

Producer Case Study

Bailey Agricultural Co



Outline



- Maximising the numbers
- Supplying what the market wants
- Continually improving farm productivity
- Systems that guarantee supply
- Marketing
- Maintaining calm in adverse seasonal conditions

Maximising Numbers

- Correctly identifying optimum stocking density
- Need to get back to optimum stocking levels quickly post drought
- Ewe \$ typically OK year following drought
- Maximising lambing % is a topic for another day

Supplying What The Market Wants

- Prime lamb that yields
- Genetics is important
- Presentation of sale stock
- It is not the fault of the sales centre if buyers do not attend



the PRODUCT needs to be right!

Continually Improving Farm Productivity

- Annual fertiliser programme
- Soil testing
- Legume N production
- Produce the optimum kg/ha
 - Flexibility within your sheep
 - Understand the difference between hd of sales and \$ of sales
 - Understand the stocking rate that maximises kg of lamb sold

Develop Systems that Guarantee Supply Quality and Quantity

- Spring Legume-based pastures (Sept-Nov)
- Fodder Brassica (Sept-April)
 - Added \$2,025/ha NB. 2012/2013
- Lucerne (Sept-May) (with grain feeders if dry)
- If fattening paddocks are being over grazed
 - feedlot opens

Develop Systems that Guarantee Supply Quality and Quantity

- Grazing cereals March-Sept (early crops are critical) – spray fallow is critical
 - Added \$1,222/ha NB. 2012
- Overall this system allows the spreading of lamb sales across the whole year → spreads market risk

Marketing

- Agents need to provide access to all types of markets
- Direct sales/ Contracts/ Local Market
- Agents need to earn their commission including sourcing of stock.

Maintain Calm

- Overreactions to weather forecasts can cost
- Drought can be a great opportunity if you're not too pessimistic
 - Supply for following years is reduced (lambs have been exceptional since 2007.....)
 - Opportunity to trade additional stock at bigger margins
- Don't dump stock on a falling market!

Take Home Messages

- Develop systems that guarantee the quality and quantity of supply irrespective of seasons
- Continually improve the productivity of your farm
- Stock at a rate to maximise kg/lamb sold
- Market proactively and diversely
- See drought as an opportunity and be wary of overreacting