

Profitable Grazing Systems

The potential to solve
regionally specific soil
problems with PGS

Angela Hammond
Meat & Livestock Australia



Better your business



MLA offers red meat producers a range of training opportunities, resources and publications.



TRAINING OPPORTUNITIES

Profitable Grazing Systems takes groups of like-minded producers and matches them with coaches who share their knowledge, skills and experience.



Producer Demonstration Sites are run by local producer groups who want to demonstrate findings from known research into their local farming system.

mla.com.au/pds

EDGEnetwork® workshops offer practical knowledge and skills on topics such as breeding and genetics, business management, nutrition, grazing and land management.



Bred Well Fed Well workshops highlight the key benefits of superior genetics and feed management for improved flock and herd performance.



RESOURCES

myMLA is a customised online dashboard that provides news, weather, events and R&D tools relevant to you, as well as a single sign-on feature for integrity systems.



PUBLICATIONS

MLA's Feedback magazine signposts producers to practical on-farm information and showcases how MLA is investing levies in research, development and marketing activities.

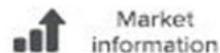
mla.com.au/feedback

Keep informed about the latest red meat and livestock industry news, market information, events, research and marketing with MLA's suite of e-newsletters. Mastheads include:
Friday Feedback • Prices & Markets • Integrity Matters • Goats on the Move • The Quarterly Feed • Global Markets Update.



ARE YOU A MEMBER?

MLA membership is free to levy-paying producers of grass or grainfed cattle, sheep, lambs or goats. MLA members receive the following free or discounted products:



Market information



Discounted entry to MLA events



Publications and information tools



Subscription to MLA's Feedback magazine

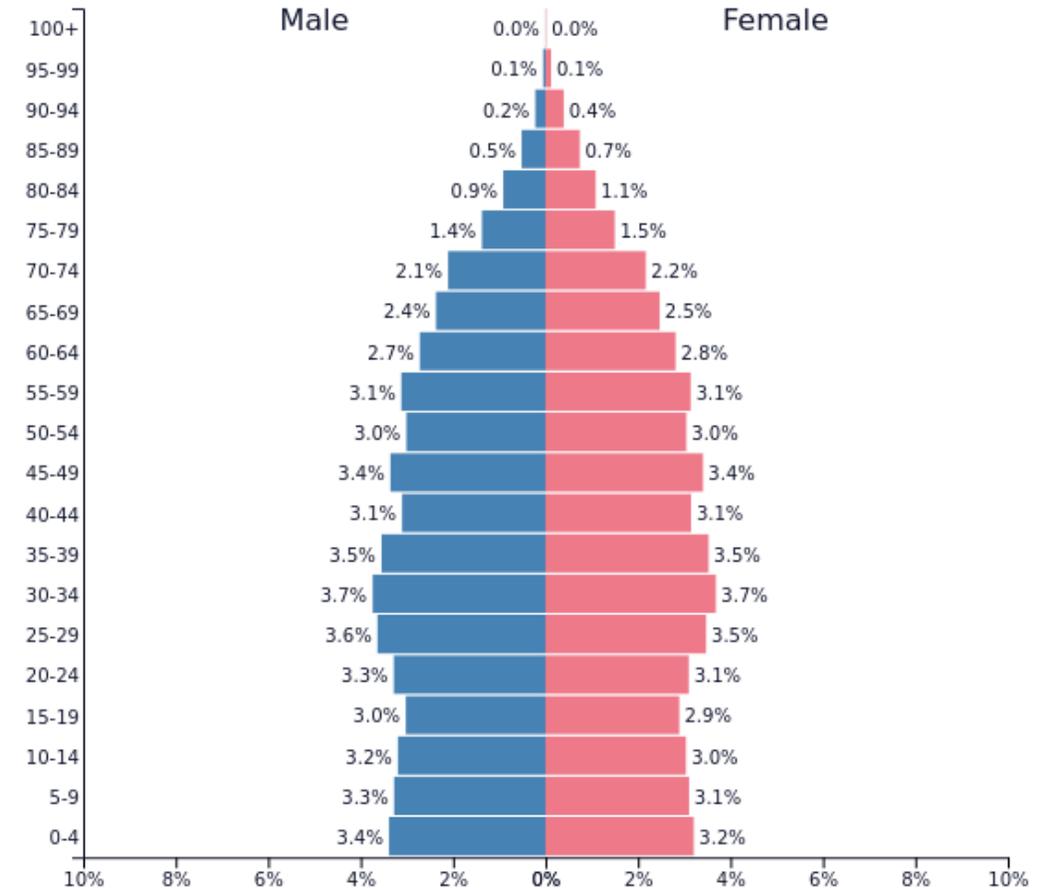


To become an MLA member call **1800 023 100** or visit mla.com.au/membership

Australian red meat market research

Changes in our market and why we need to evolve:

- 7% of Australians are vegan or vegetarian.
- 78% of these identify as flexitarian.
- 68% Australians say a healthy environment and prosperous economy are linked.
- 63% Australians agree they are an environmentalist at heart
- PDS & PGS can assist in upskilling our livestock producers to understand and meet these new expectations.



