

The Feedbase Adoption Plan

Adding usability to MLA feedbase R&D

- The Feedbase Adoption Strategy
- Align producers needs with MLA R&D and our products/programs
- Improved uptake of MLA pasture of R&D



Over 70% of our managed pasture is underperforming.

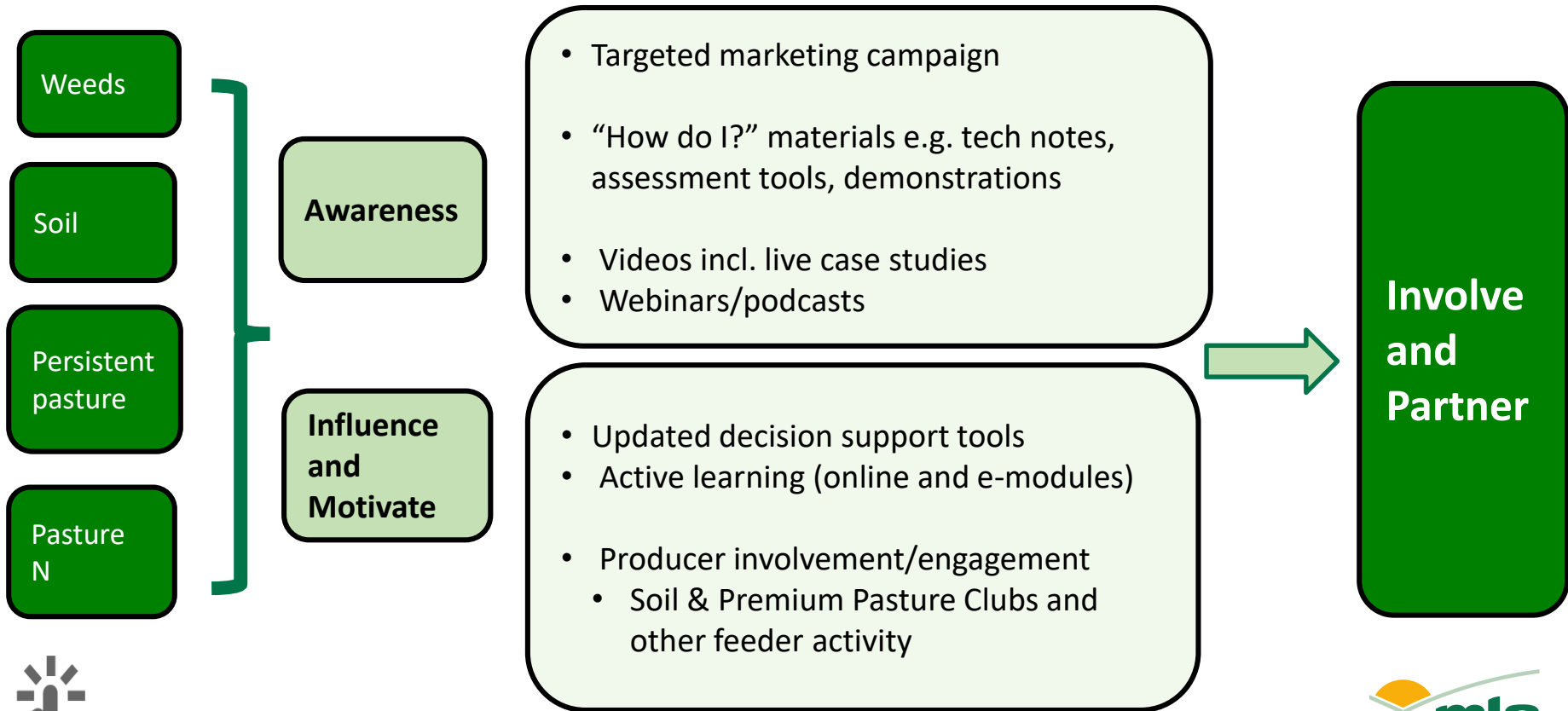
A potential fivefold increase in pasture production is possible - if:

- Pasture management and grazing practices improve.
- Pasture disease is controlled.
- Nitrogen fixation limitations are addressed.
- Soil pH issues are addressed.



