



beefup

FORUM

Morven, QLD

14 April 2026

Hear about the latest on-farm R&D

Have your say on R&D priorities in your region

Gain insights, tools and next steps to beef up your business

Welcome

BeefUp Forums are held throughout northern Australia and are developed by regional working groups in collaboration with Meat & Livestock Australia (MLA).

The Morven BeefUp Forum is brought to you by MLA. Thank you to the West Queensland Regional Beef Research Committee (RBRC) and the Regional Working Group for their contributions and support in planning the Morven BeefUp Forum.

MLA would also like to extend a big thank you to our gold event sponsor, Zoetis, for their support in running our 2026 Forums.

MLA's BeefUp Forums have been developed to:

- ◆ give you an opportunity to see and hear about what industry is delivering in R&D, adoption programs and support services
- ◆ highlight current and completed research that is relevant to you
- ◆ hear about your regional RD&A priorities
- ◆ provide practical tools and information to beef up your business.

BeefUp Forums are about increasing northern beef producers' awareness of ways to improve the productivity and profitability of their beef enterprises. After today, please use this booklet to find the information, tools and contacts you need to put your ideas into action.

Event location

Morven Town Hall

Albert St, Morven, QLD,

Forum coordinator contact

Sarah Hassall

Meat & Livestock Australia

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About MLA

Meat & Livestock Australia Limited (MLA) delivers research, development and marketing services to Australia's cattle, sheep and goat producers. MLA has approximately 50,000 livestock producer members who have stakeholder entitlements in the company.



Program

14 April 2026	
8:00am	Arrival, registration, tea, coffee and light breakfast
Session 1: Forum opening	
8:30am	Meet our sponsors
8:40am	RBRC/working group welcome Rob Pearce – Pearce Pastoral Company
8:50am	MLA welcome and update Sabina Kindler – Meat & Livestock Australia
Session 2: Enhancing northern grazing systems	
9:20am	Tackling pasture dieback Ted Callanan – Queensland Department of Primary Industries
9:40am	Steak and wood project – the role of thinning Bill Schulke – Private Forestry Service Queensland
10:00am	Morning tea
Session 3: Animal wellbeing	
10:30am	Reproductive diseases control and vaccines Lee Taylor – Zoetis
11:00am	Pain relief into practice – panel session Adrianna Pott – Zoetis (Chair), Sue George – Glen Valley Pastoral Company, Tim McClymont – Roma Vet Clinic, Rob Pearce – Pearce Pastoral Company
11:35am	Lunch
Session 4: Through the supply chain	
12:35pm	From paddock to processor – panel session Kenton Peart – Greenstead Grazing, Ethan Mooney – Teys
1:10pm	Meat Standards Australia road and rail trial results Lachlan Jeffers – Meat & Livestock Australia
1:40pm	Afternoon tea
Session 5: Genetics and agricultural technology in practice	
2:10pm	Genetics in a seedstock and commercial herd – panel session Rebecca Burnham – Frontier Genetics and Tim Emery – Queensland Department of Primary Industries
2:45pm	Ag-tech in action: The producer's experience John Frith – Glen Arden Cattle Co.
Session 6: Practical demonstration	
3:05pm	The value cut session: What really matters to butchers Rod Leaver – Butcher
Session 7: Event wrap-up	
4:20pm	Wrap-up Sarah Hassall – Meat & Livestock Australia
4:35pm	Networking, canapes and drinks (at The Saddleir's Waterhole)

Working group



Rebecca Burnham

Owner Operator

DBR & REB Grazing

About Rebecca

Bec, along with husband Dan Radel, operate DBR & REB Grazing, east of Augathella, in southwest QLD. They run a commercial background and fattening operation and two nucleus seedstock breeding herds, selling measured and paddock prepared Brahman and Brangus genetics. Currently their Brahman herd has sires in the [MLA Northern Repronomics](#) Project and sell bulls through the Frontier Genetics Online model.

In 2019, Bec conducted research under an International Nuffield Farming Scholarship examining how to further optimise genetic selection in northern Australia, with a particular focus on selecting for profit and addressing the emerging consumer and environmental expectations. Frontier Genetics was born soon after. Bec is Chair of Frontier Genetics Inc, which is a unique 5000 breeder, genetic producer collaboration.



Sue George

Owner Operator

Glen Valley Pastoral Company

About Sue

Sue and her husband, Herb, own Glen Valley Pastoral Company – an agricultural business operating on a 35,000 ha property southwest of Jundah in Queensland's Channel Country. The business runs an EU Santa Gertrudis herd to breed replacement females, weaner and trade steers.

Glen Valley Pastoral Company has been in business for more than 40 years and has used pain relief for five years.

Sue and Herb enjoy the challenge and continual learning curve of life on the land.



Patricia Nolan

QVA Teacher - On-demand Learning Materials Service

Queensland Virtual Academy

About Patricia

Patricia has called Charleville home for the past 24 years. She holds a Bachelor of Applied Science in Rural Technology (Animal Production) and a Bachelor of Education from the University of Queensland.

After nearly two decades of experience as an Agricultural Science, and Food and Fibre Production teacher (CSHS and CSDE), Patricia took a secondment with the Department of Primary Industries. During this 3.5 year secondment as a Senior Extension Officer, she also served as Secretary for the Western Queensland Regional Beef Research Committee.

