

final report

Project code: P.PIP.0440 Supply Chain Capability Building Workshops for Producers

Prepared by: Jessica Loughland
Teys Australia

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Locked Bag 991
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P.PIP.0440 Supply Chain Capability Building Workshops for Producers

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Executive Summary

'P.PIP.0440 – Supply Chain Capability Building Workshops for Producers' has now been completed. A total of 8 workshops were held as part of this project.

These workshops were a great success overall, enabling the business to engage directly with a large number of suppliers and maintain an open stream of communication. In total, 1260 people attended the 8 workshops. The smallest turnout was at Workshops 3 and 5 held in Condamine, QLD and Naracoorte, SA at which approximately 100 people attended. The largest turnout was at Workshop 8 in Duaringa which had approximately 240 people.

Overall feedback regarding the presentations, demonstrations and tours on offer was very positive. Respondents were particularly pleased with presentations concerning 'Grading Compliance & Feedback', 'Market Insights & Branding' and 'Value Based Marketing & Objective Carcase Measurement'. The 'Demonstrations & Tours' offered at some of the workshops were also very well received. The least popular categories across the workshops were 'Business Services' and 'Customers'.

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1 Background

1.1 Purpose of Project

McDonalds and Teys Australia decided to collaborate to develop producer's capability and support them to assist with their knowledge of markets. The two companies planned to work together to develop capability building sessions to producers over three years. This project initially only covered the first year of this plan. The workshops were a first of its kind to involve a processor and food service end user company collaborating to build the supply chain capability of producers.

Initially, it was decided to survey producers to understand what industry issues they would like to understand further. Sustainability was discussed as a topic, however due to the broad nature of the term it was decided to remove it as a focus point for the workshops.

Since the beginning of this project, the workshops proved to be successful events with very positive feedback from producers. During the process of holding these events, Teys and MLA have been heavily involved in other project areas involving carcass measurement and other technologies which have led to Teys being requested to attend further producer days run by state Departments of Agriculture, regional producer bodies, breed societies, agricultural colleges and universities, and the like. These topics were then included in any further workshops with great success.

For the industry these workshops provided an environment to develop capabilities of producers and their understanding of markets, to bridge the gap between producers and the consumer and finally to empower producers with increased knowledge to make informed decisions.

2 Projective Objectives

The objective of this project was to build producer capability through the delivery of consumer focused customer led workshops.

3 Methodology

In total, 1260 people attended the 8 workshops. The smallest turnout was at Workshops 3 and 5 held in Condamine, QLD and Naracoorte, SA at which approximately 100 people attended. The largest turnout was at Workshop 8 in Daringa which had approximately 240 people.

4 Results

Overall feedback regarding the presentations, demonstrations and tours on offer was very positive. Respondents were particularly pleased with presentations concerning 'Grading Compliance & Feedback', 'Market Insights & Branding' and 'Value Based Marketing & Objective

Carcase Measurement'. The 'Demonstrations & Tours' offered at some of the workshops were also very well received. The least popular categories across the workshops were 'Business Services' and 'Customers'.

In future, respondents indicated that they would like to see more information on market updates and grading compliance to assist them with further developing their businesses. The majority of these respondents would prefer to receive this information in the format of more workshops and information days and email newsletters.

Further information was gathered on the feedback surveys to understand more about the businesses and behaviours of those who attended the workshop. The majority of feedback respondents, more than 65%, market their cattle direct over the hooks and 16% were selling cattle direct to a feedlot. 20% of respondents indicated that they were marketing their cattle through saleyards, with most of these being less than half of their turn-off.

When asked what factors influenced who the producers sold their cattle to, the majority of respondents indicated that price, grid, relationship, prompt payment and proximity to farm were of high importance. Respondents had very consistent expectations of processors when supplying them with cattle, with their highest priority being a competitive price. Knowing the people they deal with, level of feedback, relationship and communication also ranked very highly for most respondents.

For the final two workshops, survey respondents were asked to provide an overall rating. 96% of responses ranked workshops as 'Excellent' or 'Very Good'. These events attracted a lot of positive attention from the media, particularly around the 'DEXA-in-a-Box (DIAB) Demonstrations'.

For more detailed results please see Appendix 1.

5 Conclusions/Recommendations

Overall, the majority of respondents ranked the content of the workshop topics as 'Very Interesting' or 'Excellent'. The highest number of 'Excellent' scores from the survey responses was for the 'Grading Compliance and Feedback' segment with 59% of respondents ranking these sessions as 'Excellent', Following closely by the 'Demonstrations & Tours' segment on 56%. The 'Dark Cutting' sessions held in workshops 7 & 8 were particularly popular with respondents.

The least popular categories across the workshops were 'Business Services' and 'Customers', with 23% and 21% of respondents ranking these sessions as only 'Slightly Interesting' or 'Poor'. Comments for the 'Customers' segments suggested that respondents were often not able to understand the relevance of these presentations to their businesses. While this may suggest that more work needs to be done to bridge the gap from customers back to the producer, the presentations on 'Market Insights & Branding' were very well received, with 85% of respondents rating these as 'Very Interesting' or 'Excellent'. 9% of respondents did not participate in the Business Services Segments, however this could be due to the fact that both of the presentations in this category were held exclusively at Workshop 7 in Jindalee which also had trade stalls and DEXA demonstrations running all day.

It is recommended to continue the collaborative work between Teys Australia, McDonalds and Meat & Livestock Australia over the last six months by building on the work already completed

and conducting a pilot meat supply chain sustainability project between Teys Australia and volunteering producers with the assistance of McDonalds Australia.

6 Appendix

6.1 Workshop data and analysis

Summary

'P.PIP.0440 – Supply Chain Capability Building Workshops for Producers' has now been completed. A total of 8 workshops were held as part of this project in the following locations:

- Workshop 1: Naracoorte 18/08/14 (~150 attendees)
- Workshop 2: Biloela 28/11/14 (~175 attendees)
- Workshop 3: Condamine 9/10/15 (~100 attendees)
- Workshop 4: Jindalee 27/11/15 (~170 attendees)
- Workshop 5: Naracoorte 21/04/16 (~100 attendees)
- Workshop 6: Biloela 29/09/16 (~175 attendees)
- Workshop 7: Jindalee 27/04/17 (~150 attendees)
- Workshop 8: Duaringa 20/06/17 (~240 attendees)

These workshops were a great success overall, enabling the business to engage directly with a large number of suppliers and maintain an open stream of communication. In total, 1260 people attended the 8 workshops. The smallest turnout was at Workshops 3 and 5 held in Condamine, QLD and Naracoorte, SA at which approximately 100 people attended. The largest turnout was at Workshop 8 in Duaringa which had approximately 240 people.

The feedback surveys from the field days received 420 responses in total, representing one-third of all attendees. Some surveys however were completed on behalf of two or more people from the one business or property.

Survey respondents were mostly producers (92.9%) whose annual turn-off of cattle varied from less than 50 head to more than 5000 head, with the majority turning off between 101-500 head each year. 79% of responses came from individuals over 40 years of age.

Overall feedback regarding the presentations, demonstrations and tours on offer was very positive. Respondents were particularly pleased with presentations concerning 'Grading Compliance & Feedback', 'Market Insights & Branding' and 'Value Based Marketing & Objective Carcase Measurement'. The 'Demonstrations & Tours' offered at some of the workshops were also very well received. The least popular categories across the workshops were 'Business Services' and 'Customers'.

In future, respondents indicated that they would like to see more information on market updates and grading compliance to assist them with further developing their businesses. The majority of these respondents would prefer to receive this information in the format of more workshops and information days and email newsletters.

Further information was gathered on the feedback surveys to understand more about the businesses and behaviours of those who attended the workshop. The majority of feedback respondents, more than 65%, market their cattle direct over the hooks and 16% were selling cattle direct to a feedlot. 20% of respondents indicated that they were marketing their cattle through saleyards, with most of these being less than half of their turn-off.

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respondents indicated that price, grid, relationship, prompt payment and proximity to farm were of high importance. Respondents had very consistent expectations of processors when supplying them with cattle, with their highest priority being a competitive price. Knowing the people they deal with, level of feedback, relationship and communication also ranked very highly for most respondents.

For the final two workshops, survey respondents were asked to provide an overall rating. 96% of responses ranked workshops as 'Excellent' or 'Very Good'. These events attracted a lot of positive attention from the media, particularly around the 'DEXA-in-a-Box (DIAB) Demonstrations'.

Origin of Attendees

Of the 1260 attendees, 606 provided their postcode and town of origin. The below locations of the people in attendance were taken from the registration sheets completed on arrival or the surveys completed for each of the workshops.