Key point: MLA has a significant portfolio of feedbase R&D – but producer uptake is limited.

The Feedbase Adoption Plan – producer focus



Key point: MLA’s significant feedbase RDE&A portfolio will be more user friendly and readily available

The Feedbase Adoption Plan - industry advisor focus

MLA Livestock Updates

Better access to MLA R&D.
Targeted events and training.
Provide business skill PD for providers.
Develop a point source for R&D diffusion

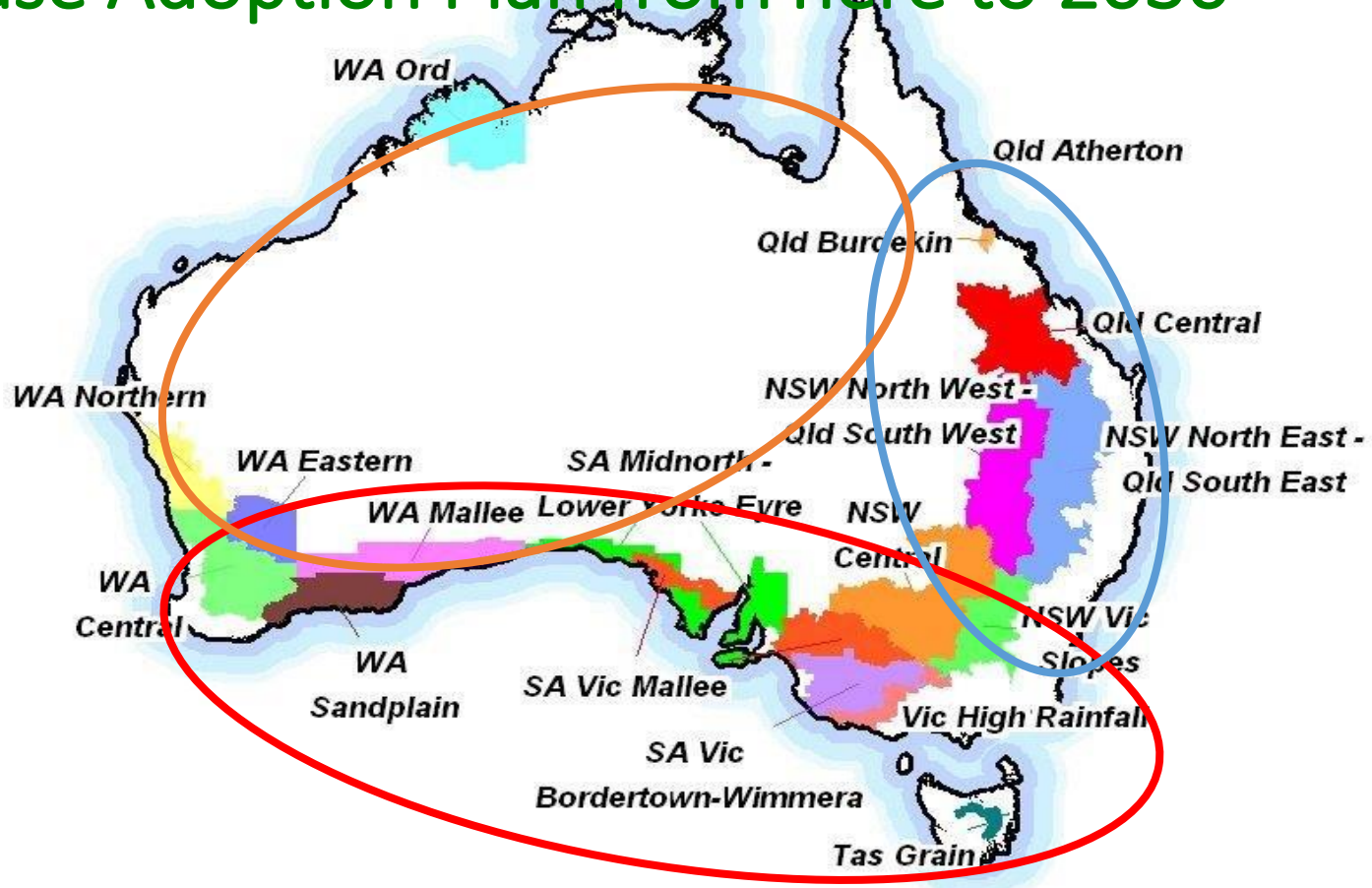
MLA Rural Industry Professionals

Training on MLA products and programs
Training to use MLA tools
Provide MLA research translation
Feedback on MLA project and extension

