

# Best Practice Demonstration Farm Field Day & MeatUp Forum

*a South East livestock event*

2–3 February 2022 | Struan and Naracoorte



## BEST PRACTICE DEMO FARM FIELD DAY

Struan | 2 Feb 2022 | 10.30am–4pm

Learn about the benefits AgTech is providing to the Best Prac Demo Farm and engage with the tech providers

## MEATUP for DINNER & DRINKS

Struan | 2 Feb 2022 | 4pm–7pm

Featuring MLA's Corporate Chef, Julie Ballard and Peter McGilchrist, UNE

## MEATUP FORUM

Naracoorte | 3 Feb 2022 | 8am–6pm

For the latest in red meat research, development and adoption

**meatup**  
FORUM

## HOW TO REGISTER

Registration is essential for each event across the two days. Book early to avoid disappointment.

Best Practice Demonstration Farm Field Day, [Eventbrite](#)  
MeatUp Forum, [click here](#)

Contact:

**Best Practice Demonstration Farm Field Day**

Robyn Terry | 0418 631 842 | [robyn.terry@sa.gov.au](mailto:robyn.terry@sa.gov.au)

**MeatUp Forum**

Caroline McGrath | 1300 746 466 | [meatup@pinionadvisory.com](mailto:meatup@pinionadvisory.com)



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# Struan Best Practice Demonstration Farm Field Day

Find out about the benefits AgTech is providing on farm, as demonstrated at Struan and Kybybolite

## Location and date

Struan Best Practice Demonstration Farm, 74 Struan House Rd, Struan SA 5271

Wednesday 2 February 2022 | 10.30am–4pm

4pm–7pm | MeatUp for dinner and drinks featuring Meat & Livestock Australia (MLA) corporate chef, Julie Ballard

## Program

- Value proposition and return on investment of AgTech solutions
- What to consider when deciding on AgTech to invest in
- Opportunity to engage with technology providers

## Register

Registration is free and essential to comply with the COVID-19 management plan.

Register at [Eventbrite](#)

Contact: Robyn Terry, AgTech Co-innovation Officer

P: 0418 631 842 | E: [robyn.terry@sa.gov.au](mailto:robyn.terry@sa.gov.au)



## MeatUp for dinner & drinks

featuring Julie Ballard, MLA Product Development Executive & Culinary Chef and Peter McGilchrist, UNE

**Wednesday 2 February, 4–7pm**

RSVP for dinner when you register for the Field Day and/or MeatUp Forum

*A Best Practice Demonstration Farm Field Day & MeatUp Forum collaboration*

## Naracoorte, Thursday 3 February 2022

Venue Naracoorte Town Hall, 95 Smith Street, Naracoorte SA

Time 8.00am – 6.00pm

### About MeatUp

MLA MeatUp Forums, first held in 2021, deliver the latest in red meat research, development and adoption (RD&A) and are held throughout southern Australia. MeatUp Forums are designed by producers for beef, sheep and goat producers through the input of Regional Producer Working Groups.

This means the program is purposely designed to be relevant to the needs and interests of red meat producers in the local region that MeatUp is being held.

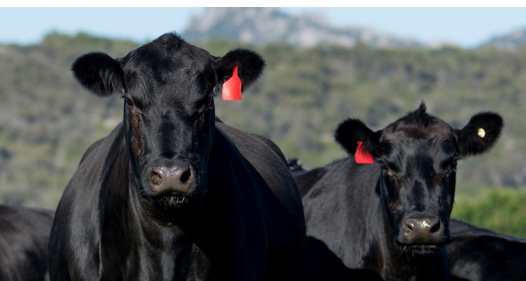
MeatUp Forums are an MLA initiative and delivered by Pinion Advisory.