Postcode	Town(s)	Number Registered	Percentage
4702	Banana, Baralaba, Callide Valley, Comet, Dingo, Gogango, Googiven, Gracemere, Jambin, Rolleston, Wycarbah	98	16.2%
2650	Wagga Wagga, Book Book, Boorooma, Bomen	27	4.5%
4630	Calliope, Monto, Mulgildie	24	4.0%
4715	Biloela, Prospect	22	3.6%
4716	Biloela, Thangool, Dawes	22	3.6%
4718	Bauhinia, Biloela, Moura	21	3.5%
4712	Duaringa	20	3.3%
5271	Lochaber, Naracoorte, Woolumbool, Padthawa	18	3.0%
5280	Beachport, Furner, Millicent	16	2.6%
3312	Casterton, Henty Lake, Mundi, Wando Vale, Dergholm	12	2.0%
4700	Rockhampton	11	1.8%
2590	Bethungra, Cootamundra	10	1.7%
2580	Roslyn, Taralga, Goulburn	8	1.3%
2644	Holbrook	8	1.3%
4671	Gin Gin, Mount Perry	8	1.3%
4722	Springsure	8	1.3%
2017	Sydney	7	1.2%
2871	Forbes, Bedgerabong	7	1.2%
4705	Marlborough	7	1.2%
4717	Blackwater	7	1.2%
5275	Kingston, SE Lucindale, Avenue Range, Reedy Creek	7	1.2%
5277	Penola, Lucindale	7	1.2%
2622	Aralurn, Braidwood	6	1.0%
4719	Cracow, Theodore	6	1.0%
5272	Greenways, Lucindale, Wundale	6	1.0%
5290	Mt Gambier	6	1.0%
2642	Tooma, Wallanthery, Yerong Creek	5	0.8%
2711	Hay	5	0.8%
2800	Orange, Borenore	5	0.8%
4610	Durong, Kingaroy	5	0.8%
4626	Mundubbera	5	0.8%
4680	Calliope, Miriam Vale	5	0.8%
2583	Bigga, Crookwell	4	0.7%
2806	Eugowra	4	0.7%
4428	Waccumbilla	4	0.7%
4723	Capella	4	0.7%
2594	Young	3	0.5%
2632	Bibbenluke, Bombala	3	0.5%
2640	Albury, Balldale	3	0.5%
2653	Tumbarumba	3	0.5%
2720	Tumut	3	0.5%
2729	Adelong	3	0.5%
3282	Koroit	3	0.5%
3304	Heywood, Mumbanna	3	0.5%
3444	Barfold	3	0.5%
3688	Barnawatha	3	0.5%
3691	Bonegilla	3	0.5%
3709	Burrowye, Mt Alfred	3	0.5%
4000	Brisbane	3	0.5%
4674	Rosedale	3	0.5%
4695	Mt Larcom	3	0.5%
4746	Middlemount	3	0.5%
5211	Mt Compass, Victor Harbor, Inman Valley	3	0.5%
5267	Keith, Willalooka	3	0.5%
5278	Kalangadoo, South East	3	0.5%
2540	Shoalhaven, Wattamondara	2	0.3%
2587	Harden	2	0.3%
2795	Bathurst	2	0.3%
2864	Cudal	2	0.3%
2868	Yeoval	2	0.3%
3311	Strathdownie	2	0.3%
3737	Mudgegonga	2	0.3%
4350	Toowoomba	2	0.3%
4370	Warwick	2	0.3%
4406	Hannaford	2	0.3%
4410	Jandowae	2	0.3%

Postcode	Town(s)	Number Registered	Percentage
4416	Condamine	2	0.3%
4420	Taroom	2	0.3%
4422	Meandarra	2	0.3%
4427	Yuleba	2	0.3%
4455	Roma	2	0.3%
4625	Gayndah	2	0.3%
4699	Bajool	2	0.3%
4742	Nebo	2	0.3%
5270	Mundulla	2	0.3%
5273	Avenue Range	2	0.3%
5276	Bray	2	0.3%
2350	Armidale	1	0.2%
2478	Ballina	1	0.2%
2576	Glenquarry	1	0.2%
2584	Binalong	1	0.2%
2586	Reids Flat	1	0.2%
2594	Monteagle	1	0.2%
2600	Canberra	1	0.2%
2630	Cooma	1	0.2%
2652	Tarcutta	1	0.2%
2655	The Rock	1	0.2%
2663	Eurongilly	1	0.2%
2707	Coleambally	1	0.2%
2726	Jugiong	1	0.2%
2787	Oberon	1	0.2%
2793	Woodstock	1	0.2%
2798	Millthorpe	1	0.2%
2810	Grenfell	1	0.2%
2828	Gulargambone	1	0.2%
2829	Coonamble	1	0.2%
2850	Mudgee	1	0.2%
2902	Kambah	1	0.2%
3220	Gelong	1	0.2%
3280	Warnambool	1	0.2%
3281	Warnambool	1	0.2%
3284	Penshurst	1	0.2%
3301	Tarrington	1	0.2%
3319	Apsley	1	0.2%
3342	Ballen	1	0.2%
3621	Tongala	1	0.2%
3690	Wodonga	1	0.2%
4070	Brisbane	1	0.2%
4171	Brisbane	1	0.2%
4306	Willowbank	1	0.2%
4347	Mt Whitestone	1	0.2%
4357	Milmerran	1	0.2%
4390	Goondiwindi	1	0.2%
4404	Bowenville	1	0.2%
4408	Bell	1	0.2%
4418	Guluguba	1	0.2%
4419	Wandoan	1	0.2%
4425	Bogandilla	1	0.2%
4563	Cooroy	1	0.2%
4606	Wondai	1	0.2%
4615	Wengenville	1	0.2%
4627	Eidsvold	1	0.2%
4678	Bordren	1	0.2%
4703	Yeppon	1	0.2%
4704	Yaamba	1	0.2%
4720	Emerald	1	0.2%
4728	Jericho	1	0.2%
4814	Townsville	1	0.2%
5005	Adelaide	1	0.2%
5201	Fleoreau Peninsula	1	0.2%
5204	Rapid Bay	1	0.2%
5214	Mt Compress, Mosquito Hill	1	0.2%
5268	Western Plain	1	0.2%
5417	Burra	1	0.2%
5734	Oodnadatta	1	0.2%
6000	Perth	1	0.2%
EX16	Devon UK	1	0.2%

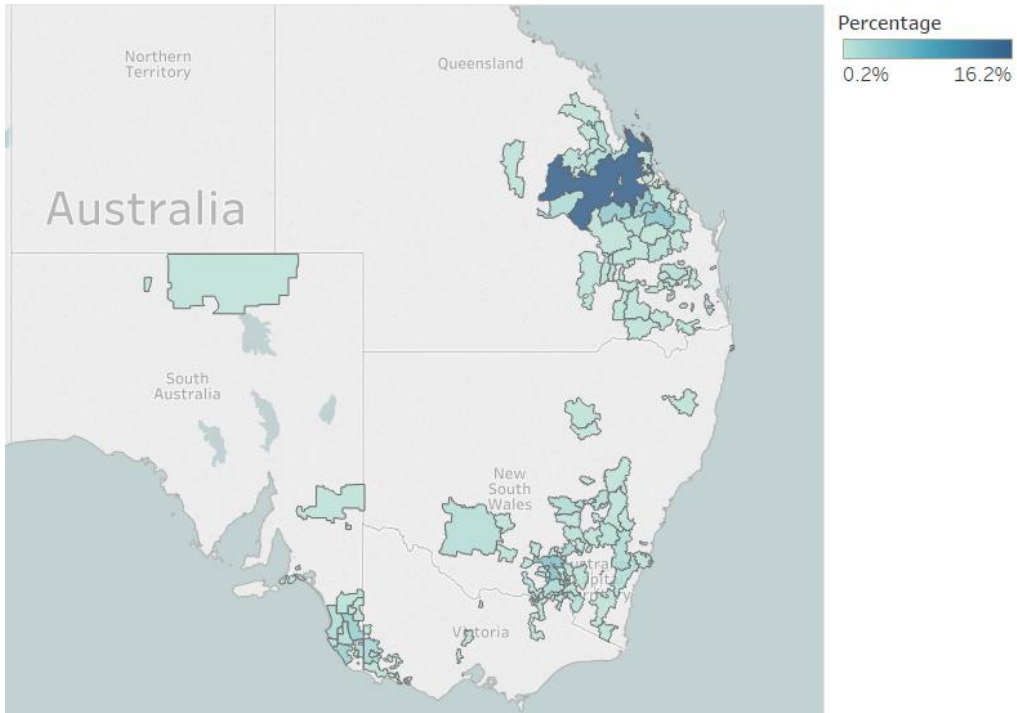
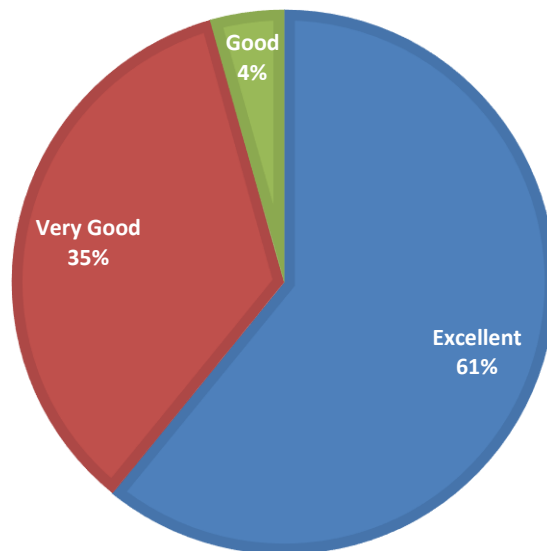


Figure 1: Map of postcodes of the people who attended the workshops.

Overall Feedback

For the final 2 workshops held in Jindalee and Duaringa, producers were asked to provide an overall rating for the event. The majority of respondents ranked the field day as Very Good or Excellent; with 35% of responses ranking it as 'Very Good' and 61% as 'Excellent' overall. There was very little difference between the overall ratings for each of the field days.



Workshop Evaluation – Content of Each Segment

The topics and content delivered at each producer day varied over the course of the project. Feedback from previous events, along with current industry and business projects and 'hot topics' were taken into consideration to ensure producers attending the event were provided with relevant, meaningful information.

Topics presented have been grouped as follows to collectively measure the rankings for the 8 workshops:

1) Teys Business

- Business Overview

Most workshops opened with an introduction on the Teys business and the business' strategy to 'set the scene for the day'.

- Teys Feedlots

The initial workshops held at Condamine and Jindalee feedlots (3 & 4) included an overview of the company's feedlots and how they fit into the greater Teys' business model.

- Plant updates

The second round of workshops held in Naracoorte and Biloela included a short presentation on the local meatworks, outlining any current and future CapEx expenditure planned to demonstrate the business's commitment to the local community.

2) Value Based Marketing & Objective Carcase Measurement (VBM & OCM)

- Supply Chains

This presentation began as an overview of Value Based Marketing and the business' goals to develop simplified, yet more objective, payment system for cattle. As the VBM project developed and the pathway to implementation was more greatly understood, we split this presentation into two key areas of VBM & Feedback and Objective Carcase Measurement / DEXA.

- VBM & Feedback

This contained an overview of the Value Based Marketing project and how it fit into the great Teys' strategy along with examples and explanations of changes to producer feedback as VBM concepts were introduced.

