A PRODUCERS PERSPECTIVE

SUSTAINABILITY ON THE GROUND
Here is the fourth and potential fifth generation of cattle managers in this family business.
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 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