In 2026, Patricia returned to the Department of Education and is currently seconded to the Queensland Virtual Academy. In this role, she is developing Design Technologies: Food and Fibre Production curriculum for Years 7–8 and 9–10 and supporting inexperienced and out-of-field teachers to deliver Food and Fibre Production with confidence to students, state-wide.



Rob Pearce

Owner Operator

Pearce Pastoral Company

About Rob

Rob and his wife, Liz, own and operate 'Mernoo' Station – a 60 000 acre property just south of Ilfracombe in the central west of Queensland.

Their business, Pearce Pastoral Company, is a breeding and backgrounding operation with a herd of predominately high-grade Brahman females, crossed with Angus, then Santa Gertrudis bulls, to optimise the growth potential of the progeny through the feedlot systems.

They also run a flock of Merino wethers, where they target a wool clip under 20 micron and are accredited with an Italian-based wool company who source ethically produced wool for the high-end Italian fashion industry.

Rob has been a member of the Western Queensland Regional Beef Research Committee since 2016 and has chaired this committee since 2023.



Nicole Sallur

Senior Principal Extension Officer

Department of Primary Industries

About Nicole

Nicole is a Senior Principal Extension Officer with the Queensland Department of Primary Industries (DPI).

Nicole has a Bachelor of Agricultural Science and a Post Graduate Diploma in Rural Systems Management from the University of Queensland. She is based in Charleville and has been working for DPI for 30 years.

Nicole started at DPI working on research projects looking at total grazing pressure and environmental management systems and then moved into sheep extension (managing [Leading Sheep](#)) and more recently beef extension.

Nicole currently manages the [FutureBeef](#) program across northern Australia (Queensland, Northern Territory and Western Australia) where they use online methods to share the latest advice and tools for the northern Australia Beef industry.



Kate Urquhart

Owner Operator

Adelong Station

About Kate

Kate and her husband, Geoffrey, run a commercial beef enterprise northeast of Aramac in the Desert Uplands. With a background in Natural Resource Management, Kate is passionate about practical, on-ground approaches that strengthen land condition, improve water efficiency and build long-term business resilience.

Through her involvement with the Western Queensland Regional Beef Research Committee, Kate works to ensure producer voices are heard and that innovation delivers real outcomes for grazing businesses. She is committed to running a profitable operation while managing natural resources responsibly and sustainably.



Louise Winten
Owner Operator
Angellala Downs

About Louise

The Winten family has run cattle and sheep on Angellala Downs, north of Morven, since 1906.

David, Louise and their son, Angus, run a breeder herd of predominately Angus-cross cows along with backgrounding steers and heifers, Dorpers and goats across several properties.

There is a mix of natural open downs, brigalow/belah, red country and mulga.

Louise is actively involved in the operations of the business along with community engagement, natural resource management and philanthropic organisations.

MLA representatives



Sarah Hassall

Project Manager – Northern Beef Adoption

About Sarah

Sarah joined MLA in August 2021 as the Genetics Project Officer, supporting the investment of research and development across the genetics portfolio.

In May 2024, she began in her role as the Project Manager for Northern Beef Adoption, which focuses on supporting on-farm adoption of new research, technologies and practices.

Sarah works closely with industry partners across WA, NT and Queensland to deliver programs including BeefUp forums, EDGENetwork workshops and FutureBeef.



Sabina Kindler

Market Development Manager

About Sabina

Sabina is passionate about sharing the story of Australian red meat from paddock to plate around the world.

Based in the USA for the past four years, Sabina travelled extensively across North America to grow demand for Aussie beef, lamb and goat in foodservice and retail.

Sabina has delivered over 100 Aussie Meat Academy events across the USA, Canada and Mexico, educating customers and consumers, supporting exporters and collaborating closely with customers, and has built a strong network of chef ambassadors championing Australia's world class red meat.



Lachlan Jeffers

Business Development Officer - MSA

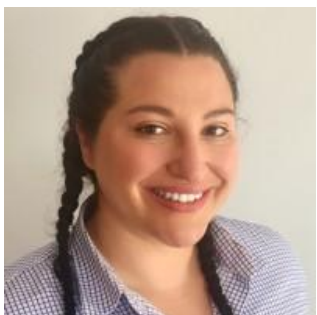
About Lachlan

Lachlan Jeffers is a Business Development Officer with the MSA team at Meat & Livestock Australia (MLA), based in Armidale, NSW.

In his role, Lachlan supports the adoption and growth of the Meat Standards Australia (MSA) program across the red meat supply chain, working closely with producers, processors, and industry partners to drive value, enhance eating quality outcomes and strengthen commercial opportunities.

With a strong commitment to producer engagement and data-driven decision-making, Lachlan helps stakeholders better understand how objective measurement, on-farm management, and MSA standards can improve profitability and consumer confidence. His work focuses on building relationships, identifying growth pathways and supporting businesses in leveraging MSA tools and insights to achieve their strategic goals.

Lachlan is passionate about regional development and the future of Australian agriculture. He brings a practical, solution-focused approach to supporting industry innovation and strengthening the resilience of the red meat sector.



Keely Kovacevic

Project Manager – Adoption Capability Building

About Keely

Keely Kovacevic has been with MLA for over seven years in roles across Research, Development and Adoption.