- Objective Carcase Measurement / DEXA

This presentation outlined the various technologies, particularly DEXA, that could deliver objective yield and quality measurement to producers.

2) Grading Compliance and Feedback

- MSA Grading

Representatives from the MSA team walked through the various components that affected the eating quality outcome of beef and how producers could make small changes in their management system and genetics for improved results. Following the introduction of 'myMSA' these presentations also touched on benchmarking and data driven decision making.

- Meat Colour Trials

The Meat Colour Trials conducted by Teys regarding the relationship between meat colour, pH and eating quality were of particular interest to producers in 2016 and, as such, an overview of the trials and outcomes was included on the agenda in workshops 5 & 6.

- Low Stress Cattle Handling

Dr Kevin Sullivan of Bell Veterinary clinic attended workshop 4 at Jindalee feedlot to

present on low stress handling to assist with grading compliance and improved animal welfare.

- Dark Cutting

Presentations specific to how to increase grading compliance through reducing Dark Cutting were included in the final two workshops following feedback from producers. These presentations were delivered by members of the Teys team and external industry experts.

- AUS-MEAT

This included an overview of the role of AUS-MEAT in grading and how to interpret carcase feedback. It followed the 'AUS-MEAT Producer Guide' module which was developed to increase producer's awareness and understanding of the AUS-MEAT grading system.

3) Animal Health

- Pre-vaccination with Bovilis

These presentations were given at the Condamine and Jindalee field days (workshops 3, 4 & 7) to outline to producers the benefits of pre-vaccination.

- Animal Health Feedback

This topic was added for the final two workshops as traction was gained on animal health data collection at the Teys' plants. It provided an outline of benefits of data collection, what feedback will look like and how to interpret the information. In the previous two workshops animal health feedback was included as part of the 'Supply Chains' or 'VBM' presentations.

- Improving Animal Health

Typically presented by one of Teys' veterinary partners, this presentation provided the audience with an insight into how to take the information given in animal health feedback and turn it into greater on-farm productivity.

4) Market Insights & Branding

- Global Market

Given by the MLA team this provided an overview of food trends, opportunities and challenges going forward with key market opportunities and trends being identified.

- Community Perceptions

Also presented by the MLA team, this presentation provided an overview of the insights gained from consumer focus groups, in particular consumer concerns including environment and welfare, tracking trends over time.

- Consumer Insights and Branded Programs

Delivered by the Teys team from the processor perspective, this presentation evolved over the course of the project. It delved into Teys branded programs, looking at why and how they were developed (consumer signals) and the accreditation requirements (eg. Grasslands, EU) and specifications to obtain premiums. It also looked at some of Teys' value-added products and new opportunities in this space.

5) Business Services

- Innovation Fast Track

Developed by the MLA Donor Company, the Innovation Fast Track program seeks to increase innovation capability and capacity with the Australian red meat production sector.

- Beef CEO Mentoring

Delivered by ADBI this presentations provided an overview of the 'The 12 Month CEO Mentoring Program' which is being run under the MLA Donor Company, supporting producers through a change process from where their business are now, to where they want it to be, assisting them to embrace a more 'corporate' approach to on-farm planning and finances.

6) Customers

- McDonald's 'Our Food, Your Questions'
An overview of the 'Our Food, Your Questions' campaign; why did McDonalds explore this path, what did McDonalds learn from it and what does it mean for the supply chain, including producers?

7) Demonstrations & Tours

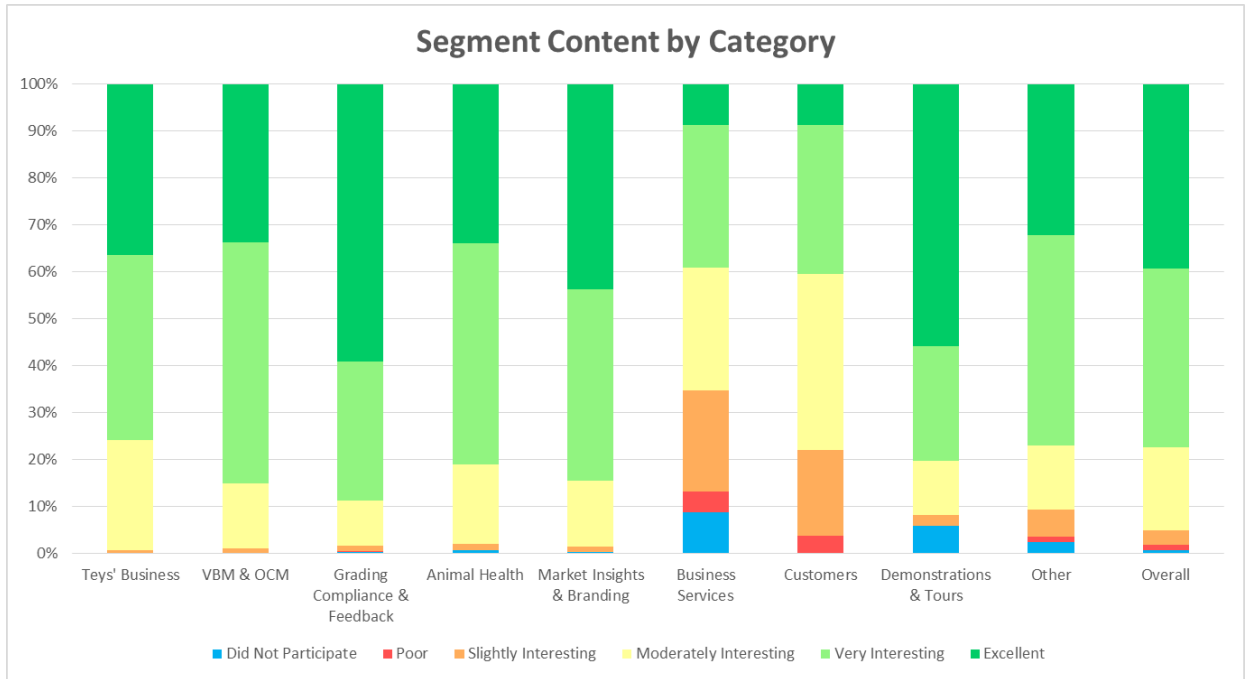
- Feedlot Tours
Included in those workshops held at Jindalee and Condamine (3, 4 & 7) the tours allowed participants to view the feedlot facility and gain an insight into the daily operations from the site General Manager.
- DEXA-in-a-Box Demonstration
The DEXA-in-a-Box was transported to Jindalee and Duaringa for the final two workshop allowing producers to get an 'up-close' look at a DEXA unit to alleviate any fears or misconceptions generated following the industry's commitment to funding the technology.

8) Other

- Feedback Trial
The results from feedback feeder steer trial held at Jindalee feedlot in partnership with 'The Land' were presented.

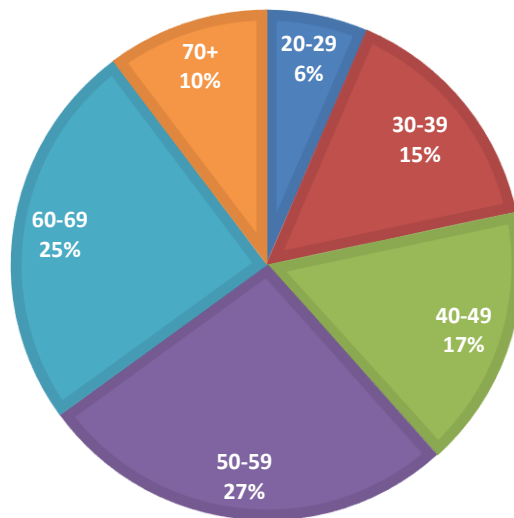
Overall, the majority of respondents ranked the content of the workshop topics as 'Very Interesting' or 'Excellent'. The highest number of 'Excellent' scores from the survey responses was for the 'Grading Compliance and Feedback' segment with 59% of respondents ranking these sessions as 'Excellent', Following closely by the 'Demonstrations & Tours' segment on 56%. The 'Dark Cutting' sessions held in workshops 7 & 8 were particularly popular with respondents.

The least popular categories across the workshops were 'Business Services' and 'Customers', with 23% and 21% of respondents ranking these sessions as only 'Slightly Interesting' or 'Poor'. Comments for the 'Customers' segments suggested that respondents were often not able to understand the relevance of these presentations to their businesses. While this may suggest that more work needs to be done to bridge the gap from customers back to the producer, the presentations on 'Market Insights & Branding' were very well received, with 85% of respondents rating these as 'Very Interesting' or 'Excellent'. 9% of respondents did not participate in the Business Services Segments, however this could be due to the fact that both of the presentations in this category were held exclusively at Workshop 7 in Jindalee which also had trade stalls and DEXA demonstrations running all day.