### Why should I attend MeatUp?

- Hear about the latest, locally relevant on-farm RD&A
- Hear from and network with leading producers, industry representatives, advisors and researchers
- Gain insights into tools and programs available as next steps to improve your business
- Identify opportunities to drive on-farm productivity and profitability

### Event features

- MeatUp for dinner and drinks, featuring MLA Corporate Chef, Julie Ballard (after the Best Practice Demo Farm Field Day at Struan)
- RD&A and market update from Sarah Strachan, Group Manager Adoption and Commercialisation MLA
- Keynote speakers include John Francis, Agrista; Peter McGilchrist, UNE; and Matt Dalgleish, Thomas Elder Marketing
- Watch a virtual farm tour of South Killanoola, Bool Lagoon, with Dean Eastwood and the Seymour Family
- Local catering by Gather on Gordon featuring red meat plus wrap up networking drinks and nibbles



### Register

'MeatUp for Dinner' at Struan, 2 February 2022, Cost: Free – please register below

MeatUp Forum, 3 February 2022, Cost:

- MLA member \$25 GST inc
- Non-member \$50 GST inc (includes researchers, Department staff, service providers and producers who are non-MLA members)

To register, visit

**[mla.com.au/meatup](https://mla.com.au/meatup)**

Contact

Pinion Advisory

P: 1300 746 466

E: [meatup@pinionadvisory.com](mailto:meatup@pinionadvisory.com)

## Program Naracoorte, 3 February 2022

Time	Session	
8.00am	Registration desk opens, tea and coffee available	
8.45am	<b>Welcome to MeatUp</b> , housekeeping and forum schedule Pinon Advisory	
9.00am	<b>MLA welcome and market update</b> Sarah Strachan, Group Manager Adoption and Commercialisation Meat & Livestock Australia	
9.30am	<b>Hold 'em, fold 'em, walk or run? – The Kenny Rogers approach to livestock systems</b> John Francis, Agrista	
10.20am	Morning tea	
10.50am	<b>The Australian red meat market risks and opportunities</b> Matt Dalgleish, Thomas Elder Marketing	
11.35am	<b>MLA carbon neutral 2030 (CN30) project update</b> Margaret Jewell, Carbon Neutral 2030 (CN30) Manager, Meat & Livestock Australia	
12.05pm	<b>Watch a virtual farm tour filmed on farm at South Killanoola featuring interviews with Dean Eastwood and The Seymour Family</b> South Killanoola	
12.30pm	Lunch	
1.30pm	<b>Beef and lamb meat eating quality – what producers need to know</b> Pete McGilchrist, University of New England	
	<b>Concurrent sessions</b>	
	Room 1	Room 2
2.15pm	<b>Objective measurement informing feedback to improve productivity</b> Richard Apps, Meat & Livestock Australia	<b>Turning grass to dollars</b> Tim Prance, T Prance Rural Consulting
2.50pm	<b>How to shop for the best sire to accelerate your beef business</b> Hamish Chandler, Meat & Livestock Australia	<b>Learn what new traits are available for ram buyers and breeders</b> Gus Rose, Sheep Genetics
3.25pm	Afternoon tea	
3.50pm	<b>Red meat supply chain panel session</b> Facilitator – Sarah Strachan, Meat & Livestock Australia JBS, Thomas Foods International and Peter McGilchrist, University of New England	
4.30pm	<b>Wrap up</b> Pinon Advisory	
4.45pm	Networking and drinks	
6.00pm	Close	

\* While we intend for this event to be primarily in-person, we continue to observe the current travel restrictions and health advice. The forum will run in accordance with State and Federal Government restrictions and advice. Seating plans, hygiene cleaning plans and hand sanitiser are in place to help you adhere to social distancing and hygiene guidelines. Participants will be required to provide phone contact details to MLA for contact tracing purposes if required. If you, or anyone you know, have been in contact with someone who has been asked to self-isolate or if you are feeling flu-like symptoms, please do not attend the forum. If circumstances require this event to be rescheduled, registrations (and any accompanying fees paid) will be transferred to the new date. In accordance with the MLA Terms and Conditions refund of registration fees will be paid to those unable to make the new date upon receipt of written notification of your inability to attend. If the event is cancelled, MLA will refund any registration fee you have paid. If there's any changes to COVID restrictions prior to the event that prevent any speaker from participating, a substitute speaker or topic may be included in the program without notice.