Prior to starting with MLA, Keely worked in the music industry as a journalist and digital producer for almost a decade before studying Animal Veterinary Bioscience at Sydney University and discovering her true passion.

She is currently the Project Manager – Adoption capability building. In her role, she oversees the Livestock Advisor capability building portfolio, which includes Livestock Advisor Updates, Livestock Advisor Essentials and Pasture Pathways.

Keely is looking forward to expanding the advisor portfolio over the next few years to continue to drive investment into this crucial sector.



Madeleine Donkin

Events Coordinator

About Madeleine

With more than two decades of experience across events, communications, and business development, Madeleine has built a career delivering impactful stakeholder engagement and strategic growth initiatives.

She currently works as Event Coordinator at Meat & Livestock Australia, following a maternity leave contract as Communications Manager.

Madeleine has held senior leadership roles at Northcott Innovation and Northcott, driving national business development, innovation projects, and communication strategies.

Her background also includes key management positions at UnitingCare NSW.ACT, where she led communication and relationship development portfolios, including strategic fundraising.

Event MCs



Eric Barker

Editor of *Carbon Central* and
co-host of *The Week in Beef* podcast

Beef Central

About Eric

Originally hailing from Charleville in western Queensland, Eric is a dedicated and accomplished rural journalist.

Eric's interest in agriculture was first nurtured on his grandparents' cattle property near Wyandra.

He studied journalism at Griffith University in Brisbane before earning editorial roles with Fairfax newspapers.

In 2016, he joined the ABC as a rural reporter based in Mount Isa and regularly filed for Landline and ABC TV.

In 2021, Eric joined the Beef Central team, bringing with him outstanding reporting skills, experience across a diverse range of agricultural industries and regions, and a deep affiliation with the rural sector.

He is now one of the hosts of Beef Central's award-winning podcast - *The Week in Beef*.

Event MC



Lydia Burton

Journalist

Beef Central

About Lydia

Lydia has a deep connection to rural Australia, having grown up on her family's beef cattle property on the Darling Downs and later in western Queensland.

In 2013, Lydia began her career as a Rural Reporter with the ABC in Longreach and later went on to become the Northern Territory Country Hour presenter and Executive Producer.

Lydia has reported across radio, television and online platforms, including the ABC's Landline program.

In 2025, Lydia joined the Beef Central team where she now co-hosts the award-winning podcast *The Week in Beef* with Eric Barker.

Relevant tools and resources

◆ **Join the MLA Livestock Advisor Network Facebook group**

Join an online community to share upcoming events, learnings and opportunities with other livestock advisors from across the country.



◆ **Sign up to quarterly newsletter 'The Advisor'**

Advice and important updates for red meat industry advisors and consultants, equipping our service providers with the latest research and development news.



◆ **Market update trends and analysis**

MLA's Market Information analysts examine and interpret developments in, and prospects for, the Australian domestic market, key export markets and major competitors, producing a wide range of publications.



◆ **MLA's 2024–25 Producer Adoption Outcomes Report**

The 2024–25 Producer Adoption Outcomes Report outlines the depth and breadth of adoption projects and programs that Meat & Livestock Australia (MLA) delivered for the 2024–25 financial year and how red meat producers benefited from their involvement in them.



◆ **MLA membership application**

MLA membership is free to levy-paying producers of grass or grain fed cattle, sheep, lambs and/or goats. Benefits of membership include:

- participation and voting rights at the MLA Annual General Meeting (AGM)
- discounts for a range of MLA products and services, ordered via the myMLA catalogue
- invitations to local MLA events
- free subscription to MLA's regular member magazine Feedback
- free subscriptions to MLA suite of e-newsletters
- free access to up-to-date publications and information tools.



◆ **MLA Producer Demonstration Sites**

Producer Demonstration Sites (PDS) are on-farm projects run by producer groups who want to validate the benefits of incorporating research findings into their businesses. MLA calls for preliminary applications for PDS projects that will help to improve the profitability, productivity and sustainability of beef and sheep meat enterprises on an annual basis.



◆ **MLA Profitable Grazing Systems program**

Profitable Grazing Systems is a group-based delivery program designed to deliver training and coaching over several months and up to a year to improve producer skills and knowledge. The aim is to achieve practice change on-farm in the areas of people, business, reproduction and genetics, value chain and feedbase.



◆ **MLA BredWell FedWell**

BredWell FedWell is a practical, one-day workshop highlighting the key production benefits of superior genetics, plus feed management for improved reproductive performance and livestock productivity. New workshops are coming soon, follow the QR code to express interest.



◆ **MLA EDGENetwork**

EDGENetwork workshops offer practical knowledge and skills on topics such as breeding and genetics, business management, nutrition, grazing and land management. Workshops range from one to three days.



◆ **FutureBeef**

FutureBeef is an ally for the northern Australian beef industry, sharing the latest practical tools, scientific insights, and relevant, timely advice. This helps producers, pastoralists, graziers, livestock owners and landholders to make the most of good and bad times.