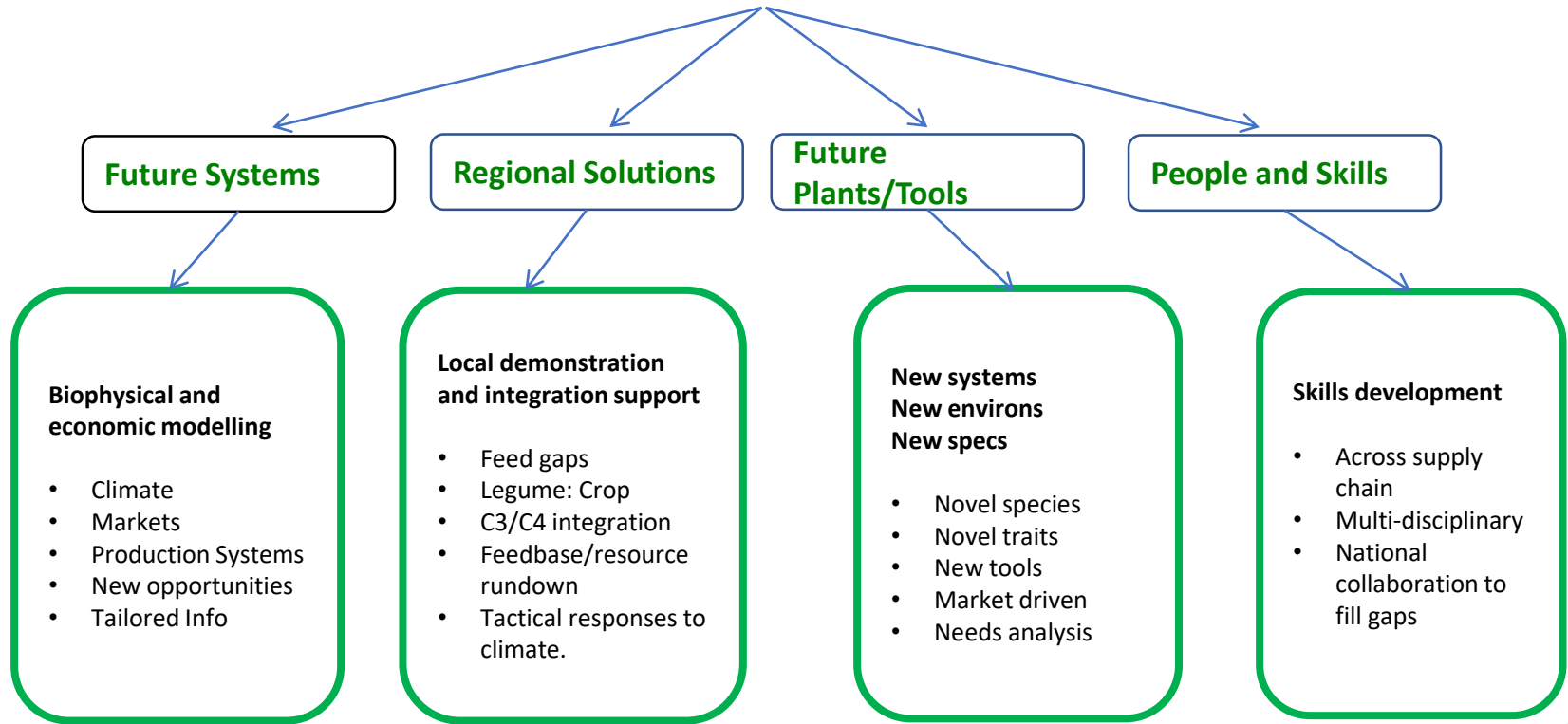


Key point: MLA's feedbase R&D will underpin a training program for advisors, resellers and professional extension and consultancy providers to help amplify producer awareness.