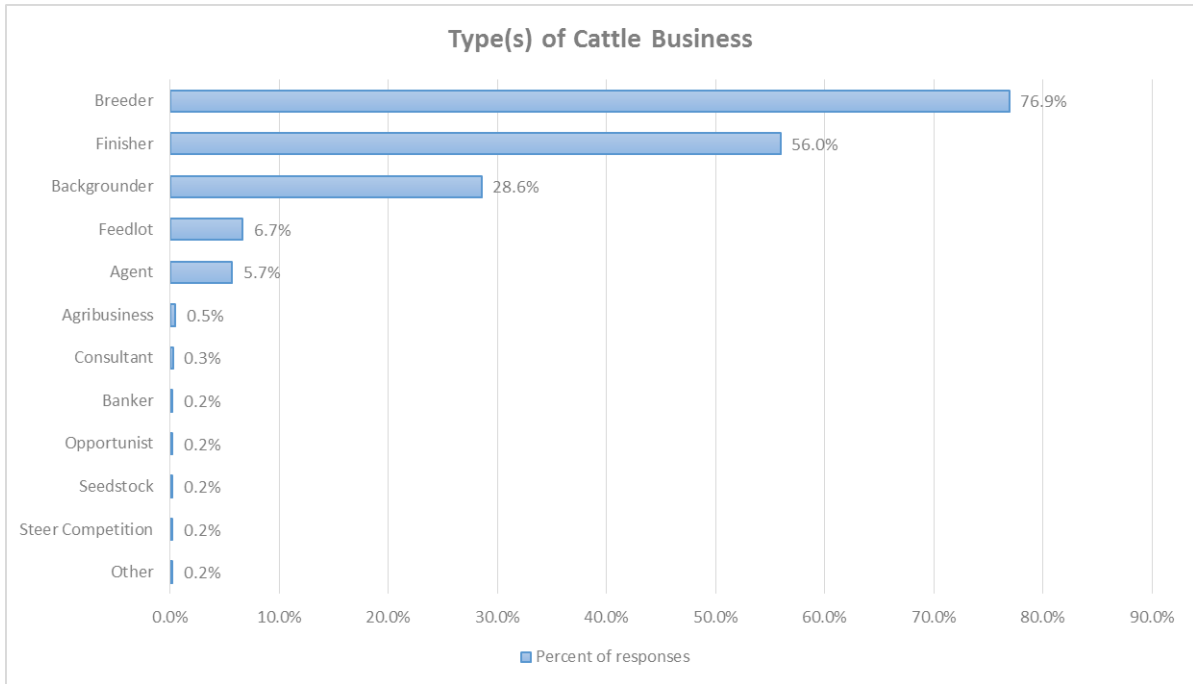
Age of Respondents

More than 60% of survey respondents were over the age of 50 however all age categories were represented. Overall, 35% were over 60, while just 21% were under 40 years of age.



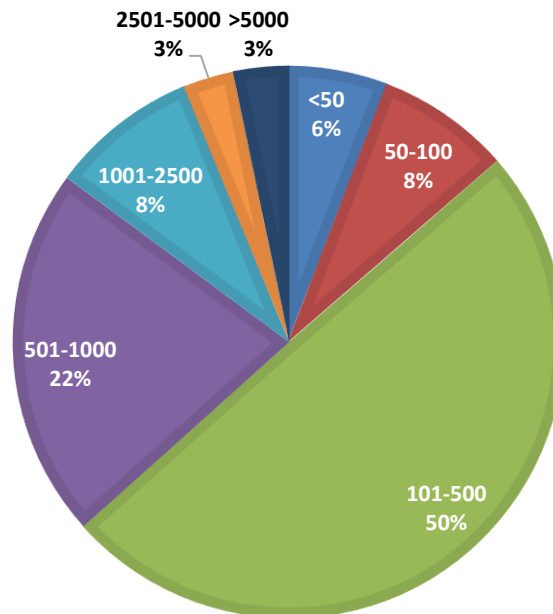
Cattle Business

76.9% of respondents ran breeding operations, while 56% also finished cattle. 28.6% stated that they were running backgrounding operations. Many of the respondents selected multiple business types. 5.7% of respondents were agents. This was much higher at the Southern workshops than in the north. 6.7% were feedlots, with the majority of these respondents having attended workshops 7 & 8 at Jindalee and Duaranga.



Annual Turn-off

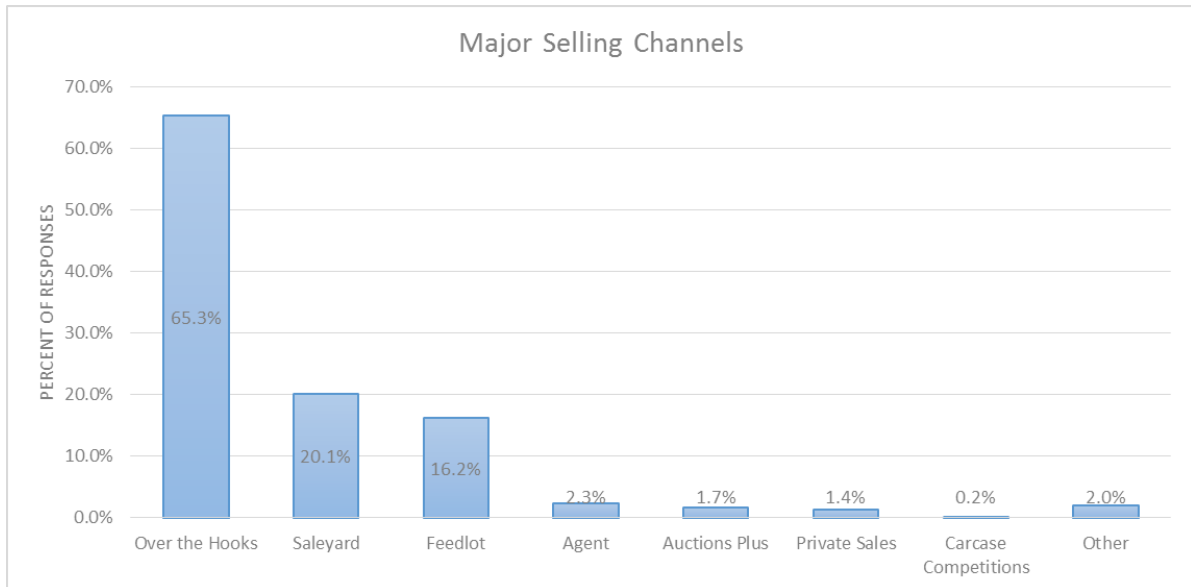
50% of respondents indicated they turn-off 101-500 head each year. 14% of respondent's turn-off less than 100 head annually. 14% also stated they turn off >more than 100 head per annum.



Major Selling Channels

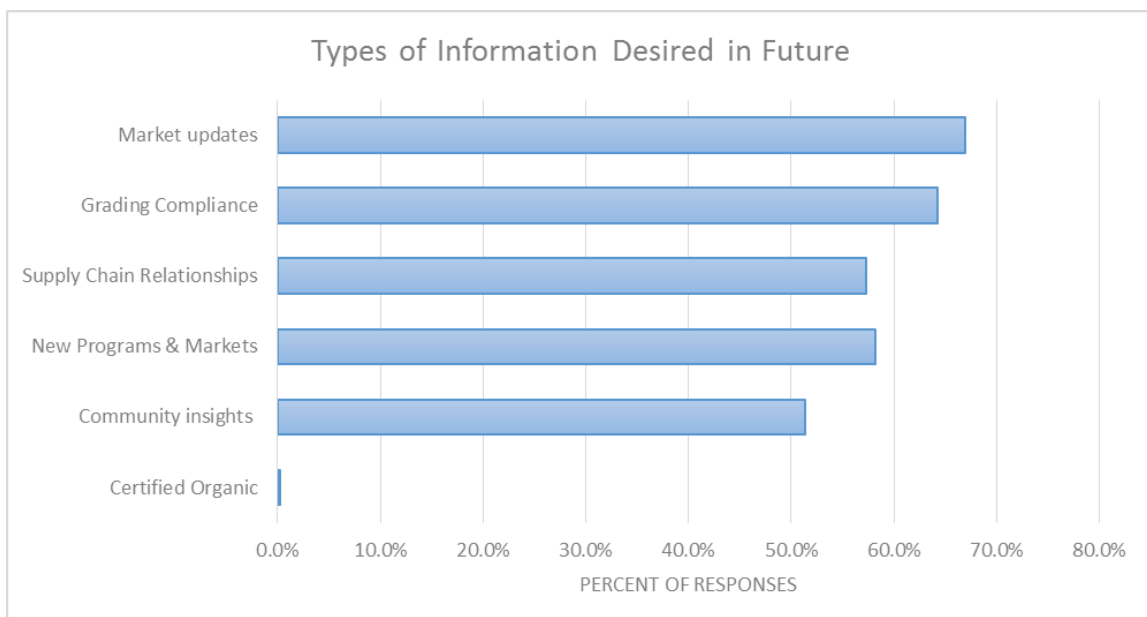
'Over the Hooks' was the dominant selling channel at all workshops, however it represented a far larger portion of respondents at the northern field days 75-80% than in the south where they represented 39-59%. Not surprisingly, the Jindalee workshops had a much higher

percentage of feedlot suppliers than the average at 44.5%, compared with 16.2%. The Condamine field day however attracted only 13% feedlot suppliers. Only 20.1% were selling cattle through a saleyard. The percentage of respondents selling cattle through the saleyards in workshop 1 vs. workshop 5 reduced from 28% to 22%. At Jindalee and Biloela however this trend was reversed, with the percentage increasing from 22% - 28% and 12% - 20% respectively.



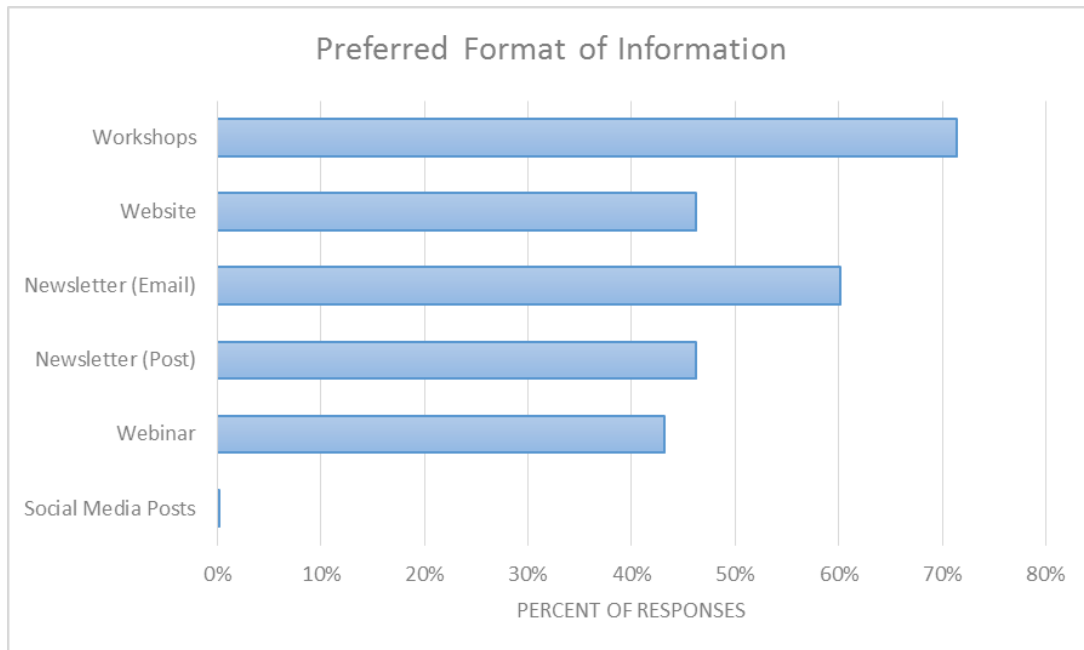
Future Topics and Information

There was little difference in demand for information between the topics, with 'Market Updates' being the most desired topic as declared by 67% of respondents and 'Community Insights' being least in demand at 52%. One producer shared a specific desire for information regarding 'Certified Organic'.



