

## Healthy people, healthy soil, healthy business

The Double B Beef Promotion Association and Meat & Livestock Australia invite you to the Meat Profit Day to be held at the Bingara Showground on Thursday 24 March 2011.

Double B, which is celebrating its 27th year of working for beef producers in the north west of NSW, has volunteered to organise a day that will echo society's desire for health. The theme of the day is 'Healthy people, healthy soil, healthy business'. In essence, the Meat Profit Day will revolve around information producers need to maintain:

- healthy interpersonal relationships – financial planning, succession planning and mental health
- soil health – pasture management and alternative fertilisers
- thriving business management – information on world markets for meat and your own business goals

Success in the meat production business depends on meeting the needs of the people in the business and of the land that supports it.

Don't miss out on your chance to take advantage of the exciting opportunities that the North West NSW Meat Profit Day will provide.

Jennifer Capel  
Chair  
North West NSW Meat Profit Day  
organising committee

## Meat Profit Day cost

### Early bird registration

#### Pre-register by Monday 14 March:

- \$20 per person for MLA members
- \$30 per person for non-members
- \$10 per person for students
- \$20 per person for dinner (includes meal and limited drinks)

#### Register after Monday 14 March or on the day:

- \$30 per person for MLA members
- \$40 per person for non-members
- \$10 per person for students
- \$20 per person for dinner (includes meal and limited drinks)

## Special family/business package

Must pre-register by 14 March and provide MLA membership number for this special rate:

- \$80 MLA member family/business package includes entry to Meat Profit Day and dinner for up to four family/business members.

## Venue and parking

The Meat Profit Day will be held at the Bingara showground, Bowen Street, Bingara. Parking areas will be clearly marked. Look for directional signage on the day or call 1800 675 717 (option 4) for more details prior to the Meat Profit Day.

## Accommodation and tourism

For accommodation options and things to see in and around Bingara, please contact the Bingara Tourist Information Centre on 02 6724 0066 or [www.bingara.com.au](http://www.bingara.com.au).

## Childminding

We are exploring options to provide childminding for children aged between 2 and 10 years from 8.45am to 5.00pm at a cost of \$30 per child for those who register by Friday 4 March. Please call Jackie Kyte on 0409 564 729 for more information.

## Further information

Jackie Kyte or Janine King  
JK Connections  
North West NSW Meat Profit Day – Project Managers  
Phone: 0409 564 729 or 0419 735 542  
Email: [jackie@jkconnections.com.au](mailto:jackie@jkconnections.com.au)

Will Banks  
Events and Sponsorship Coordinator  
Meat & Livestock Australia  
Phone: 02 9463 9257  
Email: [events@mlla.com.au](mailto:events@mlla.com.au)

## North West NSW Meat Profit Day committee

Thank you to the local producers and industry representatives who make up the North West NSW Meat Profit Day organising committee:

Jennifer Capel, beef producer (Chair)  
Will Cannington, beef and sheep seedstock producer  
Don Capel, beef producer  
Richard Chamen, beef producer  
Angus Faulks, beef producer  
Justin Kirkby, sheep producer  
Scott Mitchell, beef and sheep producer  
Sinclair Munro, seedstock producer  
Danny Wilkie, livestock marketer

## North West NSW Meat Profit Day partners

### Partners



### Supporters



## North West NSW Meat Profit Day

Healthy people, healthy soil, healthy business

Bingara Showground, Bowen St, Bingara NSW  
Thursday 24 March 2011

## Thursday 24 March 2011

- 7.30am **Registration and trade displays to commence**
- 8.30am **Welcome and opening**  
Jennifer Capel  
Chair, Meat Profit Day organising committee  
John Coulton  
Mayor, Gwydir Shire Council
- 8.40am **Healthy outlook for Australian red meat**  
Don Heatley  
Chairman, Meat & Livestock Australia (MLA)
- 8.55am **Emerging markets for Australian red meat producers**  
Ross Keane  
Chairman, Red Meat Advisory Council
- 9.20am **Red Meat Amazing Food**  
Glen Feist  
General Manager Marketing, MLA
- 9.45am **Questions**
- 10.00am **Morning tea and trade displays**
- 10.30am **Module sessions**
- Healthy people
  - Healthy soil
  - Healthy business
- 12.00pm **Lunch and trade displays**
- 1.00pm **Module sessions**
- Healthy people
  - Healthy soil
  - Healthy business
- 2.30pm **Module sessions**
- Healthy people
  - Healthy soil
  - Healthy business
- 3.30pm **Afternoon tea and trade displays**
- 4.00pm **Global red meat market update**  
MLA's Regional Managers from Korea, Europe and South East Asia  
Chaired by ABC Landline's Peter Lewis
- 4.50pm **Lamb vs beef – A healthy debate**  
Featuring two special industry guests
- 5.20pm **Closing**  
David Palmer  
Managing Director, MLA
- 5.35pm **Drinks and dinner**

