



# Northern Breeding Business: Launching a better future for northern Australian breeding herds

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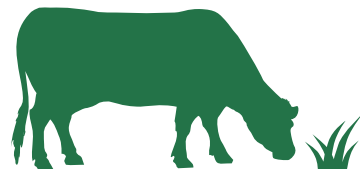




# About MLA

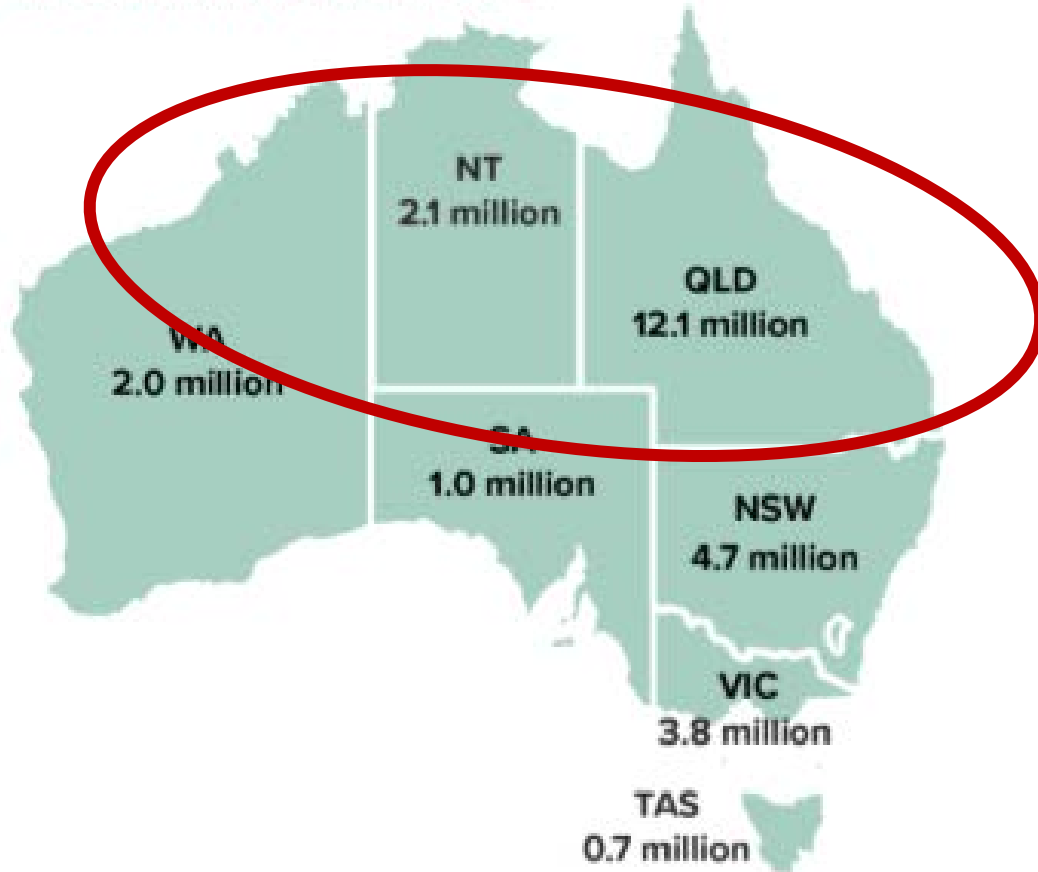
Working in collaboration with the Australian Government and the red meat industry, MLA invests in initiatives that contribute to producer profitability, sustainability and global competitiveness.

*...there is a short- and long-term dimension  
...seeking “good for business, good for community and  
good for environment” outcomes.*



# Where are all the cattle?

**National cattle numbers:  
26 million head**







- Red meat production is a major land use
- 26M cattle, 66M sheep, 4M goats
- Extensive production systems
- Being efficient is challenging
- Productivity, profitability, sustainability

# Delivering impact through “fewer, bigger, bolder” programs of work

- ✓ **WA BeefLinks**
- ✓ **Carbon Neutral2030**
- ✓ **Northern breeding business**
- ✓ **Sheep reproduction strategic partnership**



