

# BestWool/BestLamb and BetterBeef Conferences

The Goods Shed, Ballarat  
23 and 24 June 2026



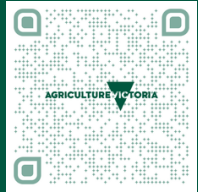
AGRICULTURE VICTORIA

*Turning today's challenges into tomorrow's opportunities*

## Tickets now available! Earlybird tickets now on sale

Full program and ticket purchases visit: [agriculture.vic.gov.au/networks-conference-2026](http://agriculture.vic.gov.au/networks-conference-2026), or scan the QR code to view.

For more information contact Deanne Kennedy 0419 878 055, [deanne@jaydee.net.au](mailto:deanne@jaydee.net.au)



## BestWool/BestLamb Conference - 23 June

Conference program includes:

<b>John Francis</b> <i>Agrista</i>	<b>Playing the right game: costs, risks and decisions that win in wool and lamb production</b>
<b>Rick and Marni Luhrs</b> <i>Mooralla Merino</i>	<b>From little things big things grow: the journey from BestWool/BestLamb to a resilient whole farm system</b>
<b>Peta Bradley</b> <i>Meat &amp; Livestock Australia</i>	<b>World-class tools, real-world results: sheep genetics for modern Australian enterprises</b>
<b>Matt Dalglish</b> <i>Episode 3</i>	<b>Global conflict, local consequences: What a volatile world means for the sheep industry</b>

## BetterBeef Conference - 24 June

The 2026 BetterBeef Conference offers two concurrent, full-day streams. Whole Farm Beef Systems focuses on pasture-based production, covering management and performance topics. The Feeder Steer Masterclass, inspired by the UNE Feeder Steer School, delivers an intensive, in-depth look at steer production, meat science, supply chains, markets, and more.

Whole Farm Beef Systems program includes:

<b>John Francis</b> <i>Agrista</i>	<b>Beef production: the biggest risk is the way you think</b>
<b>Angus Gidley-Baird</b> <i>Rabobank</i>	<b>Domestic and international beef market outlook</b>
<b>Elle Moyle</b> <i>Pathfinder Angus</i>	<b>Managing through drought – experiences, challenges and lessons learnt – a producer's perspective.</b>
<b>Prof. Wayne Pitchford</b> <i>Adelaide University</i>	<b>Strategies to improve maternal productivity and efficiency in a beef enterprise</b>
<b>Mark Dempsey</b> <i>Gallagher, eShepherd</i>	<b>The beef farm of the future: virtual fencing and the commercial realities</b>
<b>James Knight</b> <i>The Sisters Pastoral Co</i>	
<b>Travis McKenzie</b> <i>Halter</i>	

Feeder Steer Masterclass program includes:

### 1. The feeder steer market evolution

**Grant Garey**  
*Australian Lot Feeders' Association and Teys Australia*

Australia's feedlot growth and evolution

**Jon Condon**  
*Beef Central*

Feeder steer specs and preferences

**Jeff House**  
*Jeff House Livestock Pty Ltd*

Insights from 16 years of feedlot and carcass data

### 2. Optimising supply chain productivity and eating quality

**Jake Phillips**  
*Phillips Livestock Solutions*

Commercial application of EBVs

**David Packer**  
*Meat & Livestock Australia*

Understanding carcass value

**Prof. Pete McGilchrist**  
*University of New England*

Where to next on eating quality?

### 3. Value-based marketing

**Sarah Strachan**  
*Meat & Livestock Australia*

Value-based marketing for feeder steers

**Charlie Perry**  
*Trent Bridge Wagyu*

Value-based marketing using genomic feeder checks

### 4. On farm – setting steers for success in the feed yard

**Lachlan McKenzie**  
*McKenzie Ag*

Nutrition for high performance feeder steers

**Dr Brad Hine**  
*Angus Australia*

Animal health for high performance feeder steers

**James Sage**  
*Thomas Foods International*

Frontline insights on high performance feeder steers



### BestWool/BestLamb and BetterBeef conference dinner - 23 June

This year, our guest speaker is Justin 'Jonesy' Jones, whose remarkable story of resilience, mindset and adaptability offers a powerful and inspiring perspective on overcoming the challenges life can throw at us.

*This event is proudly delivered by Agriculture Victoria as part of the Victorian Government's statewide Drought Support Package, in partnership with Australian Wool Innovation (AWI) Extension Vic and supported by Meat and Livestock Australia (MLA).*