Speakers and presentations

RBRC / working group welcome



Rob Pearce

Owner/Operator

Pearce Pastoral Company

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MLA welcome and update



Sabina Kindler

Market Development Manager

Session Rating		
Content:	/	10
Value:	/	10
Presenter:	/	10

Session abstract

Australian beef producers are operating in a period of significant global and domestic change. This session provides an overview of current red meat market conditions, emerging industry priorities, and what these trends mean for on-farm decision making.

Globally, trade policy uncertainty, shifting production cycles in the US, and ongoing safeguards in key markets such as China are redistributing protein flows. At the same time, demand from Southeast Asia – including for live cattle – remains strong and underpins price cycles in northern production systems.

Domestically, Australia is moving into a herd contraction phase following recent record production volumes. Declining herd size, expanding feedlot capacity and changing female slaughter rates are influencing cattle availability, carcase weights and price dynamics.

In response, MLA is advancing in a strategic shift towards value-based production. Increasingly, cattle will be assessed and rewarded on their genetic potential, carcase performance and verified credentials. Advances in multi-breed genetic evaluation, objective carcase measurement and improved data feedback are enabling livestock value to be better recognised throughout the supply chain.

Sustainability is also evolving from an expectation to a measurable market asset. Proven methane reductions, emerging innovations and improved tools to demonstrate environmental performance are helping producers maintain market access while improving productivity.

Consumer demand trends – led by health, wellness and premiumisation – reinforce the value of transparency, eating quality and trust. Australian beef is well-placed to meet these expectations where production systems align to clear market signals.

Key messages

- Global demand for Australian red meat continues to grow.
- Market conditions have enabled Australian beef export volumes to North America to triple over the last four years, to 450,000 tonnes in 2025, and there is further opportunity to grow in the market.
- MLA is investing in innovation to underpin productivity, profitability, sustainability and prosperity for the red meat industry into the future.

Supporting resources

Strategic Plan 2030 [mla-2030-strategic-plan-web.pdf](#)

International markets: [International markets | Meat & Livestock Australia](#)

North America Global Market Snapshot: [north-america 2025-mla-mi-market-snapshot 120226.pdf](#)

Responding to weather and climate variability: <https://www.mla.com.au/research-and-development/Environment-sustainability/climate-variability/climate/>

Beef Hub: <https://mbfp.mla.com.au/>

Phosphorus Hub: <https://www.mla.com.au/research-and-development/livestock-production/livestock->

nutrition/phosphorus-hub/

Grazing land management: <https://www.mla.com.au/extension-training-and-tools/grazing-land-management-hub/>

Weed control: <https://www.mla.com.au/extension-training-and-tools/feedbase-hub/weed-control/>

Leucaena: <https://www.mla.com.au/research-and-development/Grazing-pasture-management/leucaena-hub/>

Pasture dieback: <https://www.mla.com.au/research-and-development/Grazing-pasture-management/pasture-dieback/>

Sustainability: <https://www.mla.com.au/extension-training-and-tools/sustainability-page/>

Dung beetles: <https://www.mla.com.au/research-and-development/Environment-sustainability/dung-beetles/>

Legumes: <https://www.mla.com.au/extension-training-and-tools/feedbase-hub/legumes-hub/>

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Tackling Pasture Dieback



Ted Callanan
Queensland Department of
Primary Industries

Session Rating		
Content:	/	10
Value:	/	10
Presenter:	/	10

About Ted

Ted is a Pasture Agronomist working on sown pastures in the Queensland Department of Primary Industries (QDPI) based in Toowoomba. He has 30 years of industry experience in grazing, pastures, soils, land management and conservation.

Since pasture dieback began impacting major areas of southern Queensland, Ted and the QDPI team have delivered over 30 field days, presentations and webinars on pasture dieback to an audience approaching 1000 attendees.

Session abstract

Pasture dieback causes the premature death of productive sown grass pastures across areas of Queensland and NSW. The primary causal factor identified in current research is the pasture mealy bug *Heliococcus summervillei*. Dieback has been spreading to new areas in southern Queensland since 2018 and more notably since 2023. In western Queensland, dieback was confirmed in buffel grass around Charleville in 2024 with larger areas around Augathella and Tambo from 2025.

Dieback can greatly reduce pasture biomass production across large areas and result in complete death and collapse in severe cases. This loss in productive capacity has direct and lasting impact on grazing enterprises through reduced feed availability and quality. Whilst dieback affects all tropical and sub-tropical sown grasses, some of the most susceptible to dieback are the widely sown shorter growing buffel varieties of American and Gayndah. The taller variety of Biloela buffel is proving to be more tolerant and pasture legumes and broadleaved plants are unaffected by dieback.

Research conducted under the MLA supported Queensland Pasture Resilience Program and experience shared by producers that have been managing the effects of dieback for several years suggests the effects of dieback can be reduced by managing the key risk factors involved.

- Where dieback is present in a pasture, reducing excess biomass through well-managed grazing can make use of available feed before further damage can occur.
- Self-seeding grasses such as buffel, can re-establish from their own seed in good seasons and fully recover under the right conditions. There is, however, always the risk of ongoing reinfection in coming seasons.
- In situations where a susceptible grass is repeatedly or severely affected, the replacement of this grass variety can reduce the risk of reinfection and provide an opportunity to improve productivity. Unfortunately, in drier regions of Queensland (<650mm), the availability of adapted tolerant grass and legume varieties is limited.
- The early addition of tolerant grass varieties and legumes into a pasture reduces the risk of lost pasture production should dieback occur and can also lift pasture productivity in the long term.