Feedbase Adoption Plan from here to 2030



Feedbase Adoption Plan from here to 2030



Key point: MLA is developing a national feedbase strategy to maximise the impact of our research.

Real time industry updates tailored to your business.

Welcome, Mick
33.2° Kin Kin, QLD

Change Layout
Add Indicator

Cattle Over the Hoods QLD
Trading News 1, 2017-08-09
461 Up 2
Last reported 26 February, 2018

Weekly Cattle Slaughter
QLD
56,657 Up 4,928
Last reported 26 February, 2018

EYO National
525.75 Up 4.5
Last reported 26 February, 2018

Kin Kin, QLD
28.3°
Clearing shower 1 Feels like 33.2°

QLX Grasscare Saverlog Report
Trading News 1 (Loading)

Market News
Sunbelt for US imported beef market

MLA e-newsletters
Red meat news, views and advice delivered to your inbox each week.

Industry Systems
Integrated & Information Systems
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Order MLG Vets
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Access Livestock & Estate List

Resources
Fit to feed guide
Weather management for northern herds
Add Reports
More Resources

Events
March 2018
Strategic Development workshop 1
Murrumbidgee, Queensland
MLG's 2018-2020 Roadmap
MLG's 2018-2020 Roadmap
MLG's 2018-2020 Roadmap

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Australian cattle

Industry projections 2017 October update



MLA's Market Intelligence
globalindustryinsights@mla.com.au

Summary

As anticipated in the July update, a dry finish to winter and an exceptionally warm and dry September ensued across much of the country. The main impact of the poor season has been the downward trajectory of Australian cattle prices – largely caused by waning restocker demand. In recent weeks, however, some rain across southern Queensland and northern NSW has revived the market, with reduced yardings and stronger restocker buyer activity lifting prices.

The dry is yet to jeopardise the national herd rebuild, with adult cattle slaughter remaining on track with the July update. However, record numbers on feed and a relatively low proportion of females making up cattle slaughter has resulted in an upward revision to average carcase weights. This, in turn, has flowed on to a slight increase in projected beef production and export volumes.

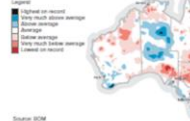
Figure 1: Australian rainfall outlook - Oct to Dec 2017

Chance of exceeding median rainfall



Figure 2: Australian rainfall - 1 Jul to 30 Sep 2017

Actual rainfall (mm)



MLA's Market Intelligence

1

Australian cattle industry projections: 2017 - October update

e-newsletter	Description	Frequency
Friday Feedback	Friday Feedback: News, views and advice from MLA delivered straight to your inbox every Friday. It covers relevant and seasonal topics, industry news, market information, weather, producer case studies and on-farm tools.	Weekly
Prices & Markets	Prices & Markets: Provides in-depth red meat market news, information and analysis to help producers make informed decisions when selling their livestock, and to offer an insight into the market opportunities they need to know. Launched mid-October.	Weekly
Integrity Matters	Integrity Matters: Contains up-to-date news and announcements regarding the red meat industry's crucial safety, traceability and assurance integrity systems, including NUS, LPA and NVD.	Quarterly
Global markets update	Global Markets Update: Contains the latest international marketing news and insights from Australia's key red meat and livestock export markets.	Monthly
Feedbase Focus	Feedbase Focus: Keeps you up-to-date with what's happening across MLA's feedbase research, development and adoption portfolio.	Quarterly
Goats on the Move	Goats on the Move: Provides information on the latest developments in MLA's goat program and the broader Australian goatmeat industry.	Quarterly
Regional Council Round-up	Regional Council Round-up: Provides news and information about upcoming regional consultation activities and events for research, development and adoption in the grazed cattle and sheep sectors.	Quarterly
The Quarterly Feed	The Quarterly Feed: Contains feedlot research, news and insights from MLA's feedlot research, development and adoption program.	Quarterly

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Customised market information and analysis.

