



## Fitzroy Crossing, Thursday 7 – Friday 8 March 2024

- Venue:** Fitzroy Lodge and Rodeo Grounds
- Time:** Starts at 12pm on Thursday 7 March  
Finishes at 12pm on Friday 8 March
- Cost:** \$50pp, includes lunches and dinner
- Register:** [mla.com.au/events](http://mla.com.au/events)
- RSVP:** 6 March 2024

Join us for the 2024 Kimberley BeefUp forum to hear about the latest in local and world-leading research and technologies for the northern beef industry.

- Gain insights on improving livestock, land and business performance.
- Connect with other producers, advisors and researchers.
- Hear about how new practices and technologies are being used on-farm in your region.
- Find out about the programs, tools and resources available to you.

What you can expect at the Fitzroy Crossing BeefUp:

- Get in the yard for a bull assessment and selection demonstration.
- Gain insights on domestic and export markets, including updates from Indonesia, Vietnam and the Philippines.
- Delve into the production drivers of WA pastoral businesses.
- Hear first-hand about the experience of producers using new AgTech.
- Find out about new investment in the Kimberley region addressing producer priorities – from forages to animal wellbeing.
- All meals included, with plenty of time to catch up.



Department of  
**Primary Industries and  
Regional Development**

## Agenda – Day 1

Arrival and registrations from 12pm

12pm Lunch at Fitzroy Lodge

Movers and shakers – opportunities for the Kimberley’s beef industry

**Welcome** **Barb Camp** / Producer Chair, Kimberley Regional Beef Research Committee

**Market insights**

**Sarah Strachan** / Group Manager – Adoption & Commercial Services, MLA  
**Valeska** / Regional Manager – South East Asia, MLA  
**Spencer Whitaker** / Market Development Manager – Asia Pacific, MLA

**What’s new in the Kimberley**

Panel discussion with Q&A, facilitated by Harriet Bawden, MLA  
**Sarah Strachan** / Group Manager – Adoption & Commercial Services, MLA  
**Trevor Price** / Program Manager – Northern Beef Development, WA DPIRD  
**Bron Christensen** / CEO, KPCA

2.20pm Break

The people behind the business

**Finding the best team**

Q&A with recruitment agencies and station staff, facilitated by Lauren Bell, KPCA  
**James Camp** / Producer  
**Beth Schafer** / Producer  
**Raq’s Kitchen**

3.40pm travel to Fitzroy Rodeo Grounds

Buying better bulls

**Current and emerging genetic selection tools**

**Matt Walcott** / Australian Genetics & Breeding Unit

**Bull soundness assessment**

**Michael Laurence** / Program Manager – Animal Wellbeing, MLA

**Pick a winner**

Facilitated by Matt Walcott and Michael Laurence

**Wrap-up**

**Barb Camp** / Producer Chair, Kimberley RBRC

5.30pm return to Fitzroy Lodge for drinks and dinner

## Agenda – Day 2

Arrival and registrations from 12pm

7am Breakfast

What's in store for 2024

Managing feed and land resources

Jardine MacDonald / Program Manager, Rangelands NRM

Harvest Road's integrated supply chain

Ben Dwyer / Chief Operating Officer, Harvest Road

Looking to the season ahead

Panel discussion with Q&A, facilitated by Barb Camp

10.15am Morning tea

Innovation for the Kimberley

AgTech - a producer's perspective

Chris Morrow / Producer, Nerrima Station

Jo Stoate / Producer, Anna Plains

Mel McDonald / Northern Hub Node Manager, KPCA

R&D for animal wellbeing

Michael Laurence / Program Manager – Animal Wellbeing, MLA

Wrap-up

Barb Camp / Producer Chair, Kimberley RBRC

12pm Lunch served (take-away option for those wanting to hit the road)

1pm Close