



Practical tools and  
information to beef  
up your business

Admission  
\$20 per business

To register call MLA  
on 1800 675 717

# BeefUp Forum

*More beef, more money*

**Thursday 31 May 2012**

*Boondooma Homestead, Mundubbera-Durong Road, Boondooma*

11.30 am: Registration and morning tea

12.00 pm - 6.30 pm: Presentations

6.30 pm: BBQ Dinner

A FutureBEEF initiative

# BeefUp Forum

## *More beef, more money*

### PROGRAM

**Thursday 31 May 2012**

*Boondooma Homestead, Mundubbera-Durong Road, Boondooma*

- 11.30** **Arrival, registration and morning tea**
- 12.00** **Welcome** Cam Hughes, Chair, South East Queensland Beef Research Committee
- 12.05** **Forum overview** Geoff Niethe, Northern Beef, MLA
- 12.15** **Beef industry update** *Hear about the challenges and opportunities for the red meat industry* Andrew Cox, Marketing Manager, MLA and Natalie Johnson, Brand Manager Beef, MLA
- 12.35** **Q & A**
- 12.50** **Beef business management** *How profit drivers and cost of production link to all aspects of your enterprise* Steve Banney, Steve Banney Agribusiness
- 1.10** **Q & A**
- 1.25** **Lifting the performance of breeding herds in northern Australia**  
*Research finding from the CashCow Project* Mike McGowan, University of Queensland
- 1.45** **Q & A**
- 2.00** **BREAK**
- 2.15** **Options for finishing cattle** *Nutritional technologies to improve animal performance, better target markets and improve your profitability*  
Tim Emery, Dept of Agriculture, Fisheries and Forestry, Roma
- 2.35** **Q & A**
- 2.50** **Grazing land management** *How soil health, nutrient cycling and carbon links to productivity* Mick Quirk, Project Manager, Northern Beef, MLA
- 3.10** **Q & A**
- 3.25** **"I did it my way . . ."** *A story highlighting successes and challenges of running a beef business* To be confirmed
- 3.45** **Q & A**
- 4.00** **BREAK**
- 4.30** **Weaner management** *Practical insights for best practice weaning to improve herd productivity and profitability* Russ Tyler, Tyler Rural Consulting, Gayndah
- 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*  
Mick Quirk, Project Manager, Northern Beef, MLA
- 5.40** **Value adding beef using MSA eating quality program** *A hands on demonstration...Making a whole lot more from rump. MSA eating quality integrity.*  
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)**