

# BEEF PRODUCER FORUM UPDATE & MSA PERFORMANCE FEEDBACK TRIALS VIEWING DAY

**WEDNESDAY 27TH MARCH, 2019**

8.00AM - 10.00AM COMPETITOR (ONLY) VIEWING - RODGERS CREEK  
10.00AM FOR 10.30AM BEEF PRODUCERS FORUM UPDATE - WARWICK RSL



## BEEF PRODUCERS FORUM UPDATE:

The Beef Producers Forum is open to all beef producers and entrants currently competing in the MSA Performance Feedback Trials at BFeeders Rodgers Creek.

The Producers Forum will be held 10.00am-10.30am start at the Warwick RSL.

In association with Meat & Livestock Australia presenting the latest information available on the Australian Beef Industry Market and related updates from MLA including MSA and Eating Quality.

Teys Australia will present an informative "How to sell meat in the 21st Century" covering the critical areas of supply chain.

While Allflex Australia will outline details on the new "Fit Bits for Cows" measuring productivity, critical data generation for producers for data driven decisions on the health and wellbeing of their herd.

The presentations are focused on providing producers the solutions based "how to" improve carcase value through the supply chain and to the consumer.

**Guest Speaker Sharon Purcell**, is the Southern Inland Queensland Regional Manager for AgForce Queensland Farmers Ltd, based in Roma. Having spent her life on cattle properties across Queensland around Rockhampton, Clermont, Chinchilla and Longreach, and as a former Queensland Country Life Livestock writer and advertising representative, Sharon has strong links across Queensland to grassroots beef, sheep and grain producers.



This Warwick based producer event offers insight for beef and dairy producers from throughout Queensland and New South Wales.

**Morning Tea and a Light Lunch** are provided to all ticketed guests free of charge.

The Producer Forum is made possible by Primex Field Days - Livestock Essentials Congress scheduled May 16-18 with details and programming available at [www.primex.net.au](http://www.primex.net.au)

**Secure your free tickets to attend at Eventbrite**  
[eventbrite.com.au/e/beef-industry-producer-forum-update-tickets-58075456253](http://eventbrite.com.au/e/beef-industry-producer-forum-update-tickets-58075456253)

For assistance and further details please contact Sarah Humpreys, Primex Field Days on 0499 888 905 or [sales@primexfielddays.com](mailto:sales@primexfielddays.com)



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## COMPETITION SUMMARY

Primex Field Days present the Beef Producers Forum Update in conjunction with the MSA Performance Feedback Trials currently be held at BFeeders Feed Lot Rodgers Creek. The competition - compliant with Woolworths MSA grain-fed program, provides producers the unique opportunity to benchmark the performance of their animals.

The competition reflects commercial conditions for cattle (steers & heifers) entering the grain fed, MSA graded domestic chain. Awarded on carcase performance including ability to meet market specifications, eating quality and lean meat yield, as well as feedlot performance and profitability.

TIME	SESSION	SPEAKER
8:00am	Competition Visit to BFeeders, Warwick	
10:00am	Registration and Morning Tea on Arrival	
10:30am	Welcome	Bruce Wright
10:45am	MLA Market Update (15-20mins)	Meat & Livestock Australia
11:05am	Allflex SenseHub information for Beef & Dairy Cattle Systems (30mins)	Ryan Scetrine Allflex Australia Northern Animal Monitoring Sales Manager
11.35am	MSA and Beef Eating Quality (40mins)	Laura Garland Meat & Livestock Australia
12:15pm	Lunch (45mins)	
1:00pm	How to sell meat in the 21st Century (30mins)	Laura Grubb Teys Australia
1:30pm	Keynote/Guest Speaker (30mins) Queensland floods - the flow on! What are the predicted impacts on rural Queensland agricultural business models as a direct impact of the North Queensland flooding disaster and how will we manage them?	Sharon Purcell AgForce Southern Inland Regional Manager
2:00pm	Q&A Panel Session (20mins)	All
2:20pm	Closing Remarks (10mins)	Bruce Wright
2:30pm	Finish and Optional Afternoon Tea	



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