Research into pasture dieback is continuing but there is no current effective control for the pasture mealy bug. Long-term management of the condition presents new challenges but also opportunities for improved productivity. Close monitoring of susceptible pastures for early symptoms is recommended. Should dieback infect a pasture, it is useful to

Comprehensive information on the identification and management of pasture dieback is available from the Future Beef <https://futurebeef.com.au/resources/pasture-dieback/> and MLA web sites <https://www.mla.com.au/research-and-development/Grazing-pasture-management/pasture-dieback/> or call your local DPI office on 13 25 23.

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MLA's EDGEnetwork® (EDGE) delivers northern research & development and helps red meat producers improve productivity and profitability. Face-to-face workshops allow producers to develop new skills, learn from others in the industry and access the latest research, leading to effective practice change in their businesses.

Grazing fundamentals EDGE

Foundations for grazing production

A one-day workshop to give you a broad understanding of grazing production system components and the core, scientifically-backed principles to optimise grazing land productivity.



Breeding EDGE

Build a more reproductive herd

A three-day workshop to evaluate the performance of your breeding program and identify strategies for higher productivity and reduced reproductive loss.



Nutrition EDGE

Nutrition fundamentals to hit production goals

A three-day workshop to understand optimal use of supplements and the nutrition required to reduce mortality, improve fertility and boost weight gains in your herd.



Business EDGE

Know your business, grow your business

A two-day workshop to enhance your financial management and improve business efficiency and profitability. You will also develop strategies to deal with financial risk and external market factors.



Grazing land management EDGE

Strategies for long-lasting grazing potential

A three-day workshop to thoroughly understand your grazing environment and strategically manage your grazing business to optimise land condition and productivity in the long-term.



Carbon EDGE

Taking carbon from a concept to an action plan

Carbon EDGE is a new two-day training program for the red meat industry, providing participants with an understanding of the opportunities for emissions reduction and carbon storage activities in a livestock grazing business.



Steak and wood project – the role of thinning



Bill Schulke
Private Forestry Service
Queensland

Session Rating		
Content:	/	10
Value:	/	10
Presenter:	/	10

About Bill

Bill Schulke worked as a beef industry Extension Officer with DPI from 1998 to 2013, primarily as a grazing lands Extension Officer.

His interest in multi-use land use (managing privately owned native forests on grazing properties) then lead to work with Private Forestry Service Queensland (PFSQ). PFSQ is a not-for-profit NGO whose primary role is to develop and manage privately owned forests.

Bill’s main roles within PFSQ include forest management, landowner engagement and capacity building and industry advocacy and development.

Session abstract

With over 60Mha of grazed woodland and forest in Queensland, many beef producers need to balance the impacts of increasing tree density on grazing returns. There are legislative restrictions on broadscale land clearing within Queensland and, more recently, federally with changes to the EPBC Act. Despite these legislative constraints, managing tree density for forestry is generally exempt for privately owned native forests (PNF).

The MLA funded ‘Steak and wood project’ has identified positive economic returns for beef producers in managing PNF in conjunction with their beef enterprises. By silviculturally thinning commercial stands, short to medium term grass production will double but returns from the commercial timber will increase 200% to 400%. Net Present Values for investment in sound silviculture will be between \$900 and \$1200 per hectare above the returns from an unmanaged stand. While some of the best returns are for investment in sound silvicultural practices in regulated vegetation, opportunities also exist for managed native forest regrowth and plantation establishment in higher rainfall areas.

This economic analysis is for hardwood PNF east of about Miles. Caution is required in extrapolating into the drier parts of the Maranoa and Western Downs. The commercial focus in these regions shifts to Cypress Pine, and most of that (80%) is sourced from state forests and leasehold land. Cypress silviculture is subtly different than for eucalypt stands and production rates are lower.

In these drier environments, the cost of silvicultural thinning and an available workforce to conduct treatment are impediments to landholder investment. The emergence of biofuel industries that can utilise harvest residues and silvicultural thinnings presents an opportunity for landholders.

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Reproductive diseases control and vaccines



Lee Taylor

Zoetis

Session Rating		
Content:	/	10
Value:	/	10
Presenter:	/	10

About Lee

Lee Taylor is a senior livestock veterinarian with Zoetis, having worked for Zoetis for 19 years providing technical support to the Zoetis livestock business.

In his 38-year career, Lee has previously worked in private veterinary practice, completed a Master’s degree in beef cattle herd health at the University of Saskatchewan in Canada and worked as a government veterinary officer based in Biloela in central Queensland.

Lee has a particular interest in pestivirus, which was the topic of his masters’ degree.

Session abstract

This presentation will focus on control of the key reproductive diseases affecting cattle herds in south-west Queensland – pestivirus, leptospirosis, vibriosis and trichomoniasis.

Pestivirus is a common disease of Australian cattle and causes a range of losses in cattle which are broadly associated with reproductive loss, immunosuppression and tissue damage. An MLA project currently underway in southern Queensland is working to control Pestivirus in a large seedstock operation and a story in the Summer 2024 MLA *Feedback* magazine outlines this project.¹ The project combines testing and culling of persistently infected calves with the use of the vaccine Pestigard® to protect pregnant females from the disease. The aim is to ensure that bulls being supplied into breeding herds are free of pestivirus as a first step in the broader control of pestivirus.