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Key point: One password and you can tailor MLA industry updates to your business.



Online decision support tools for improved accuracy

mla **Stocking Rate Calculator**

Select... **Beef** **Sheep**

Paddock description

Paddock Size: 1 ha

Pasture available at start of grazing: 2000 Kg DM/ha

Pasture to be left at end of grazing: 1200 Kg DM/ha

Pasture growth rate (daily): 10 Kg DM/ha per day

Number of days grazing: 10

Stock class

Stock class	Pasture allowance (kg DM/head/day, 10KJME/kg DM)	Stock numbers per paddock
400 kg Lwt steer	12	7.5
200 kg Lwt steer	8	11.3
Dry cow	10	9
Lactating cow (5 months)	20	4.5
Alternative allowance	30	3

Note: Rolling your mouse over a heading name will provide explanatory notes that will appear in 'pop-up' boxes



Health cost benefit calculator

Developed to determine the benefit of applying an animal health treatment to your herd

Animal: **Clostridial** **Scot** **Grass tetany**

Clostridial vaccination cost benefit analysis

Herd structure	Number	Value* (per head)	Unprotected* mortality	Value of deaths saved	Vaccinations* (per head, per year)	Total units of vaccine
Mature cows	0	\$ 0.00	0.0 %	\$0.00	0	0
2-3 year old cows	0	\$ 0.00	0.0 %	\$0.00	0	0
0-1 year old cows	0	\$ 0.00	0.0 %	\$0.00	0	0
Calves	0	\$ 0.00	0.0 %	\$0.00	0	0
1-2 year old steers	0	\$ 0.00	0.0 %	\$0.00	0	0
2+ year old steers	0	\$ 0.00	0.0 %	\$0.00	0	0
Bulls	0	\$ 0.00	0.0 %	\$0.00	0	0
Trade cattle	0	\$ 0.00	0.0 %	\$0.00	0	0

Marking percentage: 0.0 %

Expenses

Cost of vaccination *	\$ 0.00
Cost of labour *	\$ 0.00
Vaccine protection rate *	0.0 %
Total units of vaccine required	0

Budget

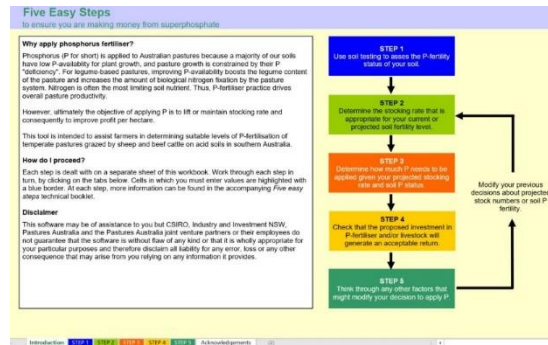
Less: deaths	\$0.00
Other	\$0.00
Total	\$0.00
Vaccine	-\$0.00
Labour	-\$0.00
Total	-\$0.00

Benefit

Benefit from treatment (define interest and loss)

Marginal rate of return

(Note: marginal rate of return is usually acceptable at above 30%)



NSW **Department of Primary Industries**

mla **MEAT & LIVESTOCK AUSTRALIA**

CRC **BEEF**

BeefSpecs

A tool to assist in meeting market specifications

Animal **Management** **Performance** **Tips and tools** **Run**

Sex ☒ Steer ☐ Heifer

Frame Score (3 - 9)

Do you know hip height? ☐ Yes ☒ No

Breed

European

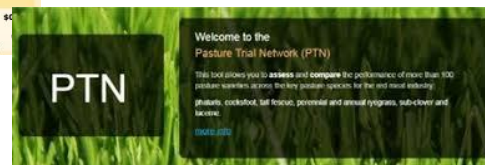
British **Bos Indicus**

Results

Final Liveweight (kg)

Final P8 (mm)

HSCW (kg)



Cost of Production Tool

The cost of production calculator is a tool kit to help you determine your CoP and compare performance annually.

For Producers

How this will help you

- Determine your cost of production over a 12 month period.
- Track and compare your performance annually.

