

Agenda

18 March 2025
Albany, WA

Time: 9.00am–6.00pm **Cost:** \$50 inc GST
Location: 2 Toll Place, Off Princess Royal Drive

MLA MeatUp forums, first held in 2021, deliver the latest in red meat research, development and adoption 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 tailored, so it is relevant to the needs and interests of red meat producers in the local region where each MeatUp is held.

Why should I attend MeatUp?

- ⤴ Hear about the latest, locally relevant on-farm research and development.
- ⤴ Learn from and network with leading producers, industry representatives, advisors and researchers.
- ⤴ Visit the 'next step hub' to gain information on tools, programs and resources to help achieve business and enterprise goals.
- ⤴ Identify opportunities to drive on-farm productivity and profitability.

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Event features

- ⤴ Presenters share practical and innovative insights on how to improve productivity, profitability and livestock health and wellbeing in red meat enterprises.
- ⤴ An update from MLA including market insights across beef, sheep and goats; research and development updates; and adoption program investments and opportunities.
- ⤴ Be taken on a virtual farm tour and engage with the hosts during an interactive Q&A session.
- ⤴ Local catering with a red meat focus and networking drinks to wrap up the day.

To register, visit mla.com.au/meatup-register or click/scan the QR code.
For more information about MeatUp, visit mla.com.au/meatup



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8.00am	Registration desk opens, tea and coffee available	
Session 1		
9.00am	Welcome, housekeeping and forum schedule	
	MLA: Welcome and market update Dave Beatty	
	Generating supply chain value Will Atkinson	
	A collaboration in Western Australia's finest beef brand Greg Ryan and Paul O'Meehan	
10.40–11.10am	Morning tea	
Session 2		
	Mixed Enterprises 2.0 Nick Eyres	
	Harvest Road – Backgrounding in WA Ben Dwyer	
	Beyond the tag: Using eID for profit and precision Sally Martin	
1.00–2.00pm	Lunch	
Breakout sessions		
	Cattle	Sheep
	SMARTBEEF Alan Peggs	Meeting market specs with Merino lambs Clark Skinner
	Rumen8 – Taking the gue\$\$ work out of supplementation Dr Martin Staines	Vetch – mixed farming approach Theo Oorschot
Session 4		
	Virtual farm tour – AgTech in action: a journey to enhance productivity Q&A session with Kent Rochester	
3.15–3.40pm	Afternoon tea	
Session 5		
	Getting the most out of your vaccinations and parasite resistance update Benjamin Fletcher	
	Merino genetic progress – impact of the MLP project and where to from here? Bronwyn Clarke	
	Remote technology use panel Ed Riggall, Simon Anderson, Stewart West and Nick Eyres	
Session 6: Wrap-up		
	Wrap-up and evaluation	
5.15–6.15pm	Networking, canapés and drinks	

