by gaining insights into product value related to market demands.





Four Producer Groups Facilitated Learning Groups

- 9 to 12 Businesses
- 7 meetings
- 18 months
- Visit most farms









Facilitators

Peer-to-Peer Learning

- Jeisane Accioly – ALIS
- Phil Barrett-Lennard – agVivo
- Alan Peggs – Alan Peggs Consulting
- Lucy Anderton – LA.ONE

Using Data and Digital Tools



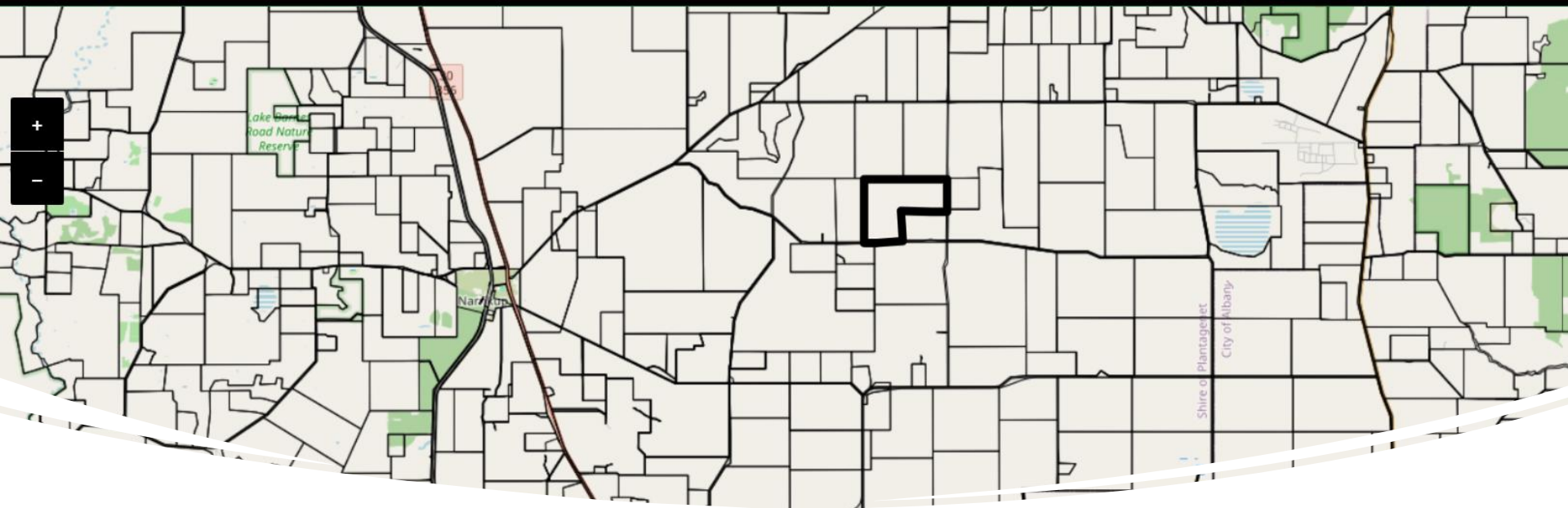
agVivo
advice for agriculture

ALIS
Accioly Livestock Industries Services

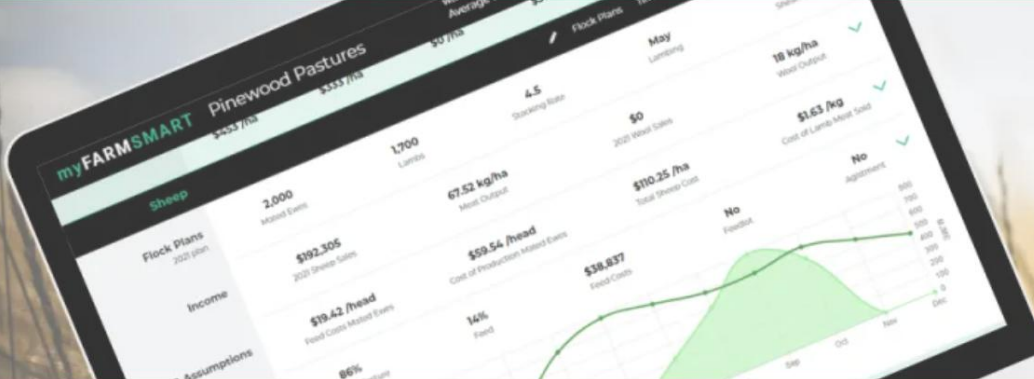


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Data Analysis Tools



The image shows a tablet displaying the myFARMSMART interface. The screen is divided into several sections: a top header with 'myFARMSMART' and 'Pinewood Pastures', a left sidebar with 'Flock Plans', 'Income', and 