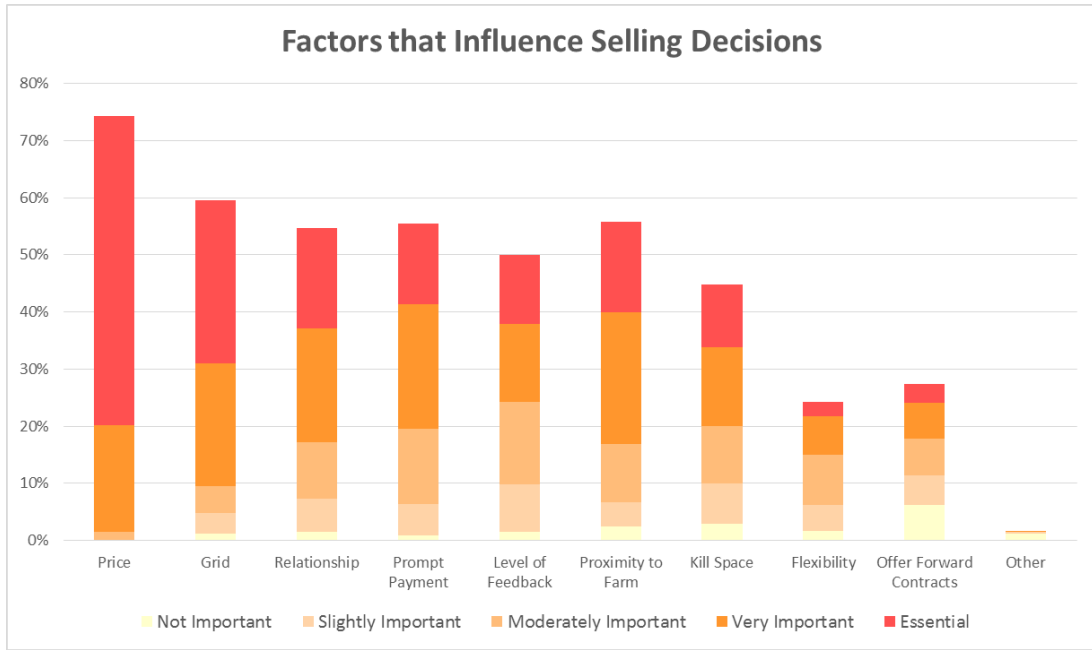
Preferred Format for Information

The majority respondents would like to receive this information at Workshops & Information Days with 72% ranking this format as desirable. Email newsletters ranked second overall with 60% of respondents wanting to receive information in this format. These outranked Online Seminars, Website Posts, Webinars and Postal Newsletters, however demand for these formats was still prevalent at all workshops.



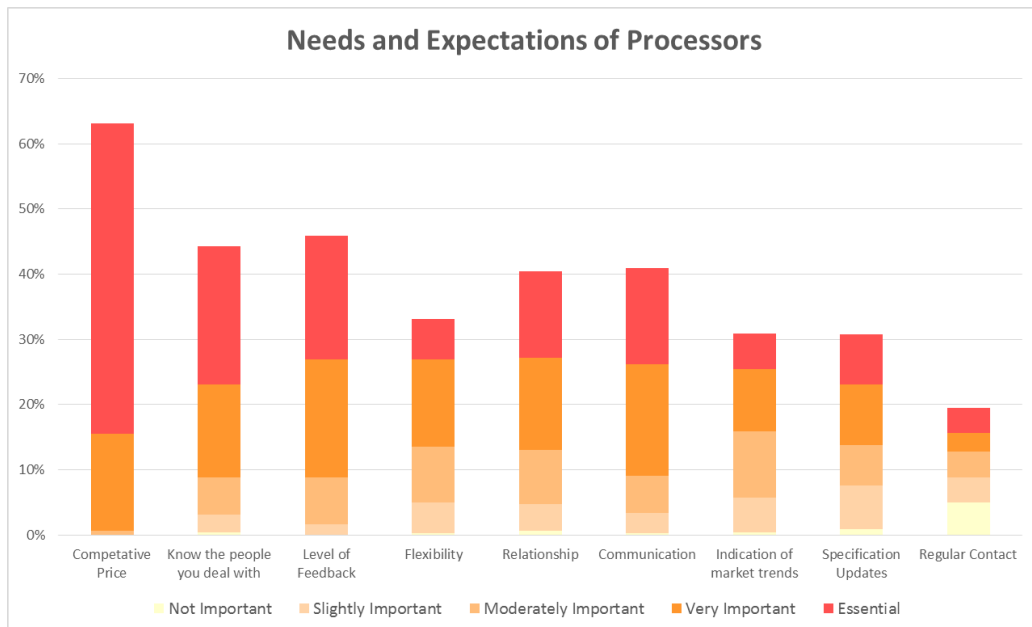
Factors Influencing who Producers Sell their Cattle to

The feedback survey asked how important different factors were from 'Not Important' to 'Essential' when producers make decisions around where they will market their cattle. The survey found that Price and Grid were 'Very Important' or 'Essential' to the majority. Factors that also ranked of high importance were relationship, Prompt Payment, Level of Feedback, Proximity to Farm and Kill Space. Flexibility and the Ability to Offer Forward Contracts were typically rated as only 'Slightly Important' to 'Moderately Important' or, in many cases, were not ranked at all.



Producer needs and expectations when supplying a processor with cattle

Competitive Price was consistently ranked as the most important requirement of processors with 62% of respondents ranking it as ‘Essential’ or Very Important’. Knowing the People you Deal with, Level of Feedback, Relationship and Communication were also considered Important by more than 40% of respondents.



Written Comments

Respondents were also invited to provide any other feedback or comments on the survey. The responses received are detailed below.

Workshop Content & Relevance Section

Workshop 1: Naracoorte, SA

- Great to see all members of a commodity communicating and working together.
- Need to publicise the specification you require as per the presentation.
- Thank you for the workshop.
- Excellent day!!
- Very good – questions from the floor bring out the relevant issues.
- A very interesting and informative day.

Workshop 2: Biloela, QLD

- Community perceptions – not enough time to read info.
- Supply Chain – didn't talk loud enough into mic.
- V Good.
- Should have taken immediate questions from the floor. This would relieve boredom & increase proactive exchange.
- It's hard to entertain graziers who are doers not necessarily used to sitting down & listening for so long. Question time good – after each speaker would be better. Last speaker (Producer) very relevant.
- I felt McDonalds talk lacked relevance. The rest was wonderful & very informative.
- Hard to hear sometimes. I expected customers to tell suppliers what type of meat they want e.g. Angus, Grass-fed, HGP free etc.
- A fair bit went over my head however I did learn a lot. Thank you. Enjoyed question time.
- MLA didn't go into live export market – where is it heading? It reflects on price for local producers as we have seen.
- Very good workshop.
- Very interesting workshop answered a lot of questions.
- More info on how to read (kill fact sheet).
- Very informative day – keeping us up with today's requirements for top dollar.
- Excellent day.
- Worrying trend is advancing age of graziers & farmers how many of those in the room will be still around in 20 yrs. producing beef. Noticeable absence of younger people. Absence of facilities in rural areas, little incentive for younger people to participate in primary production. Government should provide financial assistance for younger Australians to make the land their living rather than selling out to international interests.
- Do not use green print on white background. I consider Teys to be forthright & honest, together we can succeed.
- Thoroughly interesting & professional delivery. Very helpful.
- Very informative & worth attending.
- Might have been helpful to have a PCAS auditor speaking; Would have liked to take home some information as it was a lot to get across & the slide presentation was difficult to read; Look forward to the more simplified system to base payments on;

- Could have utilised the MSA grading better – very interesting/practical.
- Overall workshop – worthwhile. Need guidelines/ reason for dark cutters, yellow fat.
- PCAS, EU & Organic representatives as guest speakers
- Very well put together. Enjoyed hearing from the producer & networking with Teys staff.
- Most of the slides were so faint & small I couldn't read them.
- As much transparency in grading systems & grids as possible. Transparency creates trust. A very informative day – Thank you.
- When is the next one?!
- We must each produce the stock which suit our personality and our environment. All meat is great for some consumer. It is the processors job to get the right product to the right market.
- Thank you for holding this session. Although we as producers would like to see higher farm gate price for our product, it's important to keep communication lines open between all players (1) producers (2) processors (3) customers & understand each other's position in the industry.
- Good.

Workshop 3: Condamine, QLD

- Community perceptions – hard to put all into one session
- Overall 5+
- Great day. Thank you.
- Community perceptions session 5+
- Thank you for such a wonderful informative day.
- Well done.
- Overall 5+
- Customers – needed to go deeper into issues.
- Should include “Delivery” as an evaluation metric.
- Informative day as a first time attendee & appreciated the opportunity to understand issues impacting & driving markets for Teys.
- Excellent thanks for invite.
- Excellent thank you.
- Customer/Community sessions – Producers do not want involvement from worldwide environmental groups dictating marketing & regulation.

Workshop 4: Jindalee, NSW

- 5+++ for Low Stress Handling Presentation
- Really good day - thank you Teys & presenters.
- Thank you.
- Low Stress Very Good!
- Excellent day.
- Excellent.
- Low Stress presentation was far too long.
- Thankyou. Excellent day.
- Couldn't hear the guide on the tour bus. Overall workshop was excellent.
- Very good day.
- Well Done.

