

Be a BredWell Fedwell host

Host the revamped BredWell FedWell workshop on your property for your clients and local producers.

You, your peers and clients will hear the latest research and know-how on breeding and feeding your livestock to optimise production and productivity for your enterprise.

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.

Workshop level

This is an introductory workshop into genetics and nutrition. Participants will learn about ASBVs/BREEDPLAN EBVs and feed supply and demand during the livestock production cycle.

Workshop aims

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

Activities for the host

The workshops involve the presentation of BredWell FedWell principles by professional deliverers along with visual and practical animal assessment, including the use of breeding values.

Hosts are asked to undertake the following:

- Prior to the workshop, read these host guidelines and communicate with Schuster Consulting (the program coordinator) if they have any questions about the facilities, equipment and catering required.
- Prior to the workshop, communicate with the deliverer about the animals required for practical activities, identification of sires and ASBV/BREEDPLAN EBV data for these sires.
- Ensure animals are penned appropriately on the day based on deliverer requirements.
- Ensure participants check-in on the day and provide each with one set of workshop materials.

- Hosts are invited to welcome participants and provide an overview of their property and business should they wish to do so. They may also be engaged in conversation by the deliverer during the workshop to illustrate key points.
- Hosts may be required to move and handle animals in yards, pens and races before the event and during the practical activities.
- Hosts are asked not to promote their stud or other enterprises when addressing participants or responding to questions.

NOTE

BredWell FedWell must not be used to promote one bloodline or breed over another. While studs are invited to host BredWell FedWell activities, they are asked to refrain from all forms of promotion (including any temporary signage other than that designed to provide direction or instruction to participants).

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:

- 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.

To register interest or to find out more please contact:

Delphine Puxty – Schuster Consulting Group **E:** delphinep@schusterconsulting.com.au

Cancellation of workshop

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.

Schuster Consulting will communicate with the host regarding any cancellation. Should the host require the workshop to be cancelled for any reason, please provide as much notice to Schuster Consulting as possible.

Check-in

Participants are required to register online before the event. This will help ensure the minimum number of participants are engaged for the workshop to go ahead.

On the day, the host is responsible for overseeing the check-in process:

- All participants must check-in on the day.
- Schuster Consulting will provide a check-in sheet with the names of those that have registered online.
- Each participant should be provided with a set of workshop materials as they check-in.

NOTE. In accordance with MLA's privacy policy, no participant information is to be retained or used by the deliverer or host.

Animals required

The following animals will be required for practical sessions:

- Rams/bulls: 4-6 bulls or 6-8 rams of a similar age with recorded ASBVs/BREEDPLAN EBVs that vary.

A method for identifying animals so they can be aligned to their ASBVs/BREEDPLAN EBVs will be required. This may include pen signage, ear tags or paint/chalk marks etc.

Hosts will need to provide the deliverer and Schuster Consulting with ASBV/BREEDPLAN EBV data for the rams/bulls to be used for the workshop seven days prior to the workshop.

NOTES:

- All animals should be penned the night before the workshop to allow time for the deliverer to check these before commencement.
- Animals used during the workshop should not be stud animals that are for sale and no other animals should be present or on display at the workshop. Workshops must not be used for promotion of sales or animals for sale.

Facilities

The following facilities are required:

- 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.

Please advise Schuster Consulting if a good internet connection (either wi-fi or mobile reception) is available from the workshop site.

Equipment

Hosts are asked to provide:

- Power points and extension cords.
- White board (or stick up 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).

NOTE:

- Deliverers will bring their own screen and projectors – if hosts have this equipment or are able to easily access the equipment instead it is appreciated, just communicate this with the deliverer.
- It is not acceptable for participants to be asked to bring their own chairs or equipment.
- Tables and chairs are essential to enable all participants to work through activities.

Materials

Materials for participants will be sent to the host. Hosts are asked to provide one set of workshop materials to each participant upon check-in and collect unused materials after the workshop ends.

Unused materials can be returned to Schuster Consulting:
PO Box 75
Dubbo NSW 2830

Deliverers may choose to take unused materials also.

Catering

Schuster Consulting will cover the cost of catering. Hosts are asked to:

- Provide access for participants to fresh water ad lib.
- Arrange a caterer to provide morning tea, lunch and afternoon tea, allow up to \$30 per person (excluding GST) for catering.
- Request the caterer issue the invoice to:
Schuster Consulting Group Pty Ltd
(ABN: 38 614 751 067)
PO Box 75
Dubbo NSW 2830
e: accounts@schusterconsulting.com.au

Include "BFWW" as reference, location, number of participants, date provided and treatment of GST.

Biosecurity and safety plans

- Any biosecurity measures the host requires (such as foot baths or sign in etc.) should be provided to Schuster Consulting Group 30 days prior to the event so it can be included in registration information.
- Participants will be asked to ensure their boots are appropriate and clean and to observe all required biosecurity measures.
- If the region experiences any severe events (e.g. fires, floods etc.) that would prohibit the workshop from proceeding safety please advise Schuster Consulting as soon as possible.
- In the event any safety plan may be required for BredWell FedWell workshops, Schuster Consulting will help hosts prepare this plan.

Promotion

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

Hosts are asked to:

- Distribute flyers locally.
- Utilise the social media posts provided by Schuster Consulting, along with guidance provided.
- Respond to local media enquiries when requested.

NOTE:

- The BredWell FedWell workshop must be held as a standalone event and not held in conjunction with a sale or open day.
- The BredWell FedWell workshop must not be promoted on a host's website if the workshop is to be held within six weeks of the any sales or open days.

Host checklist

Hosts will be provided with a checklist to help them coordinate the day.

Supporting organisations

Supporting organisations may choose to support BredWell FedWell workshops. This support may be in the way of:

- 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.
- Providing of catering.
- Assisting hosts with logistics.
- Financial sponsorship of the workshop.

Schuster Consulting will coordinate supporting organisations and the support provided and keep deliverers up to date on the arrangements.

Hosts may need to liaise with supporting organisations.

When supporting organisations are present, they will be given an opportunity to include their logo on flyers and on the introductory slide.

Depending on the level of support, they may address the group at the beginning of the workshop.

Due to privacy constraints limited data can be shared with supporting organisations about participants and only metrics related to the number of participants per workshop or the number of workshops supported will be able to be reported by supporting organisations.

Supporting organisations are able to provide their contact details to participants so that participants can initiate contact.