

## The Profitable Genetics Group

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Bush AgriBusiness is bringing together a group of leading seedstock producers for northern Australia to learn from each other to improve their individual businesses and the genetic gain of the industry as a whole.

The founding principle of this group is that genetic improvement is best achieved through objective selection for traits that drive commercial profitability. The group is open to all breeds and will not be aligned with any individual breed or breed society.

The group will provide a structured forum for progressive seedstock producers to collaborate, build and share their knowledge of profitable seedstock production.

### Benefits of participation

- The collective wisdom of other like-minded leading seedstock producers.
- A deeper understanding of your business performance (financial, genetics, marketing), in its own right and relative to your peers.
- Improved market place differentiation of your product.
- Access and input to the latest genetics research and development.
- Link genetic progress to commercial outcomes.
- Solid business and scientific data underpin all discussions.
- Knowledge gained will be evidence-based and subject to economic scrutiny.

### Group member requirements

- A focus on objective description and producing sound, quantified genetics to improve client profitability.
- An openness about their business, genetics and marketing to a group of like-minded peers.

### Group Activities

- Group members will have their businesses benchmarked annually by Bush AgriBusiness to provide an understanding of the current position and a basis for comparison. The benchmarking is simply a diagnostic tool; the focus is the profitable production and marketing of quality genetics.
- The group will meet two to four times a year, either on-property or in a central location.
- At these meetings there will be discussions, case studies and external speakers to assist group members to learn from each other, and others, on all aspects of profitable seedstock businesses.
- Discussion topics will be identified by the group; the group will drive the agenda.
- One discussion topic will be marketing as a core element of business strategy. A key difference between seedstock producers and commercial producers is that seedstock producers need to effectively differentiate and market their product in the marketplace. This will be one focus of the group.

### What is Bush AgriBusiness?

- Agribusiness advisor to the extensive pastoral industry, providing independent analysis and trusted insights to the sustainable and profitable pastoral businesses of the future.
- Facilitator of commercial producer groups across Queensland; advisor to numerous pastoral enterprises across Northern Australia, from small family businesses through to large companies.
- Prepared the Northern Beef Report 2014, the Australian Beef Report 2017, and the upcoming Australian Beef Report 2020.
- Industry leaders in measuring and understanding the beef industry's financial and production performance.

### How to find out more

An information session will be held in Brisbane on March 23. At this session Ian McLean and Phil Holmes will provide more information on the proposed group, how it will work, and answer any questions you may have.

The session, at the Century Room at Allan Border Fields, Albion will run from 9:00 am and will include morning tea.

For more information, or to discuss the group concept, please contact Ian McLean on 0401 118 191 or [ian@bushagri.com.au](mailto:ian@bushagri.com.au) . Please RSVP to Ian for catering purposes.