Leptospirosis remains a risk to both cattle and the people handling them.² Lepto hardjo and pomona can cause abortion and calf losses in cattle herds. They can also infect people handling infected cattle. A recent publication in the journal Communicable Disease Intelligence describes a series of 14 cases of leptospirosis in cattle station workers in the Northern Territory in 2021. Of these cases, 11 out of 12 cases that were typed were Leptospira hardjo indicating that cattle in northern Australia are infected with and shedding this organism. Vaccination of cattle from branding with Ultravac® 7in1 or Leptoshaield® vaccines have been shown to prevent the shedding of Leptospira hardjo and pomona and this is reflected in the label claim on these vaccines – ‘Prevents urinary shedding of the named leptospires when used prior to natural exposure and to prevent the risk of human leptospiral infection associated with the shedding of the named leptospires in the urine and from the reproductive tract of cattle.’ It is also important for staff working with cattle of unknown vaccination status to wear appropriate protective equipment and cover open wounds.

Venereal diseases have been identified as one of the factors limiting reproductive performance in northern beef herds. Testing as part of the same MLA research project outlined above supports the findings from previous studies conducted in the 1970’s,³ when the Vibrovax® vaccine was first registered, regarding the prevention of bovine venereal campylobacteriosis (Vibriosis) in bulls. Testing of large numbers of bulls that had been previously vaccinated with Vibrovax according to label direction failed to find evidence of Vibriosis in bulls with complete vaccination histories. Vaccination of bulls remains an important tool in the management of Vibriosis in beef herds. However, where bull control is problematic, vaccination of replacement heifers remains an important means of controlling the disease.

Recent improvements in testing for Trich have resulted in the disease being detected in many herds across northern Australia and has resulted in renewed interest in control of the disease. A 'test and cull' strategy can be successful for control of Trich in infected herds and there are many examples of this being successfully employed in Queensland and northern NSW. Bulls are tested for the disease prior to mating and positive bulls are culled. Cows are pregnancy tested and empty dry cows are culled. Clean, tested bulls are then mated with lactating cows. Research is underway at the University of Queensland to develop a vaccine for Trich with the aim of prevention of infection in bulls.

1. <https://www.mla.com.au/globalassets/mla-corporate/news-and-events/documents/publications/mla-feedback-summer-2024-web-a.pdf>
2. Brown DR, Peiris R, Waller C et al. An outbreak of leptospirosis associated with cattle workers during the wet season, in the Northern Territory of Australia, 2021. *Commun Dis Intell* (2018) 2022;46.
3. Clark BL, Dufty JH, Monsborough MJ, Parsonson IM. A dual vaccine for immunisation of bulls against vibriosis. *Aust Vet J* 1979;55:43.

or speak to your local Zoetis area manager or phone 1800 814 883.

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Advertisement

Queensland Rural and Industry Development Authority



Build your beef business with QRIDA



Buy your first farm, including from family members



Establish your new farm enterprise in stages to achieve viability



Put succession plans in place



Invest in infrastructure and equipment such as renewable energy measures and predator fencing



Add water points and water infrastructure



Implement value adding or supply chain initiatives

- ✓ Flexible repayment terms
- ✓ No set up or exit fees
- ✓ Up \$2 million for First Start Loans and \$1.3 million for Sustainability Loans

Talk to your local Regional Area Manager on 1800 623 946 or scan to find out how QRIDA could help build your beef business*.



*Eligibility criteria applies. The information contained herein is for general information purposes only. You should not rely upon this information as a basis for making any business, legal or any other decisions.

qrda.qld.gov.au 1800 623 946 contact_us@qrda.qld.gov.au

DELIVERING
FOR QUEENSLAND



Authorised by the Queensland Government, Turbot St, Brisbane

Pain relief into practice – Panel session



Adrianna Pott

Zoetis

Session Rating		
Content:	/	10
Value:	/	10
Presenter:	/	10

About Adrianna

Adrianna Pott is the South West QLD Area Manager for Zoetis, specialising in animal production with a focus on sheep and cattle drenches and vaccines.

She studied a Bachelor of Applied Science (Biotechnology) at QUT before moving to Tasmania, where she worked for an artificial insemination company and as a livestock production advisor.

Adrianna is also actively involved in her family property at Mundubbera – a breeding operation selling progeny as heavy feeders. She brings practical, paddock-tested insights to herd health, productivity, and sustainable growth across northern livestock systems.



Sue George

Glen Valley Pastoral Company



Tim McClymont

Roma Veterinary Clinic

About Tim

Tim was raised approximately 200km south of Morven on a sheep and cattle property. He graduated as a veterinarian in 2011 and has been working at the Roma Veterinary Clinic since.

He is now a co-owner of the clinic and is passionate about the beef industry.

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From paddock to processor – Panel session



Kenton Peart
Greenstead Grazing

Session Rating		
Content:	/	10
Value:	/	10
Presenter:	/	10

About Kenton

Kenton Peart, together with his family, operates Greenstead Grazing, an organic beef breeding, finishing and commercial seedstock operation in the Augathella district.

