



SMARTBEEF 2017

SMARTER, RICHER BEEF

Conference Program

WEDNESDAY, 1 NOVEMBER 2017

SESSIONS	TIME	SPEAKERS & TOPICS	VENUE
Conference Welcome	2:00pm – 5:00pm	Conference registrations open	University of New England (UNE)
	6.30pm – 8:30pm	Welcome Reception - finger food and drinks	Armidale Bowling Club

THURSDAY, 2 NOVEMBER 2017

SESSIONS	TIME	SPEAKERS & TOPICS	VENUE
SMARTBEEF Bootcamp	6.30am	Time to get moving! Join ALFA Councillors Barb Madden and Bryce Camm for some group exercise fun.	
Plenary Session	7.30am – 9:00am	Conference registrations open	University of New England (UNE)
	9:00am – 9:10am	Welcome from MC's Bryce Camm & Barb Madden	University of New England (UNE)
	9:10am – 9:15am	Welcome from Tess Herbert, President, ALFA	University of New England (UNE)
	9:15am – 9:25am	Diamond Sponsor Presentation	University of New England (UNE)
	9:25am – 9:55am	Keynote Speaker – Carolyn Miller, The Honeycomb Effect	University of New England (UNE)
SMART Relationships Australian meat brands and supply chains are rising to the challenge of global marketing. A focus on what it means for Australian cattle producers, especially those building SMART supply chain relationships.	9:55am – 10:15am	Don Mackay, Red Meat Advisory Council (RMAC) Australia's shift from being a commodity trader to one built on brands to meet the needs of the global consumer – what does this mean for the cattle production landscape going forward?	University of New England (UNE)
	10:15am – 10:35am	Lachie Hart, Kerwee Lot Feeders Case Study: Stockyard Model A dynamic alignment - aligning our stockyard supply chain to the requirements of its customers and end users.	University of New England (UNE)
	10:35am – 10:55am	Berry Reynolds, Mort & Co. Case Study: Mort & Co. Model What constitutes beneficial supply chain relationships?	University of New England (UNE)
	10:55am – 11:15am	Jock Whittle, Paraway Pastoral Co. Case Study: Paraway Pastoral Co. Model Supply chain considerations for a profitable business.	University of New England (UNE)



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THURSDAY, 2 NOVEMBER 2017 (CONTINUED)

SESSIONS	TIME	SPEAKERS & TOPICS	VENUE
	11:15am – 11:45am	Morning Tea	University of New England (UNE)
SMART Data Using data to make SMART production decisions including the use of objective carcass measurement, feedback and value based marketing - now and the future.	11:45am – 12:15pm	John Langbridge, Teys Australia Carcass value discovery and how DEXA plays that role.	University of New England (UNE)
	12:15pm – 12:45pm	David Hill, Cattle Council of Australia Whole of supply chain profitability - a comparison of what feedback systems are currently used in the industry, how they are put into practice and what will be available in the future.	University of New England (UNE)
	12:45pm – 1:15pm	Sean Starling, Meat & Livestock Australia (MLA) Objective measurements and future R&D concepts.	University of New England (UNE)
	1:15pm – 1:25pm	Excellence in Feedlot Education Medal - sponsored by Zoetis	University of New England (UNE)
	1:25pm – 2:00pm	Lunch	University of New England (UNE)
SMART Applications Applying research, SMART tools and know-how to achieve production efficiencies and economic gains.	2:00pm – 2:20pm	Tony Battaham, Quirindi Vet Group Remote diagnosis of BRD - the Remote Early Disease Identification (ReDI) project.	University of New England (UNE)
	2:20pm – 2:40pm	Steve Blake, GrainCorp Liquid Feeds Balancing the nutrient requirements of livestock with pasture quality – benefits of an integrated supply chain.	University of New England (UNE)
	2:40pm – 3:00pm	Rob Banks, Animal Genetics and Breeding Unit (AGBU) Designing the perfect feeder steer with genetics.	University of New England (UNE)
	3:00pm – 3:20pm	Marc Greening, Injemira Beef Genetics Case Study: Injemira Beef Genetics Outline your operation and feedback systems to assist in making smart genetic and business decisions and how they make greater returns.	University of New England (UNE)
	3:20pm – 3:50pm	Afternoon Tea – sponsored by Datamars	University of New England (UNE)



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THURSDAY, 2 NOVEMBER 2017 (CONTINUED)

SESSIONS	TIME	SPEAKERS & TOPICS	VENUE
SMART People A session designed to showcase the rising talent in the feedlot sector	3:50pm – 4:15pm	Young Lot Feeder Award Finalist Presentations - sponsored by Performance Feeds	University of New England (UNE)
	4:15pm - 5:00pm	Communicate Your Research Finalist Presentations and Awards Presentation - sponsored by Bovine Dynamics and Quirindi Feedlot Services An exciting session whereby university students from around Australia present their research findings through a 5 minute presentation and 2 minutes of question time.	University of New England (UNE)
	5:00pm – 5:05pm	Day 2 close conducted by MC's Bryce Camm & Barb Madden	University of New England (UNE)
AGM	5:05pm – 6:00pm	ALFA's Annual General Meeting (AGM)	University of New England (UNE)
Conference Dinner	6:00pm – 6:45pm	Pre-Dinner Drinks – sponsored by Performance Feeds Young Lot Feeder Award Presentation	University of New England (UNE)
	6:45pm	Conference Dinner – sponsored by International Animal Health Products (IAHP)	University of New England (UNE)

FRIDAY, 3 NOVEMBER 2017

SESSIONS	TIME	SPEAKERS & TOPICS	VENUE
Sundown Pastoral Company Tour	7:00am	Sundown Tour Breakfast	University of New England (UNE)
	8:00am	Sundown Introduction	University of New England (UNE)
	8:30am	Delegates board buses & travel to Sundown Pastoral Company	
	10:50am	Tour Station 1 – Pasture Technology <ul style="list-style-type: none"> Quantitative mapping of pasture biomass using satellite imagery and optical sensors – handheld, drone or helicopter application. Derive Normalised Difference Vegetation Index (NDVI) to model and predict pasture availability and growth rate. Guides on-farm management decisions of pasture utilisation by grower cattle. 	Sundown Pastoral Company
	11:15am	Travel to station 2	Sundown Pastoral Company



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Sundown Pastoral Company Tour (continued)	11:25pm	Tour Station 2 – Animal Technology <ul style="list-style-type: none"> • Wearable technology on livestock for tracking and behaviour classification. • Opportunities to combine with other technologies such as walk-over weighing and tour station 1 technology to derive animal product yield maps in pasture settings. • For all production systems – capability to add individual objective metrics to animal health, welfare and production – suitability to feedlots. 	Sundown Pastoral Company
	11:50am	Travel to station 3	Sundown Pastoral Company
	12:00pm	Tour Station 3 – Sundown Pastoral Paddock Tour Insights into Sundown Pastoral Company management of the following: <ul style="list-style-type: none"> • Paddock rotation, feeder movement and transfers. • Treatments, animal health protocols and backgrounding. • Bloat management. 	Sundown Pastoral Company
	12:25pm	Travel to station 4	Sundown Pastoral Company
	12:35pm	Tour Station 4 – Supplementary Feeding <ul style="list-style-type: none"> • Practical insights from the previous day's presentation – balancing the nutrient requirements of livestock with pasture quality 	Sundown Pastoral Company
	1:00pm	Travel to homestead for lunch	Sundown Pastoral Company
	1:10pm	Lunch	Sundown Pastoral Company
	2:30pm	Delegates to board buses & travel back to Armidale	
	4:00pm	Arrive back in Armidale	