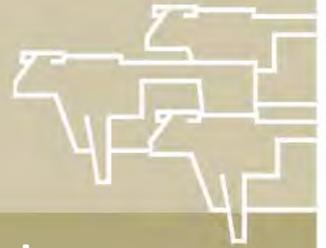




Fact sheet

Keeping you informed



FutureBeef Program for Northern Australia

The FutureBeef initiative for beef extension aims to bring the latest research technologies and best management practice knowledge, skills and training into the hands of northern beef producers.



The geographical scope of FutureBeef.

What is FutureBeef?

Covering Queensland, the Northern Territory and the Kimberley/Pilbara regions of Western Australia, this program brings together the efforts of state government agriculture agencies and Meat & Livestock Australia to provide a coordinated approach to extension and information delivery.

Beef is a high value agricultural commodity and 59 per cent of the national beef herd is produced in Northern Australia. The Queensland beef industry, representing 47 per cent of the national herd, is the state's largest agriculture sector employing around 34,000 people across its supply chain. The gross value of production (GVP) of Queensland's beef industry is \$3.17b ('farm gate'). In the Northern Territory, the sector is worth \$363m and employs 1,900 people. The northern Western Australia sector is valued at \$123.3m. (*Value of Agricultural Commodities Produced, Australia, 2009-10, Australian Bureau of Statistics*).

While partnerships with industry, natural resource management organisations and other stakeholders have been critical to providing relevant and targeted services to the beef industry, this program will see new strategically aligned and co-invested extension projects delivered by each program partner under the FutureBeef brand. Projects will reflect the National Beef Production RD&E Strategy and key priorities to achieve profitable and sustainable beef production.

What's involved?

FutureBeef focuses on providing the information medium-to-large beef businesses need to make the most beneficial changes on-farm to improve business performance — in a variety of ways.

The FutureBeef program will allow producers to access information and services around key themes including reproduction, grazing land management and nutrition and growth, and business management. Delivery approaches will include training workshops, producer demonstration sites, field days, RD&E projects, forums, facilitated producer groups, webinars (online seminars), YouTube videos, newsletters and publications.

A joint initiative of:



FutureBeef will focus on:

- **aligning services to RD&E priorities** to help businesses respond faster and more effectively
- **delivering combined investment in extension and training** that results in practical tools, management options and information
- **helping producers to make better business decisions** in beef breeding and reproduction, grazing land management, nutrition and growth and business management
- **assisting producers to tap into the latest information** via new technologies including webinars, YouTube videos and online learning
- **providing pathways for professional development** so producers can access innovative and relevant workshops and courses.

What's new?

One of the features of FutureBeef is the use of new technologies such as webinars, online e-bulletins and learning packages, and a resourceful beef industry website **futurebeef.com.au** which will be a one-stop shop for producers seeking information and tools to support beef enterprise development.

Other new products include a FutureBeef DVD, a compilation of publications and reports relevant to the northern beef industry; and the recently published *Weaner management in northern beef herds*, a compilation of the latest research, demonstration and practical knowledge available in northern Australia.

Keep in touch

Keep up with the latest in news, events and information, in the FutureBeef eBulletin. Look for the 'sign up' link at futurebeef.com.au

Further information

For more information about the FutureBeef initiative, visit futurebeef.com.au. You can contact your relevant state agricultural department by looking at the 'contacts' tab on the website.



At futurebeef.com.au you can:

- access the latest information and publications
- sign up for newsletters
- learn about tools and services for beef production
- view industry videos and webinars
- identify the land types on your property (Qld)
- register for workshops
- ... and so much more!