SHEEP IN FOCUS
AGRIBUSINESS TODAY FORUM

Major Forum Supporters:

- Charles Sturt University
- Regional Development Australia Central West
- GRAHAM CENTRE
- awi
- sheep connect
- NSW Government Local Land Services
- Bayer
<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
<th>Presenter(s)</th>
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</thead>
<tbody>
<tr>
<td>8:00</td>
<td>Registration</td>
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<tr>
<td>8:30</td>
<td>Official welcome and opening of the forum</td>
<td>Ian Rogan – Chair of Central Tablelands Local Land Services</td>
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<td>8:35</td>
<td>Sheep meat market outlook - what are the short and long term directions? (Will the bubble burst? Consumer resistance?)</td>
<td>Tim Ryan - Meat &amp; Livestock Australia</td>
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<td>9:15</td>
<td>Wool Markets &amp; fashion directions (is there really a future in wool? Implications for on-farm prices)</td>
<td>Scott Carmody - Australian Wool Innovation</td>
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<td>9:55</td>
<td>Global and domestic comparative analysis of sheep enterprise profitability? (How competitive are they and what are the implications for your business?)</td>
<td>Dr Karl Behrendt - Charles Sturt University</td>
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<td>10:25</td>
<td>Morning Tea</td>
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<td>11:00</td>
<td>Using genetic technologies to drive the future performance of your flock (opportunities for improving meat and wool production efficiency)</td>
<td>Lu Hogan - Sheep CRC</td>
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<td>11:30</td>
<td>Producer Story: Making the most of technology to advance flock productivity (Clients making it work in practice and doing it economically)</td>
<td>Mark Mortimer - CentrePlus Barry Hawthorn - video clip, Commercial grazier</td>
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<td>12:00</td>
<td>Is Feed lotting profitable - how to predetermine the outcome (Finishing Merino lambs, experience from client performance, doing it economically and what are the issues)</td>
<td>Geoff Duddy - Sheep Solutions</td>
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<td>12:30</td>
<td>Driving Farm Innovation – new software technology improving management and business decisions</td>
<td>Andrew Sutherland - Bayer Farm Animal Production Division</td>
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<td>1:00</td>
<td>Lunch</td>
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<td>2:10</td>
<td>Processors perceptions, meeting market specs, and quality assurance (What are the trends?)</td>
<td>Andrew Jackson - Thomas Foods International</td>
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<td>2:40</td>
<td>The Social license of farming (Implications for future research &amp; promotion)</td>
<td>Marius Cumming - AWI</td>
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<td>3:10</td>
<td>Producer Story: Getting into sheep (the options &amp; its balance in a mixed farming system)</td>
<td>Rob Hart - Junee farmer / Hart Bros Seeds</td>
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<td>3:35</td>
<td>The modern sheep producer’s use of current and future technologies (what to get right now and in the future, messages from the today)</td>
<td>Dr Jason Trompf - J.T. Agri-Source</td>
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<td>4:20</td>
<td>Forum Closed</td>
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What is the Agribusiness Today forum?

Partnerships over 22 years…….

The Agribusiness Today forum is an initiative of Charles Sturt University (CSU) Faculty of Science, School of Agricultural & Wine Science, to provide current and future market trends to agricultural industries across the region.

The forums commenced in 1995 and have grown from a gathering of 30 exporters attending forums at the CSU Orange campus, to 200 agribusiness participants attending forums at different locations across the Central West region. The Agribusiness Today forums purpose has shifted over the years to provide information direct to producers, advisors, and exporters on opportunities in agribusiness industry through discussing the complete supply chain from “Paddock to Plate”.

Agribusiness Today forums have been held annually over the past 22 years and will continue because of a strong partnership and working relationship between Charles Sturt University and local Regional Development Organisations. The original partnership from 1995 to 2008 was between University of Sydney’s Faculty of Rural Management, which transferred to CSU in 2006, and the Central West Regional Development Board Incorporated. Since 2008 the partnership for CSU has continued with Regional Development Australia Central West (RDA Central West).

The continued success of the forum has been due to the feedback and engagement by regional producers and the agribusiness sector as a whole. The forum has developed topics over the years in response to feedback from participants wanting more practical information on market and product development that can be implemented into their own agribusinesses. The Agribusiness Today forum provides expert speakers on domestic and international markets, improving productivity and sustainability, and increasing market opportunities.

On behalf of Charles Sturt University and Regional Development Australia Central West, I would like to thank the agribusiness industry and all our supporting organisations for their ongoing support and input into making the forum a practical and productive event.

Dr Karl Behrendt
Senior Lecturer in Agribusiness
Charles Sturt University
Curious about the future of agriculture?

Charles Sturt University (CSU) has an excellent reputation for practical and industry relevant degrees in Agricultural and Wine Sciences.

CSU works in close consultation with key industry and government organisations, ensuring graduates possess the skills and experience highly sought after by employers, and providing the foundation to make a real difference in their chosen profession.

