



INVITATION



Forum Notice

AgForce Queensland will be holding a Field Day to discuss the creation of an exciting brand of beef:

Tropical Grass Fed Beef (TGFB.)

When: Thursday 27th September 2012

Where: Malanda Show Grounds.
Stage 2 Area. Near cattle yards.
Atherton Tablelands

Time: 9.30am – 4pm

Objective: To create a long term sustainable product that can be marketed at the premium end of the market. This initial forum will cover pastures, nutrition, animal and location suitability. Along with these topics; presentations will be given on MSA, the potential additional returns versus additional costs, a case study on creating an iconic brand and the path forward, challenges and opportunities. Smoko and Lunch will be provided and refreshments will be served afterwards. This is a great opportunity for those already in the cattle industry and those who may be considering it. The event is open to members and non-members alike; it would be great to see a big roll up. Also there will be Trade Displays and Cattle on show.

RSVP: AgForce North Regional Manager (east) Paul Burke
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Please forward this on to all your networks.
Everyone is welcome to attend.