Innovative day aimed at next generation

A DAY of learning about new innovations and technology within the beef industry was had by all involved at the Next Generation BeefUp Forum held in the SES Hall at Croydon on Friday, June 22.

Supported by Meat & Livestock Australia and the Northern Gulf Resource Management Group, the forum was designed specifically for 18 to 35-year-olds with an interest in the beef industry. The program was also created to help northern beef producers discover new ways to make more money from their beef production enterprises.

The Croydon program was developed by a group of local producers and overseen by the organising committee.

Topics covered over the course of the day included animal performance, research and development opportunities, business management, and new and emerging markets.

> ‘There are a lot of challenges in keeping the younger set on farm.’

The panel of speakers provided their insights into the key profit drivers of beef businesses and sustainability practices that can make a significant difference to a business' bottom line.

AACo chief operating officer Troy Setter gave the initial presentation, which highlighted the incentives and challenges of working in the beef industry.

Ian McLean from Bush Agribusiness Farm Business Consultants presented on strategies to increase personal wealth and business performance in relation to the agricultural industry and in general.

Geoff Niethe from Northern Beef, MLA, addressed the strategies and skills needed to get more from less in the industry, including tips to stay ahead of the game using innovative methods to create a profitable production system.

Meat Standards Australia's (MSA) David Carew gave a hands-on demonstration regarding carcase utilisation, detailing the ways to maximise value from a carcase, including major cuts and muscle seaming.

Queensland Alliance for Agriculture and Food Innovation Charters Towers speaker Geoff Fordyce detailed the latest research outcomes in the industry, and how they can be implemented in a beef business.

MLA live export research and development manager David Beatty, Next Generation, spoke about impacts of the new live export regulations, and provided an update on current and future live export markets for northern cattle.

Isobel Knight from ProAgtive presented her valuable insights into the topic of succession planning, and how to make that progression easier through clear communication of the aspirations and needs of an on-farm family.

And MSA trade development officer Matt Dorney finished the presentations for the day covering Next Generation markets opportunities and challenges, and the market options available for a product.

Organising committee chairman Geoff Seccombe said the idea behind the forum was to give the younger generation the ins and outs of the beef industry in the hope that they might take an interest and stay in the country.

"There are a lot of challenges in keeping the younger set on farm, as the general perception seems to be that the confidence in working in the agricultural industry isn't what it used to be," he said.

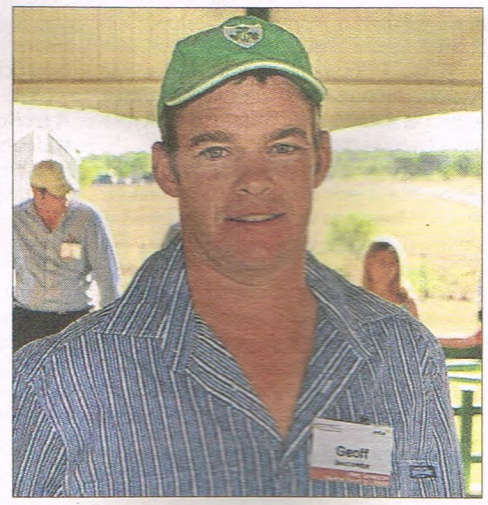
"By focusing the presentation at the younger generation, we hope that we can get across to our guests, who essentially make up the future of the agricultural industry, that there are opportunities available were they can stay at home and also have a profitable and rewarding career."

Many of the speakers, guests and organisers of the forum ended the day with a trip to the rodeo grounds for the opening of the Croydon Poddy Dodgers Festival, where they continued to network and have a great time into the night. – *Story and pictures: MATT SHERRINGTON.*

MSA chef David Carew gave a hands-on demonstration on how to get the best value out of a carcase.

Speakers and guests at the Next Generation BeefUp Forum relax after a very informative day, with MSA's David Carew serving up the mouth-watering rump steak he was demonstrating earlier in the day.

Master of ceremonies and guest speaker George Niethe from Northern Beef, MLA.



Organising committee chairman Geoff Seccombe said the idea behind the forum was to give the younger generation the ins and outs of the beef industry in the hope that they might take an interest and stay in the country.

The crowd listened intently as the speakers informed them of ways to better organise their business/personal finances and practices.