## Healthy people

In a world that seems to be spinning faster each year, there are risks in becoming so absorbed in the business that the people in it are overlooked.

This module addresses some of the issues that cause meltdowns within families and how to avoid them. It will also present some strategies to maintain a relaxed and positive view of life through droughts and flooding rains and everything else life throws at us!

TOPIC	SPEAKER
Handing over the business	Brian Costello Financial and Investment Advisor, Founder and Director, Entello Group
People and production	Michael O'Brien Walgett grazier and dryland cropping farmer; 2009 NSW Farmer of the Year
Looking after yourself	Bronwyn Roberts Let's Laugh
<i>Module Chair</i>	Annabelle Monie Communications Officer Border Rivers-Gwydir CMA

## Healthy soil

The soil is our most precious resource. The role of what lives under the surface has in the past been severely underestimated or indeed ignored. Maintaining this growing factory in optimal condition, while gaining peak performance from the livestock which rely on it, is the focus of this module.

TOPIC	SPEAKER
Balancing profitability with regeneration	Garry McDouall Holistic farming practitioner, Bingara
Soils and sacred cows	Richard Makim Ben Lomond livestock producer
Fertiliser and profit – what went wrong and what you can do about it	Bart Davidson Consultant Agronomist
<i>Module Chair</i>	Sally White The Land

## Healthy business

There are so many tools when it comes to improving profitability. The days of sending the product on a truck to the saleyards and hoping for the best are long gone! This module explores some of the areas where producers can optimise their returns to ensure their businesses prosper.

TOPIC	SPEAKER
Increasing profits per hectare – Cost of Production	Bill Hoffman Hoffman Beef Consulting and former NSW coordinator for MLA's More Beef from Pastures
MSA's impact on your bottom line	Michael Crowley Manager, Meat Standards Australia Edwina Lord Trade Development Officer, Meat Standards Australia
Genetic evaluation tools to increase profitability	David Johnston Animal Genetics & Breeding Unit, University of New England
<i>Module Chair</i>	Alastair Rayner Industry & Investment NSW, Tamworth

## Meat Profit Day dinner

Directly following the Meat Profit Day, a casual dinner will be held at the Bingara Showgrounds. It is a great opportunity to catch up with industry leaders, speakers and fellow producers. The cost is \$20 per person (includes dinner and limited drinks). Pre-registration secures your place and assists us with catering.



Don't miss out. Early bird registration rates available if you register by Monday 14 March 2011. Your early registration guarantees you a seat and assists with catering.

Name/s of attendee/s \_\_\_\_\_

Contact person \_\_\_\_\_

Contact phone number \_\_\_\_\_

Email \_\_\_\_\_

MLA membership number \_\_\_\_\_

### MLA member family/business special

Includes entry to Meat Profit Day and dinner for up to 4 family/business members – \$80 total. Must pre-register before 14 March 2011 for this special deal.

Pre-registration by Monday 14 March only	Cost	No. attending	Total
Meat Profit Day (MLA members)	\$20		
MLA member family special/business special	\$80		
Meat Profit Day (Non-members)	\$30		
Student	\$10		
Casual dinner	\$20		
		<b>TOTAL</b>	

Cheque  Mastercard  VISA  Amex

(Please make your cheque payable to Meat & Livestock Australia)

Card number \_\_\_\_\_

Expiry date \_\_\_\_\_

Cardholder name \_\_\_\_\_

Cardholder signature \_\_\_\_\_

To register by phone: 1800 675 717 (and select option 4)

To register by mail: North West NSW Meat Profit Day  
PO Box 846  
Park Ridge QLD 4125

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