



## Grazing heads into the 21<sup>st</sup> century

*Callout to cattle producers to register now to attend this year's Mackay Grazing Forum – free for graziers and landholders*

**EVENT MARCH 1<sup>st</sup> MACKAY** // What if data could tell the average grazier how each individual animal performed, from paddock to plate – including grade of meat and dollars received at carcass weight?

According to George Basha from Meat & Livestock Australia (MLA), it can.

George will talk about livestock identification, quality assurance, and how the right processes can save grazier's time and money at the upcoming Reef Catchments annual Mackay Grazing Forum, March 1<sup>st</sup>.

He'll join a host of cattle presenters, discussing everything from online efficiencies for a new era; to pasture and soil health, establishing forestry production as part of your grazing plan, and more. Water quality will be a hot topic, including land management techniques to improve runoff and reduce erosion.

"It seems like a long way from the cattle yards, but graziers are getting online and it is saving them time and money. You don't need to find that paper document late Friday to sell to the cattle yards on Monday," said George.

He notes that for most graziers, getting less per kilo would be no joke.

"But without three key things in place – an LPA (Livestock Production Assurance), NVD (National Vendor Declaration) and NLIS (National Livestock Identification System), that is what could happen. And all those elements are moving online, to allow graziers to more effectively run their business.

"Having an LPA and a current NVD will open more markets and therefore attract better premiums on the day.

"The NLIS also provides advantages to farm decision making. For example, if you can see that two cows raised the same way – but with different mothers – return a vastly different meat grade and price, you will know it's time to replace one of your breeders."

Reef Catchments Juliane Kasiske said graziers could learn more about how to be more sustainable, both from a business and environmental perspective.

"The forum is about promoting best management in all areas and considering ideas for the future," Juliane said.

“It’s also great for cross industry farmers and landholders, as cattle in our region is often integrated with other industries like cane, horticulture and forestry.”

She said this year’s forum would feature a trade display – including a spray demonstration and a pest and weed trailer - to encourage industry networking and shared learnings.

“We also have a great lucky door prize up for grabs thanks to our sponsors!

“Anyone with an interest in grazing – whether you run a few, or a few hundred head – will benefit from attending.”

*This event is proudly supported by Reef Catchments and free for graziers, thanks to co-funding from the Queensland Government, the Australian Government’s National Landcare Programme and sponsorship from MLA.*

**Event contributors:**



## MACKAY GRAZING FORUM

- Date:** Wednesday 1<sup>st</sup> March 2017  
**Time:** 8:00am registration to 4:00pm close  
**Venue:** Harrup Park Country Club, Juliet Street, Mackay  
**Cost:** Free for landholders, lunch and morning tea provided  
**RSVP:** By Wednesday 22 February 2017  
Reef Catchments on (07) 4968 4200  
[reception@reefcatchments.com](mailto:reception@reefcatchments.com)  
**Program:** [Click here to view the full day’s program.](#)

## MEDIA

**Best time for media interviews:** 10.30am or 12.30pm  
Media are invited to come along to speak with our local graziers and presenters.

ENDS

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