



Practical tools and  
information to beef  
up your business

**Admission**  
\$20 per business

To register call MLA  
on 1800 675 717

# Beef-Up forum

*More beef, more money*

**Kingaroy – Tuesday 10 August 2010**  
*Reception Room, Town Hall, Glendon Street, Kingaroy*

**Gayndah – Wednesday 11 August 2010**  
*Show Pavilion, Cnr Spencer & Arthur Streets, Gayndah*

11.30 am: Registration and lunch  
12.00 pm – 6.30 pm: Presentations  
6.30 pm: BBQ Dinner

In partnership with:



# Beef-Up forum

## More beef, more money

### PROGRAM

**Kingaroy – Tuesday 10 August 2010**

*Reception Room, Town Hall, Glendon Street, Kingaroy*

**Gayndah – Wednesday 11 August 2010**

*Show Pavilion, Cnr Spencer & Arthur Streets, Gayndah*

- 11.30** Arrival, registration and lunch
- 12.00** Welcome and Forum Overview Geoff Niethe, Northern Beef, MLA
- 12.15** Beef industry update *Hear about the latest factors affecting markets here and overseas* Tim Kelf - Manager, International Markets Projects, MLA
- 12.35** Q & A
- 12.50** Beef business management *Understand and manage profit drivers in your enterprise* Phil Holmes, Holmes & Co, Farm Business Advisers
- 1.10** Q & A
- 1.25** Beefing up reproductive performance *Innovative heifer and breeder management practices that will improve herd turnoff*  
John Bertram, DEEDI, Goondiwindi
- 1.45** Q & A
- 2.00** SMOKO
- 2.15** Beefing up liveweight gain *Nutritional technologies to improve animal performance, better target markets and improve your profitability*  
Russ Tyler, DEEDI, Brian Pastures Research Station, Gayndah
- 2.35** Q & A
- 2.50** Grazing land management *Strategies to improve land condition for long term sustainability and greater profits* Bill Schulke, DEEDI, Bundaberg
- 3.10** Q & A
- 3.25** “I did it my way . . . “ *A story highlighting successes and challenges of running a beef business* Jim Viner, “Tressa Vale”, Glastonbury
- 3.45** Q & A
- 4.00** BREAK
- 4.30** Beef business management - Theory to Action *A close look at strategies to improve your business management* Phil Holmes, Holmes & Co, Farm Business Advisers
- 4.50** Q & A
- 5.05** Update – research and development activities in the MLA Northern Beef Program *Learn how innovative R&D is delivering industry solutions*  
Rodd Dyer - Manager, Northern Beef, MLA
- 5.25** Q & A
- 5.40** MSA eating quality integrity *Ensuring the perfect eating experience*  
Kelly Payne, Meat Standards Australia, MLA
- 5.50** Value adding beef using MSA eating quality program *A hands on demonstration . . . Making a whole lot more from rump*  
Kelly Payne, Meat Standards Australia, MLA
- 6.30** Informal networking including BBQ dinner

**Register today by calling MLA on 1800 675 717**

**Further information: [www.mla.com.au/beefup](http://www.mla.com.au/beefup)**