Their operation focuses on practical, low-cost, extensive production systems, while targeting premium organic beef markets. Alongside the commercial herd, the Greenstead Genetics seedstock program breeds and supplies grassfed Angus composite bulls for commercial beef producers.

Kenton operates with the view that profitable cattle production comes from aligning genetics with the environment, supported by sustainable management. Through disciplined genetic selection and a focus on measurable outcomes, the business aims to deliver cattle and bulls that perform in the paddock and add value across the supply chain.



Ethan Mooney
Teys

About Ethan

Ethan Mooney is from Teys Australia. He has strong credentials in the cattle industry having worked for 12 years across livestock, processing, and operations aspects of the red meat industry in Australia.

Starting his working life as a trainee cattle buyer based in Brisbane, in his career to date with Teys, Ethan has gained experience across the supply chain as the General Manager of Operations at Biloela, Livestock Manager in Lakes Creek and Export Beef Sales, before his current role as Livestock Project Manager based in Brisbane.

With a degree in Animal & Veterinary Bioscience from The University of Sydney and a MBA from ECU, Ethan has a passion for animal welfare and is focused on championing the quality Aussie beef here and around the world.

He is also active in promoting careers in agriculture and the red meat industry.

Session abstract

This panel brings together producers, feedlotters, and processors to explore how decisions made at each stage of the beef supply chain influence performance, efficiency, sustainability, and overall value.

Panelists will discuss how branding, market requirements and business strategy shape decision making both on-farm and off-farm and how alignment across the supply chain helps deliver consistency, quality, and sustainable outcomes.

Notes

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Meat Standards Australia road and rail trial results



Lachlan Jeffers
Meat & Livestock Australia

Session Rating		
Content:	/	10
Value:	/	10
Presenter:	/	10

Session abstract

MLA conducted a research trial on the use of rail transport for MSA cattle.

The trial involved processing 600 cattle, with cuts collected and processed into sensory samples.

The final trial groups of cattle provided a direct comparison between the longest (Winton) and shortest (Morven) rail journeys in conjunction with road transport.

Sensory testing of meat samples from the 40 properties that supplied cattle to this trial was completed in FY25. The results are not published yet, however an overview of the research will be provided including insights into the outcomes and the importance of preparation of cattle prior to slaughter.

Key points Lachlan will cover:

- In FY25, MLA completed the research trial on the use of rail consignment for MSA cattle which involved processing 600 cattle from 40 properties.
- The results haven't published yet, however insights will be provided regarding the research outcomes and the importance of preparing cattle for slaughter in these scenarios.
- Insights into how to use the feedback platforms for identifying compliance and seasonal trends will also be provided as well as how to utilise the data for long-term practice change.

Notes

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Genetics in a seedstock and commercial herd – Panel session



Rebecca Burnham
Frontier Genetics

Session Rating		
Content:	/	10
Value:	/	10
Presenter:	/	10



Tim Emery
Queensland Department of Primary Industries

About Tim

Tim was appointed as a Beef Extension Officer with the Department of Primary Industries based at Roma in early 2009.

In 2017 he joined the Tropical Beef Technology Services team on a 4.5-year secondment from DPI. With TBTS he worked closely with both seedstock and commercial producers across northern Australia, with the goal of increasing the adoption of BREEDPLAN and associated genetic technologies.

Since returning to extension in July 2021, he has heavily supported producers with Farm Business Resilience Plans (>100 to date). He regularly gets asked to deliver breeding and genetics focused presentations across the state (ad hoc/Breeding EDGE/BredWell FedWell) and fields countless enquiries on the topic.

Tim is involved in his parents’ nearby beef business and owns a small breeding herd (40 females). He was a long-standing (13 years) organising committee member of YBPF. Tim was named a Zanda McDonald Award Finalist in 2021.

Session abstract

This session will explore the northern beef landscape, from industry developments through to the practical, on-farm application of Estimated Breeding Values (EBVs) that drive production and breeding outcomes, as well as the educational opportunities available for producers to get involved, including insights from a producer-led project.

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Ag-tech in action: the producer’s experience



John Frith
Glen Arden Cattle Co.

Session Rating		
Content:	/	10
Value:	/	10
Presenter:	/	10

About John

John Frith is a Queensland-based agricultural business leader specialising in livestock backgrounding and breeding programs. Known for a disciplined, data-driven approach to benchmarking and development, he focuses on building high-performing teams and resilient agricultural enterprises. Together with his wife Angela, he is committed to improving land productivity, building profitable businesses, and creating generational growth in agriculture.

Session abstract

John will talk about the key agricultural technologies he’s adopted on his property and how they’ve impacted productivity, decision-making and the day-to-day work of people in his business. He will outline what motivated him to adopt these technologies and will give an honest reflection on his experience so far, including benefits and challenges. He’ll also share why he believes other producers should consider ag-tech and how it can create value within a northern beef operation. John hopes his session will give producers a relatable, practical example of ag-tech adoption and highlight what technologies could support their own businesses.

Notes

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The value cut: What really matters to butchers



Rod Leaver
Butcher

Session Rating		
Content:	/	10
Value:	/	10
Presenter:	/	10

About Rod

Rod Leaver is an accomplished butcher with a successful career spanning over 42 years. During this time, he has seen the meat industry evolve and he had to change with it, embracing the trends and economic challenges.