Workshop 7: Jindalee, NSW

- Learnt a few things I did not know.
- Sitting right at back in last row of chairs, it was a bit hard to hear at times. Could be a bit deaf though.

Workshop 8: Duaringa, QLD

- Please send through the presentation slides for the content - couldn't read the content in the audience.
- It was terrific. Would be good to have access to the slide deck following the workshop to share with others in our business that couldn't make it. But not that big of a deal - just "nice to have".
- I was very impressed with the delivery of the Dark Cutting, Grasslands and VBM presentations. They were straight to the point and very easy to understand. They pointed out some very relevant and useful tips, and it was refreshing to see how passionate the presenters were about their areas of expertise.
- Thoroughly enjoyed the informative day!
- Appreciate Teys bringing the workshop to our community.
- DEXA will take time to convince certain people about why certain size and yielding carcasses matter to their business model.

Topics & Information you would like to see in the future

Workshop 1: Naracoorte, SA

- All topics relevant – hard to grade (difficult to pick most important).
- Market updates – we know what to develop for market.
- Grading – always been important to us.
- Supply chain – very interested by never used them.
- New markets – always important.
- Industry expectations.
- Monthly emails.
- Market intelligence/trends (Several specific mentions).
- Grading – hard to get high % MSA grading.
- Cattle grids/ feeder steer prices by email.
- App – something like 'Protect the Harvest'.
- Grading – most important as a breeder we have to produce the genetics to meet the target market.
- Supply chain – all business is about trust and relationships.
- Community – interesting.

Workshop 2: Biloela, QLD

- Market updates – make informed decisions; Grading compliance – improvement.
- All are important; Helps me as a producer align our business to meet market trends & requirements.
- Animal Welfare & price outweighs all. Also friendly flexible relationships.
- Forward contracts e.g. "grids" on product specification & price out to 190 days.
- Grading – improving the cattle I supply.

- Grading – within the MSA carcass feedback.
- Identifying cattle that are breeding the right article & those that are poor performers.
- It is always good to have information available to help understand key issues & to meet market compliance.
- Market -what type of cattle to market; Grading – why cattle do not meet specs.
- Market – see what is most profitable; Grading – so we can identify areas to improve.
- Market – to continually improve, upgrade & move forward in our business.
- Market price signals.
- Market-produce a beast to market requirements.
- Market/supply chain – interesting but I look more to relevance for my business; grading – I don't sell many over the hook, mostly feedlot; New programs – interesting for my future focus; Community – again interesting but not 100% relevant to how I can improve.
- MLA stuff all looks as if it comes from Victoria; doesn't QLD supply most of the cattle?
- Very interested in butt shape & the direction it will be heading after reading recent articles re butt shape & yield & the fact the butt shape does not correlate with yield.

Workshop 3: Condamine, QLD

- Who can I speak to about this? Re: topics & info that would assist in further developing business.

Workshop 4: Jindalee, NSW

- Market updates & Feedback can increase profitability.
- Grading; assist in improving farm management systems.
- Market; monitoring. Compliance with markets.
- Supply chain; appreciation of end product directions.
- Community; alerts for future actions.
- Success stories - where are improvements occurring in the industry, why & how.
- Supply chain: need to develop 2-way communication.
- Regular updates on industry direction.

Workshop 6: Biloela, QLD

- Good content in questions. Could look at producers with particular targets ie. PCAS/MSA/Organic targeted seminars.
- Excellent presentations with loads of passion and high level of knowledge.
- Sometimes hard to hear - some power points were too small and too many words.
- Could not see smaller writing and graphs etc. on the screen.
- Very pleased to hear about MSA – I have always tried to produce and shall continue doing so.
- Value adding would had to build trust.
- Much appreciated all presentations - important for producers to ask questions of processors.
- Excellent slides this year. Explained categories.
- Excellent presentations with loads of passion and high level of knowledge.
- There is a great opportunity for Teys to develop a much closer and more open/transparent relationship with individual producers.
- Reassuring to be included in future direction of the company.

Format for future topics & information

Workshop 1: Naracoorte, SA

- Workshops – give opportunity to personally meet Teys staff.
- Mixture of all listed.
- Information days in regional area – i.e. Far north SA or Alice Springs

Factors which influence who you sell to

Workshop 1: Naracoorte, SA

- Agent recommendations
- All factors go hand in hand.
- Cattle are “ready”.
- Would be interested in forward contract.

Workshop 2: Biloela, QLD

- Cattle condition vs feed.
- EU & PCAS.
- EU processor.
- Fat cattle.
- Flexibility – over/under numbers delivered; Processor profitability.
- Pasture availability.
- Price/Grid – compliance on expected price.
- Season conditions.
- Short trip. Animal Welfare.

Workshop 3: Condamine, QLD

- Whether we have the article to meet the specifications
- Level of importance varies according to current sale conditions, seasonal, financial
- All important!

Workshop 4: Jindalee, NSW

- Grid and feedlot, price changes, communication.
- Prompt payment - this is assumed as normal.
- Animal Welfare.
- Forward contract - most valuable but not available.
- Grid generally too tough.
- Feedback - difficult for small lots.

Workshop 7: Jindalee, NSW

- For feedlot cattle confidence in how entry weight is taken. Curfew/delay to process,

distance, water, shrink

Workshop 8: Duaringa, QLD

- The only time I am in contact with the meatworks is when I ring to book in some cattle, or if I have a query regarding the kill sheets. I am most happy to say that I never have any trouble getting in contact or having a call returned from the meatworks at Biloela.

Needs & expectations of a processor: How regularly would you like contact to be made?

Workshop 2: Biloela, QLD

- Periodically
- annually/personally
- Every 3 months
- Every grid change
- Fortnightly
- Grid changes via email
- Grid every 2 weeks
- Monthly
- Monthly
- Monthly
- notify changing grids please
- Quarterly
- Weekly
- Weekly grids please – email them out.

Workshop 3: Condamine, QLD

- Once a fortnight
- Open days are very valuable.
- Monthly

Workshop 4: Jindalee, NSW

- Monthly/weekly when cattle are nearly ready
- When grid & feedlot price changes
- 2-3 times per year
- weekly
- weekly
- Seasonal
- monthly or 1/4
- as required
- fortnightly

Workshop 7: Jindalee, NSW

- Monthly

- 6 monthly
- When Grid changes
- If sending to feedlot - weekly grid prices & availability would be ideal.
- Monthly
- Maybe quarterly, could be via newsletter, email, and personal.
- Seasonal updates and when significant market changes occur.
- 3 MONTHLY
- Needs to be relevant more than just regular. Happy not to hear from anyone if there is nothing I need to know but essential I learn of changes/opportunities in time.

Workshop 8: Duarina, QLD

- Maybe monthly, but not by phone.
- Minimum of a couple of times a year- more in the selling season
- Every month
- Every 3 to 4 weeks, depending on the season.
- Monthly
- Don't necessarily need to be contacted for a chat.
- Weekly updates would be appreciated.
- Every month or two.

Needs & expectations of a processor: Other comments

Workshop 2: Biloela, QLD

- Regular contact – So we are in the loop at all times.
- Animal welfare.
- Fair grading systems.
- Weekly grids.

Workshop 3: Condamine, QLD

- Ensure every tag is read for number of cattle sold. Creates problems to keep NLIS records correct; particularly when requiring low stress handling prior to leaving property).

Workshop 5: Biloela, QLD

- Reliability and communication
- Communication
- Teys' ideal weight for their sales - benchmark - use grid?
- Communication, trust.
- Constant updates & communication with all levels.
- Money back to the producer needs to stay where it is.
- Face to face contact as in today's workshop provide a personal kind of contact.
- Cattle need to be accepted for slaughter when producer needs to sell. Often cannot get cattle in for slaughter for some time and this has an influence on the final payment. Why can't the processor fit in a few cattle from small producers at the end of a herd from a large producer?

- Very important to share correct information and have a platform where concerns can be raised and answers explained for interested producers to hear. A good chance to exchange recent info from experts to producers.
- Openness and honesty to discuss future requirements for a producer/processor win/win.
- Being kept up to date with grid changes.
- Communication.

Factors or other areas that is important to build stronger relationships

Workshop 1: Naracoorte, SA

- Openness, understanding that we all need to be profitable, trust.
- Trust.
- An understanding of issues/challenges facing each. All tend to consider our own issues as the greatest.
- Communication & honesty. I think everything else will follow.
- Feedback.
- A fair price – which is not the case over the last decade. Bullocks should be returning a minimum of \$1600 even \$2000 at present. We're going backwards and that why the young aren't taking up farming.
- Better understanding of the dark cutter issue affecting the Limestone Coast industry.
- Producer need larger share of \$ in chain. Coles red hand advertising is a disgrace. Food price down (=producer income) yet all other costs like electricity, fuel, rates, materials up-up-up.
- Increased level of feedback on feeder performance. Particular traits for sire selection.
- Communication of time of the year when particular types of cattle will be required – 4 to 6 month time frame perhaps.
- Clear expectations of specifications and feedback on cattle as this helps us to tailor our program to fit in with these requirements as well as possible.
- Open book cost disclosure of producers and processors.
- Livestock agent – learning the aims of Teys are heading towards and their marketing and grading systems are important to teach producers.
- Contact producers on a regular basis to get some idea of possible supply numbers. This would help with pricing.
- Simplify feedback sheets – why stock didn't grade.
- Good two-way communication.
- Lack of price setting method.
- More forward contracts.
- Continued support and good relationship with both producers and processors to allow forward planning etc.
- Kill space at time.
- Being an agent – relationships are a key factor in all marketing options?
- Good staff. Trust. Accessibility.
- We need a story about the clean green beef we produce in an environmentally sustainable manner.

Workshop 2: Biloela, QLD

- Would it be possible to provide a weekly email with the current grid and booking space update?

