



THE **SMARTBEEF** PROJECT

Applications are now open 2026–2027 Producer Groups

Southwest – Southcoast – Margaret River – North of Perth



The SMARTBEEF Project brings producers together to boost the productivity and profitability of Southern WA beef.

Developed alongside Industry Experts, Western Beef Association and the University of Adelaide, this initiative will address the unique challenges faced by WA's beef industry, including climate conditions and shifting market dynamics.

Elevate your beef operations with THE **SMARTBEEF** PROJECT



Use tools to analyse the cost of production, plan how to best improve profitability and make data driven decisions



Be supported by industry consultants and facilitators. Gain insights into markets and have access to supply chain stakeholders



Invest in skill development and business strategies to tackle seasonal conditions and market dynamics on your farming system

CONNECT

Join local beef producers, share insights, tackle challenges together.

LEARN

Use data to model calving dates and align calving with pasture growth boost profits and improve skills.

EXPERIENCE

Hands-on workshops and field days at focus farms, with an emphasis on collaborative learning and real-world application. Access benchmarking, case studies, and gain insights from visits across the industry supply chain.



SCAN HERE



Register now to join a **SMARTBEEF** Producer Group

**DISCOVER HOW IT
CAN HELP YOU**



www.smartbeefproject.com

2026–2027 Project Outline

Producer Group meetings



Meeting #1 – Project Kickoff

Kick off the SMARTBEEF Project by meeting your fellow producers and learn about the project. Understand the key profitability indicators and explore myFARMSMART. Location: Host Farm

Meeting #2 – Beef Production Systems

Talking about the whole system, and the decisions we make on pasture growth, animal nutrition, and seasonal variability to meet our target market. Discover data sources and use myFARMSMART to test how different markets, calving times, and stocking rates affect profitability. Location: Host Farm

Meeting #3 – Weaner Management

This group meeting will focus on weaning and weaner management strategies, including the effects of calving timing and seasonal variability. Compare marketing strategies for different weaning weights. Location: Farm Visit.

Meeting #4 – Feeding Decisions

Learn to use the right data to guide your feeding decisions. Learn how to plan supplementary feeding strategies and apply myFARMSMART to test feeding options for your herd. Location: Farm Visit.

Meeting #5 – Growing More Grass

Grow more grass with grazing management strategies to boost pasture production, quality, and longevity. Explore the economic benefits of growing more and better-quality grass and extending green feed availability with myFARMSMART. Location: Farm Visit.

Meeting #6 – Study Tour

Take part in a study tour and farm visit to gain practical insights from other producers. Discuss successful strategies that could be adapted to your operation, and strengthen connections with other participants through shared learning experiences. Location: Farm visit

Meeting #7 – Breeding Herd Management

Focus on breeding herd management, with an emphasis on genetics, heifer strategies, and herd structure. Use myFARMSMART to assess how changes in calving span, conception rates, and retention impact profitability. Location: Host Farm

Additional Opportunities:

Field trip and presentations with a Focus on Markets & Supply Chains

Explore target market options and supply chain opportunities, including learning about current specifications from different buyers on a field trip.

Field Day with guest speakers and industry experts talking about how to improve profitability and productivity in the Southern Beef Herd in WA.

Webinars with guest speakers presenting on topics about the industry

Cost

Includes all training, tools, workshops, and access to professional support networks.

*Western Beef has subsidised 50% of the project cost to participants.

- Subsidised project cost 4 x \$500 (ex-GST) for the term of the project, 18–24 months.

*Participants must be a Western Beef member for \$160/year to receive the subsidised project cost.



Project Admin – andrea@laoneconsulting.com

www.smartbeefproject.com

myFARMSMART
Next generation farm software