He has owned three very successful butcher shops and won many awards including Regional, State and National Sausage King Awards.

The pinnacle of his career was winning the *A.M.I.C Retailer of the Year* award four times.

Rod is also a Red Meat Ambassador and since his retirement at the end of 2025, he continues to mentor young butchers and business owners – passing on years of knowledge and life experiences.

Session abstract

Today’s demonstration is all about showing you what quality-focused butchers look for when purchasing beef to sell to their customers – not just in the premium primals, but across the whole animal.

Butchers are looking for consistency: even fat coverage, good muscling, appropriate maturity, and consistent supply. These fundamentals set the platform for everything that follows. High-quality carcasses aren’t just about producing standout tenderloins, rib eyes, and sirloins – they allow us to create value across every cut.

One of the biggest shifts in modern butchery is the move away from relying solely on the three ‘hero’ primals. Tenderloins, sirloin and rib eyes are popular, but they’re limited in volume – only 9% of the whole carcass but often carry the highest cost per kilo.

Secondary cuts, on the other hand, make up approximately 41% of the carcass and offer massive, untapped value when they’re well-presented, portioned correctly, and matched to the right cooking method.

In today’s market, customers want flavour, versatility, and convenience. Cuts like chuck, bolar, tri-tip, point end brisket, oyster blade, and flank steak are outperforming many prime cuts when you compare value, plate cost, and overall eating experience.

The oyster blade is a highly undervalued piece of beef. In Rod’s eyes, it is the second most tender muscle on the beef carcass to the tenderloin. It has a strong beefy flavour and is a very forgiving steak if overcooked – maintaining its tenderness as a well-done steak.

Notes

[illegible]

[illegible]

Northern Breeding Business (NB2)

NB2 supports northern breeding businesses by:

- ✓ **Increasing productivity** through reproductive efficiency, reducing mortality, and increasing herd production
- ✓ Improving the **financial viability** of northern beef enterprises
- ✓ **Increasing adoption** of proven management practices and technologies to foster a **long-term, sustainable future** for the northern beef industry



NB2 focuses on improving performance in:



Herd management

Enhance productivity and efficiency by understanding the key drivers of performance



Feedbase

Optimise feed supply and demand for a resilient, sustainable, and productive feedbase



Business

Improve the long-term sustainability and viability of beef breeding enterprises in northern Australia



Practice change

Share ideas and experiences with peers to make changes for measurable improvements to productivity and profitability

Benefits to producers

All producers involved in NB2 will get:

- An **analysis of your business performance** against similar enterprises to identify opportunities and make more informed management decisions.
- **Access to a network** of like-minded producers, industry professionals and the latest research to identify potential interventions that address areas for improvement.
- Funding support to undertake **professional development and training** activities with the group, including presentations from experts, EDGE training courses, conference attendance, or other opportunities.

What's involved?

Working with a group of like minded producers, and the support of a trained facilitator, NB2 will support northern beef businesses over a 2 year period to:

- Collect standardised beef business records which will be analysed to establish baselines for herd productivity, feedbase resilience and business profitability.
- Within a peer group discuss areas for improvement, learn from what others are doing, and identify learning and development opportunities to focus on together.
- Identify potential interventions and repeat annual data collection for measurable improvements to business performance.

FAQs

1. What can we do with the matched funds?

Each business's contribution and matched funds will be pooled to create a group account. How the group's funds are spent will be decided on by the group, based on facilitated discussions and consensus on what activities will provide the greatest impact. Examples might include:

- Skill development or training courses, such as EDGE training packages or other workshops
- Registration for relevant conferences
- Bringing in expert speakers to present to the group on topics of interest
- Study tours to see what other top producers are doing and to understand other parts of the supply chain

2. What data will I need to collect?

Using standardised templates, each business will collect metrics that inform key performance indicators for herd, feedbase and business performance. Training will be provided to use these templates. Data that will need to be collected annually includes:

- Opening and closing herd numbers by class
- Sales, purchases, brandings and transfers during the year
- Basic paddock data including average ground cover, watered area, land condition, feed supply and feed consumed

These measures will provide the key performance indicators:

- Kg beef produced/adult equivalent
- Mortality and weaning rates
- Gross profit/kg beef produced
- Productivity and stocking rate compared to carrying capacity
- Kg of grass produced and consumed
- Trends in ground cover and land condition

3. What will happen to my data?

Data collection templates will be submitted to a third party for analysis, and data integrity, security and confidentiality to be maintained in accordance with the NFF Australian Farm Data Code for individuals and businesses in the group. Only de-identified and aggregated results for the group will be reported.

4. How much of my time will be involved?

Time required will be different for each individual producer, their current practices and set up, and how much they want to get out of the program.

Minimum expectations include completing data collection templates for herd inventory, feed budgeting and cashflow, participating in training workshops and engaging in group meetings, which typically occur up to four times a year on a member's property.

5. How much will it cost?

Each business contributes \$2,000 per business per year (plus GST). MLA Donor Company will also contribute to make a fund for the group to use on identified opportunities.

There may also be other costs to gathering the required data, depending on the individual's situation. Some of the recommended changes could involve capital costs.

Interested?

For more information on how to apply, contact:

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Or visit mla.com.au/nb2



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