- A fair go for a good product.
- A good honest relationship with processors.
- All of above (factors).
- As a producer to build a strong link between ourselves and the processor we need to understand your markets and forward plan with genetic changes to supply the correct article for your customers. For this to happen we need to be in your loop. E.g. maybe a newsletter emailed or some form of communication to alert us to market place trends, product required etc.
- Being a local producer for over 25 years to be able to get cattle in 2-3 week instead of 2-3 months.
- Common purpose, common goals, collaboration.
- Communication between all parties, through workshops.
- Communication with changes in markets & new technology.
- Communication.
- Consistency in grading & pricing, understanding environmental factors faced by producers.
- Constant price.
- Continuing and consistent information regarding customer feedback & trends.
- Days like this are good for both parties.
- Days like today so we learn what we need to produce to meet market demands.
- Do not chase customer ideas/expectations unless they are prepared to pay for it. Sustainability has to be ECONOMIC not just environmental! You cannot be green if you are in the red.
- Education, understanding & tolerance in all sectors. Media targeted to the right sectors i.e. aim to publish in urban areas about what producers do & vice versa. Not preach to the converted, but target the opposite group.
- Explain to producers – more about process on MSA specs – due to market suitability etc. Brahman cattle downgrading – very well explained. HGP downgrade – more research results need to be passed on to your customers about the minimal effect it has on beef to somehow soften the bad image.
- Greater returns for higher grading beef.
- How do we get to \$30 @ 300g steak at pub/restaurant & who is getting the big piece of pie because I don't think its producer or processor?
- I believe that we should be paid on MEAT QUALITY & not all the other variables like AGE. The best meat I ever ate was 25 years old.
- If my cattle meet MSA requirements pay me MSA. Scrub company spec.
- Improve communication. Today has been long overdue for our main processor to contact us face- to-face to explain what he wants from us.
- Information sessions specifically on markets e.g.; PCAS/MSA/EU eligibility & markets to encourage participation from producers “education of producers”
- Keep us in touch with what the market is doing & if booking space is getting low so we can plan our income more efficiently.
- Pets, RSPCA – why not use same subject/headlines on search engines such as google as PETA & RSPCA to present true pictures & info re: beef production instead of letting them hijack the system with their shock/horror stories. (Be clever like them) More open days on farms & grazing properties.
- Livestock handling & welfare – from farm gate to kill floor.
- Loyalty over many years by both parties – I have had a very good working relationship with all members of the livestock team which has evolved over the years.
- Meatworks need to accommodate small producers in a timelier manner. When cattle are ready for slaughter it is important that they can be accepted promptly for the meatworks. Holding cattle too long incurs a heavy penalty for fat levels and in dry

times if cattle cannot be killed at an appropriate time they lose condition thus returning a lesser financial return to the producer.

- More info of what the market requires more often by personal contact.
- Open communication information days.
- Our operation would allow us to produce to a specification if the price was established prior to the finishing period. FORWARD PLANNING.
- Person to person contact.
- Price, communication & relationships are very important.
- Regular price grids would help understand price trends.
- Supply contracts more than 2 weeks in advance price out e.g. contract producers with future pricing for producers interested!! We know how many cattle we sell each year but aren't good at marketing.
- The most important factor in the beef industry is stability in prices. Producers have to sell w: finance, drought etc. and a flood on market quickly depresses price. SUPPLY AND DEMAND.
- To know the trends that lie ahead.
- To me: Relevance in the product we are supplying so that in return premiums can be passed onto producers.
- We get paid for our beef, but what happens to payment for the hide & offal? Regular feedback & updates on the progress of the new branding system would assist us to make educated decisions.
- We have to have people in the industry working on supply chains, otherwise it won't matter how well we prepare our cattle. I thought this presentation was excellent.
- We need to keep the quality of our product up to a level where all end users of our meat get exactly the product that the meat is branded.
- What the customer is chasing & how to achieve it. Grading of cattle & weights.
- Young people coming into the industry, usually have another job & also taking over family business need checklists for buying/selling cattle, branding required, forms required; they have lost touch due to the fact they are working when cattle are purchased, sold etc.

Workshop 3: Condamine, QLD

- Feedback.
- Easier access to grids.
- Transparency, frank & open communication.
- Transparency. To identify strengths & weaknesses of the beef industry.
- Feedback on when we are heading and how our cattle have performed.
- Accurate, simple, information truth must be presented in marketing (eg: meat grading/standards/place for HGP & other treatments eg vaccines) to consumers. Interpreting & acting on feedback sheets.
- Everyone in the supply chain needs to be making a decent profit.
- Education – accredited producers, help understand requirements on ground. AusMeat handbook promoted as a toll for all producers/processers/food providers – available as a phone app or on website?
- VBM! Objective measurement. Transparent business practice.
- Dentition (more leeway – is not always indicative of age) producers are discounted though.
- Remove butt shape as a criteria to discount pricing. The proposed changes by Teys is very welcome news pending outcome of trials.
- Communication.

Workshop 4: Jindalee, NSW

- Transparency from processors to growers. Buyer input into cattle growing processes & feedback.
- Communication.
- Regular communication with producers about grid and feedlot prices and movements. Could be done easily by email.
- Relationship between buyer and myself.
- Consistent pricing structure, always have a reasonable price, Feedback on feeder performance, how well our cattle perform, what do we need to do to meet feedlot requirements?
- Direct communication with producers when change to requirements occur from processors.
- Processors should be careful with added complexity in the value based assessment systems that the producers do not lose trust in the application of the system to the pricing mechanism. Try to keep it simple. Trust in dressing % also very important.
- Communication, contact (days such as this one).
- Great day, very informative. We all enjoyed it very much.
- Feedback. The stronger the feedback the better the relationship will be between the processors and feedlots, and producers, and the \$ to match.
- Unfortunately the beef industry seems to be heading in the direction of having too many certification "headings" or classifications. Surely it can be run into far less "headings", eg. MSA/PCAS/Organic and also Certified Black Angus etc.
- Feedback Feedback Feedback, even for small producers.
- Honesty, respect, performance, equity.

Workshop 5: Naracoorte, SA

- Feedback.
- Feedlotting - forward contracting so costing can be achieved.
- Feedback data livestock link preferably as previous data stored for comparison with other processors.
- Trust
- Trust, communications. To be kept in the loop to help plan for the future.
- Lifetime traceability animal handling/welfare.
- All covered above - collaborative approach between producers and processors and therefore better informed and benefits to our customers.
- Let producers know of likely numbers surpluses of short fall.
- I have been happy with the current system we have in place selling with Teys think on going communication is important so we can be meeting Teys supply needs i.e. slaughter times and that are cattle are meeting the processors requirements.

Workshop 7: Jindalee, NSW

- I believe an accurate objective analysis is very important when grading beef carcasses to ensure uniform feedback and pricing. The DEXA is a great step forward.
- Building trust through open dialogue & communication
- Communication & Honesty

- As breeders selling to backgrounders for feedlots it is important to know the market trends & current requirements
- Honesty and integrity and if there is a problem both parties take the time to resolve the issue satisfactorily
- Communication and better understanding of market trends and changing demand
- COMMUNICATION BETWEEN ALL SECTORS INCLUDING END USERS

Workshop 8: Duaringa, QLD

- When prices are dropping 20c most weeks - it makes producers panic & send in the 'wrong product' (not quite as finished), but those that commit to selling only the right product, get detrimental impact by lower prices at the time... probably more information to the producers for supply chain management - right product in rewards right pricing, instead of currently - product not finished is getting the premium returns.
- Trust and reliability and kill the rare body truck load that happens from time to time when you muster other than sale time
- As a producer I believe it is critical for me to know whether my cattle are falling into the desired specification of the meatworks and if not what I can do to make this happen. The only thing I can control is the type of product I produce. Occasional contact from the buyer/meatworks representative with comments on my cattle after a kill i.e. how could they be better marketed and closer to the specifications. What the newer trends are and when would be a better time to market would help my bottom line and help me to produce a better article for the meatworks.
- Education on many levels to understand the product being produced (quality) and where it is marketed to.
- More transparency in feedback to producer on breakdown on what value components of carcass and by products add.
- Help and advice to achieve expected carcass standards against the branded product we are aiming for will help us feel some ownership of the process.
- Just overall good honest transparency about what the meat industry and markets are doing in relation to current conditions.

Producer feedback & comments

Survey respondents were provided with opportunity to provide any other feedback or comments.

Workshop 1: Naracoorte, SA

- Interesting day. Thanks! Look forward to working with Teys & MLA on the Limestone Coast red meat cluster project.
- Very worthwhile.
- Problem getting kill space at Naracoorte
- Local meatworks has a 70% compliance of MSA compared with national average of 90%
- How to solve the animal liberationists! Etc.
- Very good day thanks.
- Thank you, well done.
- More info on future markets and \$\$.

- Technology failure unfortunately broke up audience attention.
- Interested in having electronic info on kills that can be easily uploaded into farm computer databases i.e. PAM
- A workshop on how to get our cattle to meet EU/MSA grading on property. If falling out of grading why – what can we do.
- Good info for me starting out and learning a lot about Teys itself and its markets.
- “Feedback” - that’s a misnomer! No one can write the editor of MLA magazine – I have tried with no success – open up. Your MLA magazine “Feedback” should include the “average” cattle (100-200) property profile not enormous “old” properties with big cattle numbers.
- Great day – good feed.
- Need electronic pointer for screen.
- Good lunch.
- I find it frustrating when cattle quality is overlooked for a skin colour.
- Kill space can be a problem. Particularly for cows in spring. Would supply you with bulls if you were more competitive.
- Electronic NVDs please!
- Hereford cattle on grass marble well. Why not grid same as Angus?
- Informative well run seminar/forum. Good key speakers.
- Very interesting day. Thank you.
- I have been pleased with the attitude received and association with Teys with all dealings.