PopulationPyramid.net

Australia - 2019
Population: 25,284,902

PDS - Producer Demonstration Sites

- aims to increase the rate of adoption of key management practices and technologies that improve business profitability, productivity and sustainability through livestock producers implementing new skills & management practices that are relevant locally.
- opportunity for deliverers to engage with groups and assist with project development and coordination.

The PDS program

1. Levy PDS Projects

Up to \$25,000/year

2. Co-Contributor PDS Projects

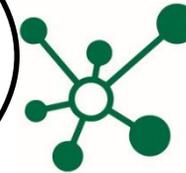
Up to \$50,000/year

- 25% Producer \$ + 25% MDC + 50% Levy (matched)
- 8% access fee calculated on total project value

3. Integrated R&D PDS Projects

e.g. Northern Beef Pain Relief Project (DPIR) 2019-2022

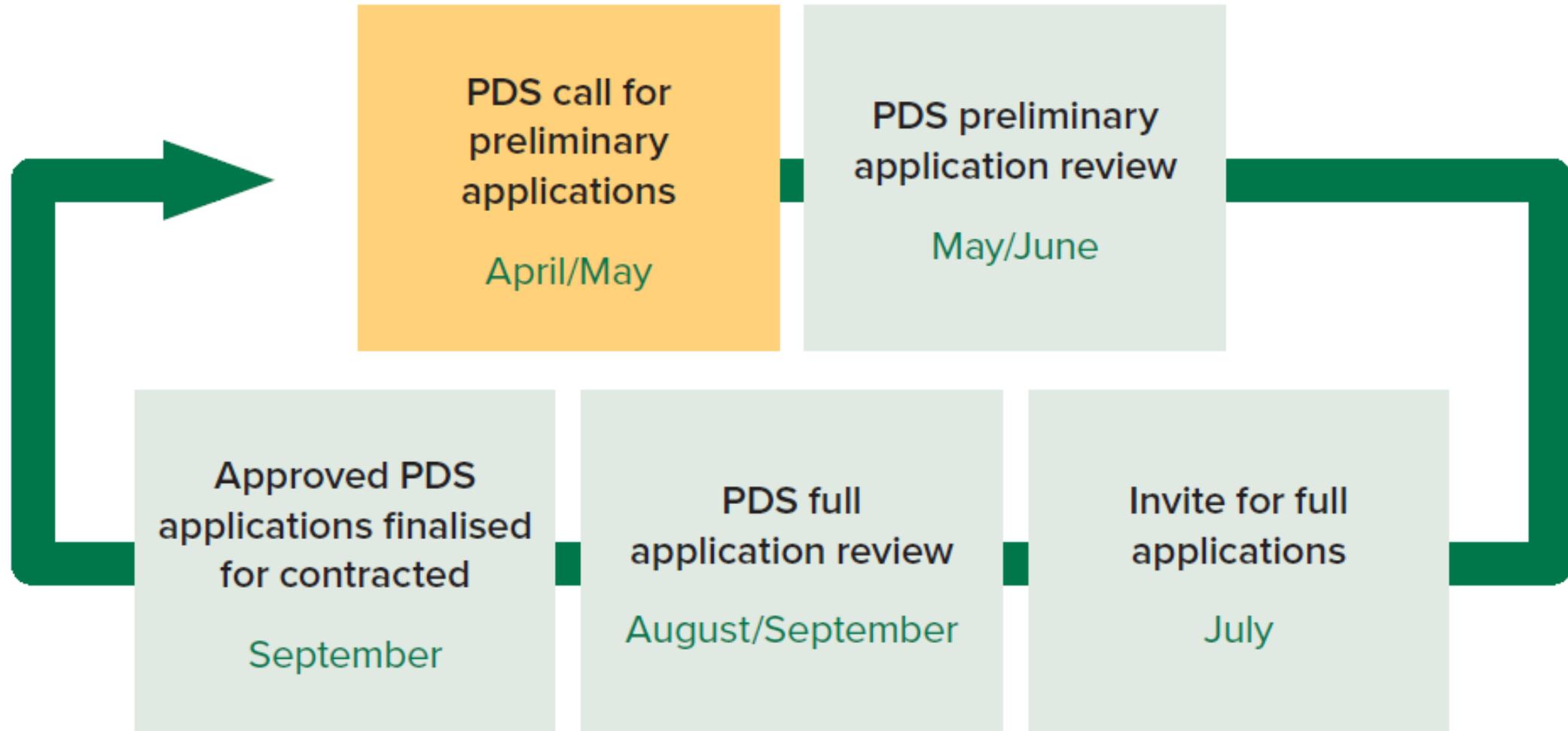
Producer
Led projects



General PDS Requirements:

- Three sites, ten core producers (preferred)
- Flexibility to suit regions and/or project design
- At least two years, up to a maximum of six years
- Must address a Regional PDS Priority

Open Call Time Frame



How do groups get involved

- Open call for Levy and Co-contributor PDS projects **annually**, commences in **April**
- Terms of Reference available at www.mla.com.au/PDS

Questions?

Russell Pattinson - National PDS Coordinator

Phone: 0419 872 684

Email: miracledog@bigpond.com

Alana McEwan - MLA Project Manger

Phone: 0417 541 000

Email: amcewan@mla.com.au

PGS - Profitable Grazing Systems supports practice change by matching:

Small groups of producers who want to improve their whole-farm performance



+

Coaches who share their knowledge, skills and experience



+

Practical and relevant training packages

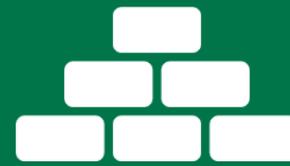


PGS: key focus areas



Supporting processes

- Monitoring and evaluation
 - Funding agreements
 - Feeder activities
 - EDGE/PGS



Building skills

- Professional development
 - Mentoring
 - Off-the-shelf training packages



Promoting the value

- Value proposition
 - Case studies
 - Integrated communications

MLA supports deliverers with all three

Livestock Advisor Professional Development

When: Monday 16 March and Tuesday 17 March 2020.

Where: Vibe Waterfront, Darwin, Northern Territory.

Investment: \$255 per participant

- Are you a red meat industry advisor wanting to improve the quality and impact of your service delivery to your clients?
- Do you want hands-on training like you've never experienced before?

What does it involve?

After two days of intensive training you WILL walk away with knowledge and skills to:

- deliver high impact training and support to your clients
- make your training rich, inclusive, multi-sensory and invigorating
- effectively engage and inspire your clients
- get clients 'curious' in training and advisory services
- grow your business
- explore business models that work for you and your client base.

What's on the program?

DAY ONE - 8.30am-5pm

- a full day hands on session with Laurie Kelly, a highly regarded extension and delivery trainer (check him out at <http://www.lauriekelly.net>), who will show you brain-friendly delivery skills to engage learners, accelerate learning and make learning stick.
- Finish the day with a social event networking with fellow industry professionals.

DAY TWO - 8.30am-3pm

- the focus will be on exploring further engagement techniques and you will hear how successful advisors have developed and grown their business. This is also an opportunity to work with Laurie and other consultants to investigate how new business skills and ideas can work for you, to delve into business advisory businesses and ask the hard questions during a panel discussion about different consultancy models.

Registration link: [Livestock Advisor Professional Development Darwin](#)

Note places in this event are limited, please register early to avoid missing out.

PGS Packages (currently)

Non-MLA owned packages (IP held by developer)	MLA owned Off-The-Shelf Packages
Lifting Lamb Survival	Optimising beef herd fertility
Pasture principles	Drought feeding economically
Benchmarking for profit & production Farming Smarter	Lean lean-meat yield & eating quality
Grazing matcher	Soils – decisions to optimize investment.
Making the most of on-farm data for improved production decisions	Business skills development
Using the diverse feedbase in a mixed farming system	Making better on-farm investments
Heifers for profit	Gra\$\$ to profit
The Right Mind	
The Practical Leader	
Satellite Assisted Remote Forage Budgeting	

Decisions to optimise investment in fertilisers



What does the producer want from the training?

To have the skills and the confidence to determine where to invest their \$\$\$

Key Learning Outcomes:

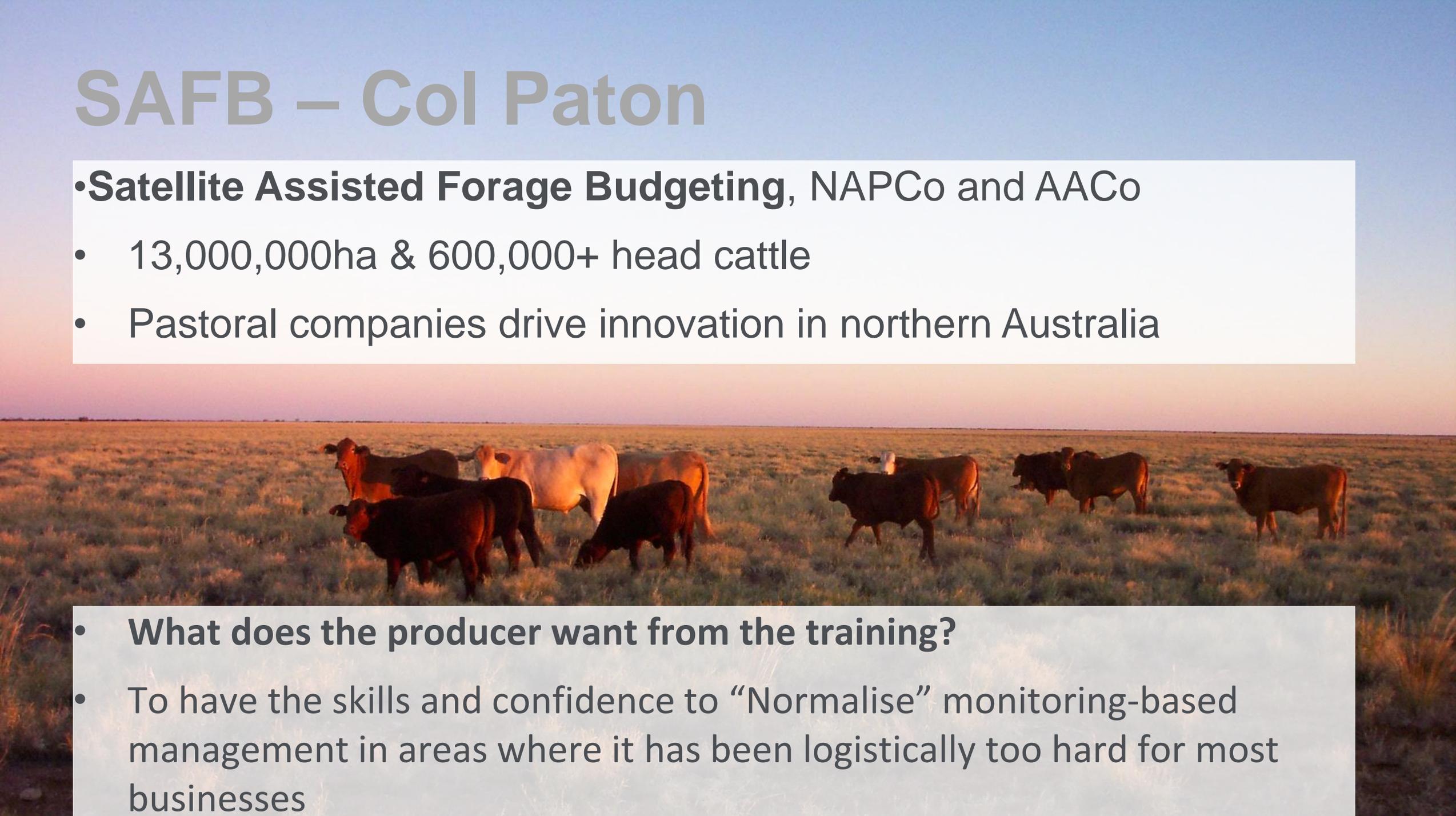
1. Ability to determine response to fertiliser for individual paddocks, by taking into account species, current utilisation and grazing method as well as soil test results
2. Ability to prioritise fertiliser investment

Structure: Two practical workshop sessions plus 3 hrs individual coaching

Developer: Cam Nicholson

SAFB – Col Paton

- **Satellite Assisted Forage Budgeting, NAPCo and AACo**
- 13,000,000ha & 600,000+ head cattle
- Pastoral companies drive innovation in northern Australia

- 
- **What does the producer want from the training?**
 - To have the skills and confidence to “Normalise” monitoring-based management in areas where it has been logistically too hard for most businesses

SAFB Program overview

Duration 12 months.

1. Group workshop (knowledge)
2. Individual property visit (field skills)
3. Individual remote support using interactive software (skills focusing on application of sat imagery)
4. Group webinar using interactive software (review application of skills, group discussion using property photos & videos)
5. Group session at manager's meeting OR individual phone follow-up (review skills, discuss any issues)

Runs on the board - deliverer



“Being able to support producers through the process of applying and adapting best practice management on-property is a very satisfying and rewarding process.

Seeing producers make positive changes in their business is as much a reward for you as it is for them.”

Jill Alexander, Qld

ahammond@mla.com.au



Runs on the board - producer



“Having access to a coach made me feel more confident about implementing the practices.

I could ring the coach with any questions or run my ideas of how I intended to implement changes in my own situation and business, and had access their knowledge, experience and support”.

Laura Hoare, NT



How to get involved in PGS? Questions? Suggestions to collaborate?

Angela Hammond
ahammond@mla.com.au
Phone: 0402 921 929