# 2021–22 R,D & A priorities

	Priority	Outcome sought	Committee origin
	<b>Driving on-farm practice change to increase whole of life cow productivity for southern beef production systems.</b>	Develop, promote and deliver beef productivity extension services relevant to Southern Australia cattle production systems.	Western Victoria South Australia South East Victoria Tasmania Southern NSW
	<b>Matching feed supply in a variable landscape to a changing climate.</b>	Pasture species selection, mixes and management practices that provide improved persistence, higher quality feed (ME/kg DM; crude protein; palatability) and adaptation for production in variable climates.	Western Victoria Northern NSW Central Victoria South East Victoria Tasmania Southern NSW
		Mixed species fodder crops to adapt to a changing climate, to reduce feedbase variability and to enhance farming systems.	WALRC
		Subsoil constraints to more productive pastures in Western Australia.	WALRC
	<b>A scour worm vaccine for sheep.</b>	Nematode Worm Vaccine –worms is third highest ranked production limiting disease in sheep.	WALRC
	<b>Breeder herd efficiency and managing calf wastage for northern production systems.</b>	By 2027, yield \$20M in net benefits per annum to 250 northern beef producers, through increased reproductive efficiency yielding 10M kg live weight of cattle sales	NABRC

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- ✓ Identify your current and potential level of breeder productivity
- ✓ Interventions that make a difference to calf wastage, maiden heifer performance and reproductive efficiencies

*Would you be keen to be involved in a producer lead group to help your breeder operations ?*

# Northern Breeding Business (NB2)

## NB2 will address:

- calf loss in northern breeding herds
- low profitability of many northern beef enterprises
- low adoption of proven management practices and technologies.



## NB2 will focus on several key pillars:



### Herd management

Enhancing breeding herd performance through improved systems and interventions



### Feedbase

Optimising feed production and supply for the breeding herd



### Environment

Exploring issues in rangeland management, the environment and the long-term sustainability of the northern beef industry



### On-farm practice change

Turning R&D outcomes into practice change on-farm



The project has set the target to deliver an estimated **\$20 million/year** in net benefits by 2027 to northern beef enterprises.



# Become a member of MLA

## MLA members receive:

- **Feedback** magazine – stories on your industry in your letterbox five times a year
- weekly e-newsletter **Friday Feedback**
- weekly e-newsletter **Prices & Markets**
- **have your say**...vote at MLA's Annual General Meeting
- invitations to **events** throughout Australia.



[mla.com.au/membership](https://mla.com.au/membership)





# Stay in touch with MLA

- Focus on targeted communications
- Extensive stakeholder engagement
- Face-to-face producer meetings, events & forums
- Annual call for event sponsorship
- New website and social media focus
- Corporate communications such as Annual Report, Annual Investment Plan
- *Feedback* magazine
- Targeted e-newsletters, R&D update
- Media coverage (newspaper, radio, TV, online)

*Where do you currently source information for making management decisions?*

## Friday Feedback

News, views, advice – your weekly round-up from MLA



### Beef's global opportunities

International beef demand is as strong as ever but competition is intensifying. MLA's Managing Director Jason Strong (pictured with Greg Brown) told attendees at a recent BeefUp Forum.

[READ MORE](#)



### CN30 on the rise

Progress on the 'carbon neutral by 2030 (CN30)' target is well underway. Find out more from ABC's Landline, which featured producers like Mark Wootton (pictured), whose efforts are already helping to reduce emissions.

[WATCH HERE](#)

The screenshot shows the MLA website homepage. At the top is a navigation bar with links: PRICES & MARKETS, RESEARCH & DEVELOPMENT, EXPANSION, TRAINING & TOURS, MEAT SAFETY & TRACEABILITY, MARKETING BEEF & LAMB, NEWS & EVENTS, and ABOUT MLA. Below the navigation bar is a large hero image of a woman in a hat crouching next to a black cow. To the right of the image is a green box with the text: "Serving red meat and livestock producers. Fostering the long-term prosperity of the Australian red meat and livestock industry. LEARN HOW". Below the hero image is a section titled "Growing demand for red meat in over 100 global markets" with a world map showing demand in North America (\$52.8B), EU (\$49.0B), North Asia (\$35.2B), and MENA (\$32.3B). The MLA logo is in the bottom right corner.

