

Supporting organisation guidelines

Support a BredWell FedWell workshop for your network.

BredWell FedWell is a practical, one day **introductory** workshop focusing on how productivity and profitability can be improved with good breeding and feeding throughout the livestock production cycle with a specific focus on profit drivers.

Producers can use the outcomes of the workshop to plan a genetics and nutrition regime suited to their environment and markets to boost profitability.

Workshops are hosted on-farm and facilitated by professional deliverers and include presentations, along with practical sessions focused on sire selection.

The workshop aims to improve the knowledge and skills of producers so they can:

- develop a breeding plan for their livestock enterprise aligned to their profit drivers;
- identify sires and select animals that help them achieve their objectives; and
- feed animals well to achieve their objectives and maximise their genetic investment

So far, BFWW workshops have delivered **\$17.2m*** in total net benefits to participating producers



1.9M

cattle influenced by the BFWW workshop

\$2.98

net benefit per cow mated

639k

breeding females



19.6M

sheep influenced by the BFWW workshop

\$2.48

net benefit per ewe joined

12.7M

breeding ewes

*Calculated as net present value of adoption to 2045, discounted at 5% annually.



New workshops are available for all sheep types, southern cattle and northern cattle production systems. Register your interest to host a workshop.

mLa.com.au/bredwellfedwell





Workshop key message

Productivity and profitability can be improved with good breeding *and* feeding throughout your livestock production cycle with a specific focus on your profit drivers.

Workshop structure

The workshop is a full day that includes a mix of presentations from a professional deliverer, in-class activities using workbooks and other resources and in-yard activities where participants visually and objectively assess livestock.

The workshop is designed to be interactive and engaging and is also very educational.

Proposed timing

Workshops typically run 9.00am to 4.30pm including morning tea, lunch and afternoon tea. Registration usually opens at 8:30am.

Number of participants

Minimum 15 participants, maximum 25.

Depending on the region, minimum numbers may be reduced to 10. Minimum numbers must be registered online seven days before the event in order for it to proceed.

Registrations must be made online via MLA's online event system prior to commencement of the workshop.

NOTE:

- A decision to go ahead with the workshop will be made seven working days before the workshop and is subject to the event achieving a minimum of 15 online registrations by that time.
- No restrictions can be placed on who can attend the workshop and all livestock levy payers are invited to attend.

Participant details

Due to privacy laws, participant contact details or information cannot be shared with hosts.

A registration list of participant name and business name will be provided to hosts seven days in advance of the workshop.

Hosts are welcome to provide their contact details to participants so that participants can initiate contact. Workshop evaluation data cannot be shared unless feedback is directly related to the host.

For more details relating to reporting of monitoring and evaluation data, please contact Sarita Guy, MLA Genetics Adoption Project Manager sguy@mla.com.au 0407 280 074.

Workshop requirements

Hosts and deliverers are the linchpin of BredWell FedWell and a lot of effort on their part is required to make the workshop a success.

Hosts need to provide:

- Sires with ASBVs/BREEDPLAN EBVs.
- Yard/pen to visually assess rams/bulls.
- Enclosed area for presentation (please be aware that direct sunlight can make digital presentations difficult to see).
- Toilets and wash facilities.
- Check-in area where people can check-in on arrival.
- Power points and extension cords.
- White board (or stickup butchers paper) with marker pens and eraser.
- Tables and chairs for the number of participants registered.
- Tables for deliverer's projector and laptop, check in and catering.
- Catering equipment (in conjunction with the caterer)

Deliverers bring a screen and projector.

How to support a workshop

Supporting organisations may choose to support BredWell FedWell workshops through:

- Assistance securing hosts and participants.
- Promotion of the BredWell FedWell workshop through their network.
- Provision of equipment such as tables, chairs, screens, projectors and whiteboards.
- Provision of catering (morning and afternoon tea and lunch).
- Assisting hosts with logistics.
- Financial sponsorship of the workshop.

Promotion

Supporting organisations are encouraged to promote the event locally to their networks. Schuster Consulting will provide supporting organisations with promotional materials such as links for online registration forms, flyers and media releases as well as images and content for social media posts.

To find out more please contact:

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