Workshop 2: *Biloela, QLD*

- A producer to get paid per whole carcass, except where a bruise is on one side – not so much about money gained or lost but about improved producer relationships.
- A very informed day to keep up to date. This day would be on annual basis to keep informed.
- All commodities go up & down in time, and I think with all parties working together we can achieve positive and financially rewarding outcomes in the near future so the next generation can feel confident about their future in agriculture.
- All speakers very good. ‘Supply Chain’ crunch was interesting.
- As a producer trying to meet MSA standards & taking extreme care at home in preparing cattle 2 weeks before trucking & cleaning water troughs, handle quietly & then delivering my own cattle to a local processor to find water troughs in a very dirty state.
- Both processors & producers must be profitable & sustainable.
- Good, insightful day, thank you.
- Great to hear the producer’s experience. PCAS has previously been a bit of a “hard to maintain” & “difficult to set up” program but they made it sound do-able.
- Has been very informative.
- Hides & offal. Why do we as producers not get something for them?
- I would like to see some way of determining the age of an animal other than dentition. Animals born in the one year can vary from 0 to 4 teeth.
- Integrity. Transparency. Education <> Knowledge (both ways). Feedback.
- It would be great to see a PARTNERSHIP. Why not put some glycogen in the cattle water before killing. It might reduce the dark cutters.
- Love the workshop. Please have another one.
- MSA should not be company graded.
- Regarding dentition – premium/discounts. Cannot believe in this day & age we are still using 50 year old technology to sell beef to customers. Is it what the customer

- actually wants or is it what the processor is telling the customer what he wants?
- Screen presentations were out of focus & hard to read. Perhaps less information & larger font would make it easier for audience to absorb.
- Teys need to look at accommodating small numbers at times best suited to producers. What can be done to help small producers in this way?
- Thank you and is great to have days and information sessions such as today.
- Thank you for a most informative day.
- Thank you for hosting such a day. It involves so much work for lots of people and so we should value the effort from the team!
- Thank you for the invitation to attend.
- Thank you for your information and hosting this event. Keep the local meatworks open. It is a safe & cost effective destination for our happy cattle.
- Thanks for the show.
- Very interesting info.
- Very interesting info. Well done.
- We all try to get our cattle to a desired market but price changes the minds of many producers e.g. Price at feedlots.
- We have been supplying cattle to Teys for 30 odd years.
- We need to stop myths about animal welfare e.g. castration Animal liberationists can damage beef industry & reputation of producers.

Workshop 3: Condamine, QLD

- As a stud cattle producer I encourage producers to buy better bulls to increase better meat quality.
- Thanks for a great day.
- I don't like the idea of a fair price for the processor.
- MLA will never be able to please 100% of the people 100% of the time. And customers will not know what they don't know – educate rather than asking a minor % of population what they are disgruntled about. Positive inputs gets better results. *BIG thing today is forward thinking in industry is great!!
- Very informative – thank you.
- Payment on yield – would love to hear more and understand more.
- Thank you for the open invitation. Very informative.
- Thank you very much.

Workshop 4: Jindalee, NSW

- Yes, we all need a fair price for our livestock. It is my "dream" or vision to have a strong working relationship with a buyer whom I can develop trust while remaining profitable & sustainable. I'd love to be able to ring a buyer & say next time you're up this way drop in & give me your thoughts. At the moment, be it agent or buyer it seems a long way off.
- Why not one industry wide grassfed system? Not one for each bloody processor. There should not be any audit fees.
- Thank you.
- Screen needed to be higher and PP presentation simpler & clearer. Good information. A hand- out reference sheet with website etc. would be great.
- Very good day.
- A very good field day, really appreciate Teys openness about their business, helps us to work out how to work with them.

- I've been loving your sessions. Great day Thanks. Thanks for your survey.
- Yield + Eating Quality=Price (Big ticks)
- Great Day Thanks!
- Holding workshop was a great idea. Could PowerPoints be available to view later as it was a bit hard to see at the back?
- Provide summary of proceedings and sponsor material
- MSA EQS was and is conceptually brilliant. The application of MSA to generation of boning groups and the pricing of the boning groups within the framework of the grid has led to some unhappiness. Fair play is judged by the amounts on good cattle in the heart of the grid (for weight).
- Thank you
- Thank you for showing us around the facility. An abattoir tour would also be great.
- Excellent information day.

Workshop 5: Naracoorte, SA

- PCAS audit- could be an on farm audit every 2nd year as most of the audit questions annually could be completed online either by survey or on a phone conversation - this would save travel costs - and my auditor was very slow on typing answers on his laptop - and on an hourly rate this could cut the cost.
- PCAS - should be done online with questions every 2nd year audit - save costs.
- I really like the idea on the animal health feedback.
- Very important as agents to understand the requirements/future needs.
- Freight costs to feedlots, intake numbers 20 up.
- Good to keep in touch with 'my customer' Teys.
- Also consider climate change and how we can show we are playing a responsible role within our industry through research. Need for shade and shelter for cattle in paddocks. Demonstrate concern for animal welfare.
- Thank you for the opportunity to attend days like this.
- Great presentations, all information presented was very relevant. Looking forward to another selling season working with your group.

Workshop 6: Biloela, QLD

- Would love a grid emailed when price changes
- GST should be exempt going through meatworks (only)
- Very important day
- We thanks Teys for hosting these information days and find them interesting and enjoyable (despite some negative comments from the floor). "Professional Development" for us producers.
- Thanks for the invite I found it very informative.
- Would like a Grasslands/PCAS workshop in this area or to be contacted about it.
- Teys need to partner with key producers. Be open, honest and transparent to develop a win/win that allows the producer to better match Teys requirements in terms of quality and time of turnoff. Learn from other programs. Develop strong processor producer relationships. Move away from the current them and us mentality.
- Thanks for the event and the inclusion of MLA/AUSMEAT as well as lunch.

Workshop 7: Jindalee, NSW

- I believe that a third party audit for grass fed animals such as PCAS accreditation to ensure processors and consumers are receiving what they pay for is necessary. I found it strange that processors are moving away from third party audits and to their own, less stringent system instead. However this will be great for us as we will no longer have to pay fees or have a 4 hour long yearly audit.
- Impressed with Teys drive to VBM and involving the producer for the journey.
- Well organised and run, Maybe a bigger screen to make more easily legible for the back rows.
- Do need more time for Q and A. Brief notes/reference material and contact details of speakers. Congratulate Teys on arranging the day and the organisation of the day, more so important due to the reduction of Government services to the industry.
- I was disappointed that the DEXA machine was not working in my session. I still gained an appreciation of the effort and current stage of its development however.

Workshop 8: Duaringa, QLD

- Was really well run, good content.
- As you couldn't read the Overhead Projections, they might as well not have been there. Sound was very good. Contact with the speakers was really good.
- Thanks for the effort Teys put in to it.
- Overall very informative. I was disappointed in the dark cutting session that only the on-farm effects were pointed out without acknowledging the influence that what is done post slaughter has a significant influence. Eg the major problems we experienced at plant 3 years ago.
- Thank you for your information and hospitality.

Media Coverage

Media coverage was tracked for the final two workshops in the series held in Jindalee and Duaringa. Both field days attracted a lot of attention from local and industry specific media, with representatives from seven different media outlets in attendance at Jindalee alone. The DEXA-in-a-Box which was available for demonstrations at both of these days attracted a lot of attention. Below is a summary of some of the media coverage received.

Date	Source	Topic	Link (If Available)	Comments
18/04/2017	Beef Central	DEXA & Field Day Promotion	https://www.beefcentral.com/news/dexa-technology-to-feature-at-teys-southern-producer-day/	
26/04/2017	Star FM	Field Day Promotion		
26/04/2017	ABC Radio	Field Day Promotion		
26/04/2017	WIN News Riverina	Field Day Promotion		
27/04/2017	Beef Central	Grasslands	https://www.beefcentral.com/news/teys-to-launch-its-own-pasturefed-standard-as-alternative-to-pcas/	
27/04/2017	The Land (Facebook Page)	Geoff's Introduction from Field Day	The Land Facebook Page	More than 2,200 views
28/04/2017	WIN News Riverina	DEXA	https://www.facebook.com/WINNewsRiverina/videos/1348766241877180/	

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28/04/2017	The Land	DEXA	http://www.theland.com.au/story/4628166/dexa-technology-giving-beef-industry-advantage/?cs=4933	
1/05/2017	ABC Online	DEXA	http://www.abc.net.au/news/rural/2017-05-01/dexa-technology-showcased-to-producers-by-processor/8485106	
2/05/2017	The Rural	Field Day	http://www.therural.com.au/story/4633030/teys-australia-producer-workshop-a-must-do-photos-video/	
6/05/2017	The Land	DEXA	http://www.theland.com.au/story/4627209/an-x-ray-view-into-better-beef-yield-assessment/	Also published in the Queensland Country Life
6/05/2017	Farm Weekly	DEXA	http://www.farmweekly.com.au/news/agriculture/livestock/general-news/xrays-to-improve-carcase-measurements/2755157.aspx	
June 2016	CQ Carcase Classic	Field Day Promotion	https://www.cqcarcaseclassic.com.au/producer-field-day	
20/06/2017	Savage, Barker & Backhouse	Field Day	https://www.facebook.com/sbbrockhampton/photos/pb.436909189782146.-2207520000.1497918790./929408170532243/?type=3	
21/06/2017	Queensland Country Life	Field Day	http://www.queenslandcountrylife.com.au/story/4744915/central-queensland-carcase-classic-field-day-photos/	Also published on Farm Online
21/06/2017	Beef Central	Feedlot Feedback	https://www.beefcentral.com/news/teys-launches-feedback-data-project-for-feeder-cattle/	
21/06/2017	Ag Trader	Field Day	https://www.agtrader.com.au/news/livestock-cattle/all-the-shots-from-the-teys-dexa-demonstration-day	
22/06/2017	Ag Trader	DEXA	https://www.agtrader.com.au/news/livestock-cattle/automation-on-the-horizon-for-our-meatworks	
26/06/2017	North Queensland Register	Value Based Marketing	http://www.northqueenslandregister.com.au/story/4745198/value-based-marketing-to-hit-producers-in-next-five-years/?cs=4784	
28/06/2017	Beef Central	Animal Health Feedback	https://www.beefcentral.com/processing/animal-health-feedback-part-of-emerging-cattle-performance-info-super-highway/	