What you need

- Handbook records (number of animals per stock class)
- Sales and purchases records per stock class
- Tax statement
- Fixed and variable cost records by enterprise type (e.g. labour, supplements, transport)
- KPI sheets to calculate dressing percentages

Australia

Cattle, sheep and goat livestock

15 mins **Can use offline** **Mobile friendly**

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.


mla.com.au/pgs

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.


mla.com.au/edgenetwork

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


mla.com.au/bredwellfedwell

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.


mla.com.au/aboutmymla

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.

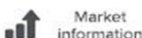
mla.com.au/feedback

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**.


mla.com.au/enews

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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



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Drop down menu to select topics you want related to the Grazing and Pasture theme

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FOOD SAFETY
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PROJECT REPORTING TEMPLATES
PRODUCER CASE STUDIES
COMMERCIALISATION OPPORTUNITIES
LIVESTOCK DATA LINK
BLOCKCHAIN

Grazing & pasture management

MLA invests up to \$5 million a year in grazing and pasture management research in northern Australia.

The focus of grazing and pasture management R&D includes:

- Plant breeding and pre-breeding technology (genetic markers)
- Pasture variety trials
- New forages for production and resource management benefits
- Pasture management to improve forage quality, quantity and persistence
- Incorporating new forages into production systems (grazing crops)
- Grazing system design

While new forage opportunities are being explored in northern Australia, in southern Australia the Feedbase Investment Plan aims to increase meat production by 2.5% per hectare per annum, with no decline in sustainability indicators.

R & D Reports



REVIEW OF PHOSPHORUS AVAILABILITY FOR INCREASED PASTURE PRODUCTIVITY



ECONOMIC EVALUATION OF INVESTMENT IN EVERGRAZE



FEEDBASE INVESTMENT PLAN: MID-TERM REVIEW



SUSTAINABLE GRAZING IN CHANNEL COUNTRY

Search R&D reports

Resources & Tools



PASTURE IMPROVEMENT CALCULATOR



FEED DEMAND CALCULATOR



5 EASY STEPS TO P MANAGEMENT



EVERGRAZE FEED BUDGET ROTATION PLANNER

More Tools

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SUSTAINABLE GRAZING - A PRODUCER RESOURCE



MAKING MORE FROM SHEEP MANUAL



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More Publications

Case Studies



EVERGRAZE REGIONAL CASE STUDIES

MLA Grazing and Pasture management page overview of reports, publications tools and more

Producer Demonstration Site Strategy 2020 -2025

- Current framework introduced in 2015
- Has been successful in achieving practice change on farm.
- Industry has shown strong demand for PDS.
- PDS framework is too rigid.
- Current funding ends June 2020.
- Opportunity to refine the next phase.



MLA Producer Demonstration Site Strategy 2020-2025

Purpose	Increased adoption through experiential, hands-on learning addressing regional priorities			
Outcome	Industry prosperity driven through positive on-farm practice change			
Program KPIs	<ul style="list-style-type: none"> By 2025, up to 118 PDS sites initiated/completed addressing key regional issues 80% of producers involved have greater knowledge, skills and confidence to make practice change 88% of producers adopt practice change that increases total factor productivity* 			
PDS Stream	Levy PDS	Co-Contributor PDS	Integrated R&D PDS	Program resources
Framework	<ul style="list-style-type: none"> 10 core producers and 3 sites preferred Flexibility for extensive regions and other projects e.g. genetics 2-6 year projects Maximise outside producer involvement 	<ul style="list-style-type: none"> 10 core producers and 3 sites preferred Flexibility for extensive regions and other projects e.g. genetics 2-6 year projects Maximise outside producer involvement 	<ul style="list-style-type: none"> Validating research in commercial production systems 10 core producers and 3 sites preferred Constructed to suit project timeline LPP used as pilot 	Program resources for: <ul style="list-style-type: none"> M&E and admin Project development and coordination Extension & networking Marketing Producer follow up/research
Available Budget[^]	<ul style="list-style-type: none"> \$25K/yr – can be split to suit the project method 	<ul style="list-style-type: none"> \$50K/yr ~ - Can be split to suit method 	<ul style="list-style-type: none"> Funded within the project 	TBC
Priorities and review	<ul style="list-style-type: none"> Regional priorities set by RACs and MLA Review by MLA & RACs 	<ul style="list-style-type: none"> Must align with industry priorities/targets Reviewed by MLA 	<ul style="list-style-type: none"> Research aligned with council/industry priorities Developed with MLA 	Additional resources to support and drive the enhanced PDS program