'Assumptions', and a main content area with various metrics and a graph. The metrics include '2,000 Mated Ewes', '\$192,305 2022 Sheep Sales', '\$19.42 /head Feed Costs Mated Ewes', '1700 Lambs', '67.52 kg/ha Meat Output', '\$59.54 /head Cost of Production Mated Ewes', '14% Feed', '\$38,837 Feed Costs', '\$110.25 /ha Total Sheep Cost', '\$0 2022 Ewes Sales', '4.5 Stocking Rate', 'May Lambing', '18 kg/ha Weir Output', '\$1.63 /kg Cost of Lamb Meat Sold', and 'No agreement'. The graph shows a green line and a green shaded area, with a legend indicating 'No Feedlot' and 'New'.

myFARMSMART

Empowering farm businesses to manage change.

[Request a trial account](#)

myFARMSMART = Digital
Twin of the Farm Business

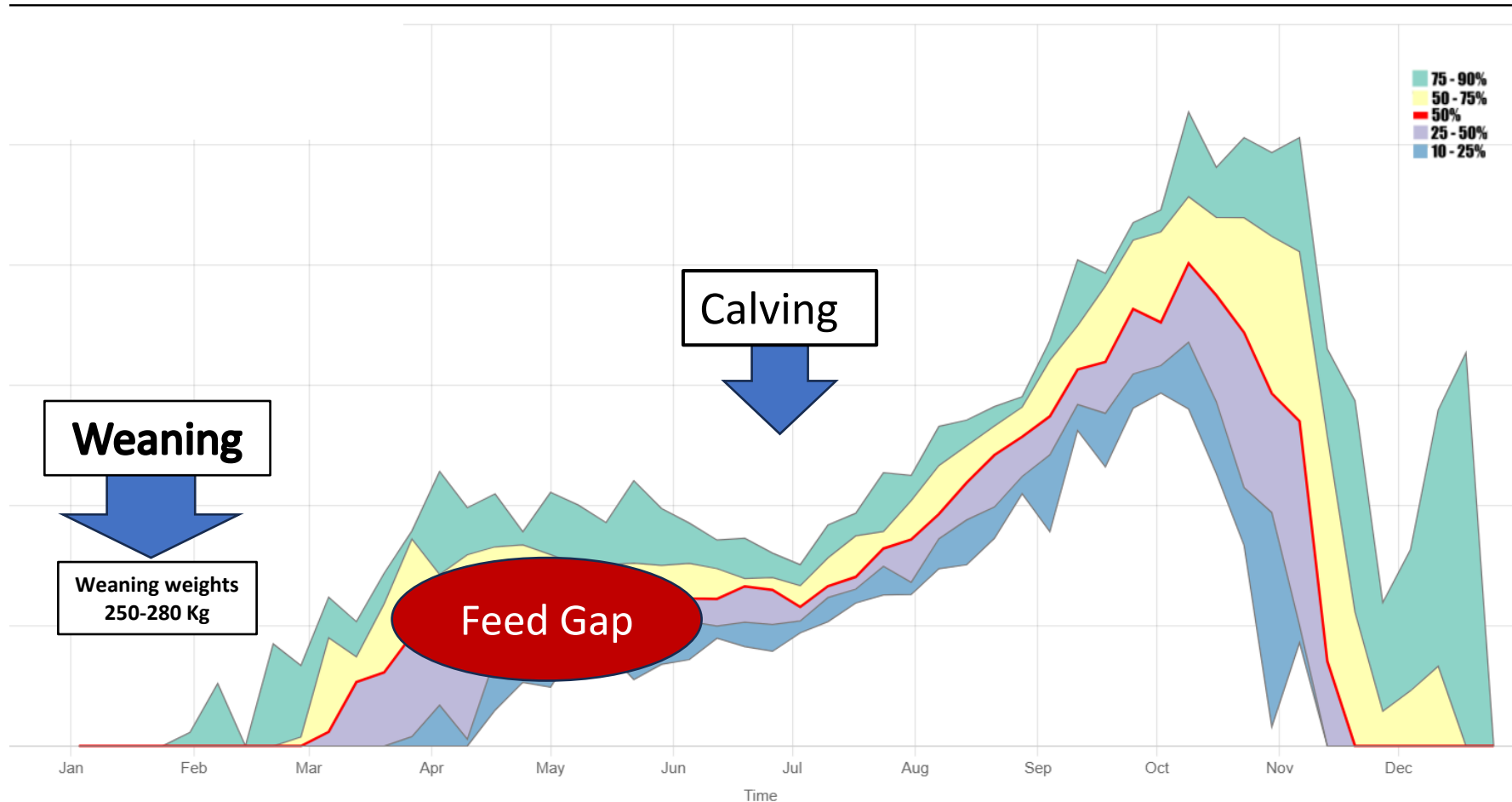
A whole-farm scenario analysis & decision support platform