CSU’s wide range of flexible undergraduate and postgraduate study options include on campus, distance education and single subject study.

COURSES ARE AVAILABLE IN:
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- Horticulture
- Sustainable Agriculture
- Viticulture
- Wine Business
- Wine Science

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1800 334 733

Charles Sturt University
RDA Central West is part of a national network of 55 not-for-profit Regional Development Australia incorporated associations and is jointly funded by the Australian and NSW Governments.

Recent initiatives include:
- Value-Adding to Agriculture in Central West NSW Report (2016)
- Central West NSW Agricultural Skills Analysis (2016)
- Small Agricultural Enterprise Logistics – Getting from Paddock to Plate (2017)
- Invest NSW Central West website (2015) – free regional economic data

Subscribe to our monthly eNewsletter for more info on grants in the region, or give our friendly team a call on 02 6369 1600.
The Australian Centre for excellence for innovation in grain and red meat production and value adding.

Partnering with industry to identify and realise opportunities to improve the profitability and sustainability of grain and red meat value chain chains for thriving regional communities.

Locked Bag 588
WAGGA WAGGA NSW 2678

Prof Michael Friend, Director
T: 02 6933 2285, E: mfriend@csu.edu.au

Ms Toni Nugent, Industry Partnerships & Communications Manager
T: 02 6933 4402, E: tnugent@csu.edu.au

www.grahamcentre.net

An alliance between:

Charles Sturt University

NSW Department of Primary Industries
Speaker Profiles

Andrew Jackson – Thomas Foods
Andrew has worked in the Australian meat industry for over 30 years. He is fourth generation farmer, buyer/meat processor in Northern NSW. After schooling at Yanco Ag High School he started his agricultural pursuits as a cadet for Dalgety Australia based out of Armidale NSW. After three postings in rural NSW Andrew took on the role of Elders Area Manager based out of Armidale in 1994. In 2006 Andrew started with Country Fresh Australia as Australian Livestock manager and group director. In 2010 T&R Pastoral (Thomas Foods) purchased C.F.A and Andrew stayed on as Northern Livestock Manager.

Geoff Duddy – Sheep Solutions
Geoff spent 27 years with NSW DPI as a Sheep and Wool Extension Officer, leaving in June 2013 to establish his own private sheep consultancy (Sheep Solutions). Recognised as a lamb feedlotting specialist, Geoff co-developed the Sheep CRC Lamb Feedlot Calculator and is an accredited deliverer of many nationally accredited workshops and programs including Bred Well Fed Well, Ram Select and Lifetime Ewe etc programs. He also offers one-on-one advice in all facets of sheep nutrition, production, management and marketing. Geoff recently moved from Leeton (NSW) to Omanama in southern Queensland. His primary goal over coming years is to improve the adoption rate of ‘best bet’ management practices within Northern NSW and Queensland sheep flocks with reproduction a principal focus.

Ian Rogan – Local Land Services
Ian Rogan is an agricultural scientist who has worked in different sheep industry roles with many of the speakers on today's excellent program. His career started in the late 70's and 80's as a sheep genetics researcher with NSW DPI based at Trangie Research Centre where some of Australia’s founding sheep genetics R&D was conducted. Ian was a senior consultant and director with Hassall and Associates Pty Ltd for 12 years to 2004, during which time he continued involvement with the sheep industries through management of national programs such as Rampower. He then took on the role of General Manager of on-farm R&D programs for AWI. Ian is currently Chair of the Board of Central Tablelands Local Land Services and operates (in semi retirement) a plant nursery business at Millthorpe.

Andrew Sutherland – Bayer
Andrew has a farming background with a passion for livestock production. In 2014 Andrew graduated with a Bachelor of Animal and Veterinary BioScience (honours) at the University of Sydney. After graduation, Andrew took a role with Bayer in their Farm Animal Production division, project managing the development and implementation of the new Grow program. He has been responsible for strategically aligning and on boarding Grow business partners, which includes Bayer’s partnership with AgriWebb. This has involved developing and integrating Bayer’s new tailored livestock management programs onto AgriWebb’s digital platform.
Speaker Profiles

Dr Karl Behrendt – Charles Sturt University
Karl has over 20 years industry experience in the field of agribusiness management consulting, extension and research. He holds a Bachelor of Rural Science, Graduate Diploma in Agricultural Economics and a Doctor of Philosophy, all from the University of New England. Karl undertakes research and teaching in the fields of bioeconomic modelling of grazing and mixed farming systems (including integrated weed management) through simulation and stochastic dynamic programming, farm management economics and extension, rural finance and risk management, marketing and sustainable landscape management. He is currently involved in sustainable grazing systems research in China, Mongolia and Australia, as well as being the Australian representative and lead researcher in the international agri benchmark network which undertakes the international comparative analysis of Australian beef and sheep farms.

