



**Practical tools and
information to beef
up your business**

**Admission
\$20 per business**

*To register call MLA
on 1800 675 717*

BeefUp Forum

More beef, more money

CLERMONT - Tuesday 15 July 2014
Clermont Civic Centre

CALLIOPE - Thursday 17 July 2014
Calliope Community Centre

11.30 am: Registration and morning tea
12.00pm - 6.00 pm: Presentations
6.00 pm: BBQ Dinner

A FutureBeef initiative

BeefUp Forum

More beef, more money

PROGRAM

CLERMONT - Tuesday 15 July 2014

Clermont Civic Centre

CALLIOPE - Thursday 17 July 2014

Calliope Community Centre

- 11.30** **Arrival, registration and lunch**
- 12.00** **Welcome and Forum overview**
Geoff Niethe
- 12.15** **Beef market update**
Global market prospects and emerging markets for Australian beef
Ben Thomas, Manager, Market Information and Analysis, MLA
- 12.50** **Beef business management**
How profit drivers and cost of production link to all aspects of your enterprise
Ian McLean, Bush Agribusiness
- 1.50** **Reproduction**
Lifting the performance of breeding herds in northern Australia
Geoff Niethe – plus a Producer perspective
- 2.20** **BREAK**
- 2.30** **Nutrition – Boosting liveweight gain**
Getting more from pastures
Mick Quirk, Project Manager, On-Farm Beef R&D, MLA – plus a Producer perspective
- 3.10** **SMOKO**
- 3.30** **Having a Game Plan**
Planning for the future
Barb Bishop, Barbara Bishop & Associates
- 4.30** **MLA Northern Beef Program research and development update**
Learn how innovative R&D is delivering industry solutions
Mick Quirk, Project Manager, On-Farm Beef R&D, MLA
- 5.05** **Value adding beef using MSA eating quality program**
A hands on demonstration – demand creation and recipes
Sam Burke, Chef, MLA
- 6.00** **Informal networking including BBQ dinner**

Register today by calling MLA on 1800 675 717

Further information: www.mla.com.au/beefup