

A PRODUCERS PERSPECTIVE

SUSTAINABILITY ON THE GROUND

Family & Community

*Family is always the first
priority.*



- Here is the fourth and potential fifth generation of cattle managers in this family business.

Environment



- **Continuous improvement requires measurement analysis and action**
- **Data we have collected over the last forty years shows a steady increase in the amount and quality of the pasture on which our cattle graze**

Natural Environment

- Areas of natural forest fenced to exclude cattle and provide habitat for native animals

Natural Environment



- The diverse species of native animals in this forest are rarely seen as they are mostly nocturnal

Animal Health and Welfare

- A healthy animal is a profitable animal



Animal health and Welfare



- **Health is easy to measure**
- **Welfare is harder to measure as it is often a response to the emotions of our customers and special interest groups rather than science**

Animal Health and Welfare



- Continuous improvement of animal husbandry practices and pain management is required to meet community expectations

Animal Transport



- Specialised stock transport design and standards have improved animal welfare outcomes

Innovation

- Yard design based on cattle behaviour improves outcomes for cattle AND people handling them



A photograph of a sunset or sunrise. The sky is filled with vibrant orange and red clouds, with a bright glow on the horizon. In the foreground, the dark silhouette of a large, gnarled tree trunk and its branches dominates the left side of the frame. The background shows a dark silhouette of a field and a line of trees on the horizon.

A Sustainable Future

- **Sunset or sunrise depends on your viewpoint but either way it will happen tomorrow**
- **The future of our industry is something we can control**