Lu Hogan – Sheep CRC
Lu Hogan is the Co-ordinator of Industry Training and Engagement at the Sheep CRC. Lu has a degree in Agricultural Science and post graduate qualifications in agricultural consultancy. Throughout her career she has been continuously involved with the family farming business spanning sheep, wool, prime lamb, beef cattle and irrigated cropping. She has also worked at the Victorian Department of Agriculture, CSIRO, AWI and as a private agricultural consultant.

Marius Cuming – Australian Wool Innovation
Marius runs a flock of 1500 breeding ewes on his farm in western Victoria and has been the head of Corporate Communications at AWI for eight years. He has an agricultural science background and 15 years working in rural media across radio, print and online. He plays a key role communicating AWI and Woolmark initiatives and increasingly hosts international brands, retailers and designers keen to understand and tell the powerful natural story of Australian Merino wool. The Lifetime Ewe Management mobile phone Application, Wool4School education program and AFL Fibre of Football marketing campaign are amongst his initiatives. More recently he has created the free fortnightly podcast; The Yarn. As a communicator with a strong background and love of the sheep and wool industry, Marius enjoys discussing, debating, promoting and marketing the great work Australian farmers do.

Scott Carmody – Australian Wool Innovation
Scott has been the trade consultant with Australian Wool Innovation since 2010. This role involves the global wool trade and industry development as well as market intelligence and supply chain management. He also operates a commission wool auction business and is also involved in the production, marketing and trade mark retail of super fine merino wool. He has previously held positions in wool buying and wool trading.
Speaker Profiles

**Mark Mortimer – NSW DPI, Beef Industry Centre, Armidale**
Mark is a third generation farmer from Tullamore in central NSW. He works in his family partnership, and with his father Robert, helps run the Central Breeding Nucleus for Centre Plus Merinos. He has been involved with the use of ASBV’s since 1990 and sees them as one of the most powerful tools a sheep classer can have at his disposal. His key areas of operation in the breeding program are the analyses of data and the development of tools that make it easy and intuitive to use the latest in breeding technologies. Currently he sits on the Sheep Genetics Advisory & Technical Committees and MLA’s National Livestock Genetics Consortium.

**Rob Hart – Hart Brother Seeds**
Rob grew up on the family farm “Breffni”, Junee Reefs with his 3 siblings. He attended Junee High School until year 10 then spent 2 years at St Patricks Goulburn. Robert completed 2 years of a Bachelor of Agriculture degree at the University of New England then spent a year working in the Cotton industry around Moree before finishing his studies at CSU Wagga. He spent a year at home on the farm in 1995 then travelled for a year overseas in 1996 before committing to the farming operation. In 2010 Robert exchanged roles with his father Bernard, who was running their family seed business Hart Bros Seeds (HBS). Robert now oversees both businesses.

**Tim Ryan – Meat and Livestock Australia**
Tim has been a member of Meat and Livestock Australia’s market information team for the past three years, as a Market Analyst. In his role, Tim tracks domestic and international supply and demand dynamics and analyses how these forces impact the Australian sheep and cattle markets. In addition, Tim supports the role of the National Livestock Reporting Service in delivering accurate and timely market reports. Tim grew up on a sheep property in Baynton, central Victoria, and has a passion for the red meat industry. Outside of his role, Tim is also involved in the Intercollegiate Meat Judging (ICMJ) program, in which he is coach of the Australian team which travels to and competes in the US once a year.

**Dr Jason Trompf – Consultant J.T. Agri-Source**
Jason and his wife, Penny, are involved in a 500 hectare property in the Greta Valley of North East Victoria. Jason studied agricultural science at La Trobe University. He has a history of challenging convention when it comes to ewe management. Jason challenges the genetics gap between what high end commercial producers want and what seed stock producers deliver; the gap that exists between a ewe’s capacity and what most ewes deliver; and the gap between the technology that is available and our industry’s lethargy in utilising it.
Notes
Notes
Lucky Door Prizes

Complete the feedback form to enter the lucky door prizes provided by AWI Sheep Connect and the Rural Centre.
Acknowledgements

Thanks to the Agribusiness Today Forum organising committee for their commitment and ongoing support of the forum...

Karl Behrendt – Charles Sturt University
Jane Kelly – Charles Sturt University
Amelia Haigh – Regional Development Australia Central West (RDACW)
Clayton Miller – Central Tablelands Local Land Services
David Trengove – Central West Local Land Services
Phil Cranney – Central Tablelands Local Land Services
Megan Rogers – AWI Sheep Connect
John Coughlan – Cudal Farmer
Toni Nugent – Graham Centre for Agricultural Innovation
Dennis Hodgkins – Charles Sturt University
Diana Parsons – Central West Farming Systems
Scott Chamney – Central West Farming Systems

Professional Conference Organiser: Bruce Reynolds – Reynolds Communication

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