

Getting value from the WA beef value chain

Linking the innovators in pastoral beef production, backgrounding, finishing and marketing

A practical workshop designed to identify how you can build better supply chain partnerships



22-23 February 2018

Pagoda Resort & Spa

112 Melville Parade, Como



BULLSEYE

Commencing lunchtime Thur 22 Feb, finishing lunchtime on Fri 23 Feb.
Dinner on the evening of 22 February included.

Who is it for? People in the WA beef supply chain who are breaking new ground in their business relationships • pastoralists • agents • livestock transporters • buyers • backgrounders • feedlotter • processors • marketers • others in the support industries

The workshop will take us beyond 'more talk' by focusing on real opportunities in the WA beef supply chain. Where are the sweet spots for more value? What information and discussion do you need to make that a reality? The facilitator is Ross Colliver, an experienced practitioner in promoting discussion, shared learning and planning.

Who's behind this? This workshop is made possible by Grower Group R&D projects: Bullseye and the North-South Beef Alliance. Bullseye is hosted by the Gascoyne Catchments Group, and partners with the Murchison Fibre and Produce, Meekatharra RBA, the Goldfields/Nullarbor RBA, Rangelands NRM, Harmony Food and Agriculture Co. and Hamersley Agriculture. The North South Beef Alliance project is hosted by the Mingenew Irwin Group and the West Midlands Group. The Grower Group projects are administered through the Department of Primary Industries and Regional Development's Agricultural Sciences Research and Development Fund.

RSVP and more information:

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Book your accommodation at the Pagoda Resort on 08 9367 0300. Twin share rooms are available and recommended for cost effectiveness.

**** Funding support for pastoralists is available to help cover the costs of travel and accommodation. For more information about this, contact:**

Gascoyne: Dean Revell eo@gascoynecatchments.com.au 0408 904 948

Murchison: Greg Brennan greg@grazinginnovation.com 0418 222 406

Goldfield/Nullarbor: Michelle Donaldson admin@gnrba.com.au 0439 363 263

Workshop program available at: <http://www.gascoynecatchments.com.au/bullseye.html>