David and Maryanne can ask

Using myFARMSMART



Question	myFARMSMART Helps Answer
What if we calve six weeks later?	Impact on feed demand and profitability
What if we retain weaners longer?	Whole-farm margin impact
What if prices fall?	Sensitivity of enterprise performance
What if seasonal conditions worsen?	Risk and resilience implications



“The SMARTBEEF project is giving producers confidence to evaluate complex decisions before investing time, money and risk in the real business.”

Evaluate and design their own production system

The SMARTBEEF Project - Funded



Growers pay \$2000 to participate
\$500 x 4 payments over two years

Evaluation on the SMARTBEEF project...so far!

They have delayed joining by a month, so calving from late May to July

Learning from peer group discussions

More networked

More confident in decisions

Value for money



Interested in getting involved?

We are starting three more producer groups.

For more information

www.smartbeefproject.com

A screenshot of the SMARTBEEF Project website. The header includes navigation links like 'Integrity & Compliance', 'Marketing Beef & Lamb', 'About MLA', 'Become a MLA Member', and 'myMLA Sign Up'. The main content area features a large image of cattle in a field with a green overlay box containing the project name and key benefits. The bottom section has a dark green background with white text and a 'REGISTER NOW' button.

The SMARTBEEF Project

- Build confidence through knowledge
- Be empowered by data
- Transform your business

Join a SMARTBEEF producer group

The SMARTBEEF Project is establishing five groups of up to 10 producers in southern WA. Each group will be supported by a group coordinator and a focus farm host.

Within these groups, producers will:

- set directions for their own business
- share experiences and address challenges
- identify learning and development opportunities
- work towards the project's profitability and resilience.

REGISTER NOW

Interested in getting involved?

We are starting three more producer groups.

For more information

<https://www.facebook.com/thSMARTbeefproject/>



The SmartBeef Project
August 5 at 6:00 AM · 🌐

**THREE PROJECT TEAM MEMBERS.
THREE KEY TAKEAWAYS.**

 LUCY	 PHIL	 ALAN
“It’s all about designing your own production system to make it work for you.”	“Producers are embracing myFARMSMART but need to put in the time to make it work...”	“Get your farm business parameters into myFARMSMART to derive your KPIs!”

Thank you



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