* Figure to be determined from 2018 impact assessment work, [^] Total cumulative budget \$18M, ~ 50% levy, 25% MDC, 25% producer + 8% access fee

Other feedbase projects...

- WA Smart Farm fertiliser trials.
- Soil carbon project in rangelands.
- 2019 Smart Farm applications (22 projects).
- SA non wetting soil project.
- NCMC project proposal.
- Pasture Dieback (Qld)
- SW DPI take and shake soil carbon kit.
- MacDonald's sustainability framework and pilot
- National Australian Beef Sustainability Framework delivery strategy.
- Rio Tinto request for tailored training for cropping agronomy.
- Forage brassica research demonstration.
- Gippsland regional groups strategy.

Questions?

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2018 -2019 – Annual call achievements...

Beef Productivity Projects

Nutrition

- Increased pasture intake and reduced supplement requirements of cattle - novel, non-nutritional approaches
- Fit for purpose biochar to improve efficiency in ruminants
- Demonstrating the productivity of cattle grazing “Redlands” *Leucaena* in Northern QLD

Reproduction

- “Paddock Power”: increasing reproductive productivity through evidence-based paddock design
- Optimising heifer development and management to increase whole herd profit (southern)



2018-2019 Annual call achievements...

- **Sheep Productivity & Welfare Projects**

- The potential for vaccines against gastrointestinal nematodes of small ruminants
- Formulating a research pathway to provide new options for flystrike control
- Strategic and novel approaches to reducing flystrike in sheep
- Evaluation of the Sterile Insect Technique for Sheep Blowfly Control
- Phasing out mulesing: cost, benefits and opportunities
- Unlocking the keys to ewe survival
- More lambs from ewe lambs through developing and extending best practice
- No more gaps with superior shrub systems
- What is the nutritive value of modern crop stubbles?



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Livestock Logic
Vet & Ag Consultants | Parasite & Feed Analysis



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WESTERN AUSTRALIA

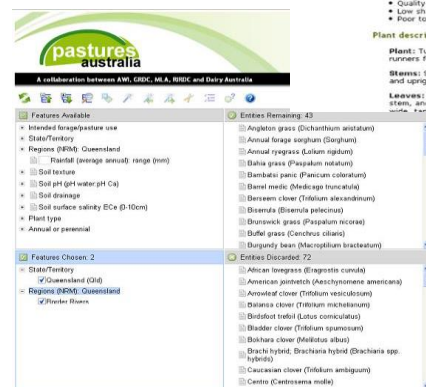


Pasture Picker tool

Helping growers easily choose a suitable pasture species by:

- region (from a map or list)
- desired end use of the pasture (short, medium, long term)
- the soil type/rainfall in which it is to be grown

- The selection process finishes by providing a
- fact sheet for each of the relevant pastures
- identified to print out as a PDF or save.



Levy PDS projects

Expands and improves the current PDS program.

- 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.
- \$25 000/year – can be adjusted to suit the project.

Co-Contributor PDS projects

Producer/stakeholder co-investment access additional funding.

- Three sites, ten core producers (preferred)
- Flexibility to suit regions and/or project design
- Two to six year projects considered.
- \$50,000/year * Excludes Access Fee
- 50% MDC (Producer \$ + Gov matching \$) + 50% Levy (matched).
- Funding method can be adjusted to suit an individual project.

Integrated R&D PDS projects

Expands PDS to link producers to researchers.

- Developed in consultation with the research provider to suit project.
- Aim is three sites and ten core producers to trial R&D
- Strong scientific methodology and key involvement of researchers
- Coming from current R&D projects