



THE
SMARTBEEF
PROJECT

Applications are now open for the 2025-2026 Producer Groups

Keysbrook, Donnybrook, Pemberton or Albany



The SMARTBEEF Project brings producers together to boost the productivity and profitability of Southern WA beef.

Developed alongside Industry Experts, Western Beef Association and the University of Adelaide, this initiative will address the unique challenges faced by WA's beef industry, including climate conditions and shifting market dynamics.

Why should I join a SMARTBEEF Producer Group?



Use tools for analysing the cost of production and plan how to best improve profitability through data driven decision making



Be supported by experienced industry consultants and facilitators and gain insights into the market through access to supply chain stakeholders



Invest in skill development and business strategies to tackle challenging seasonal conditions and shifting market dynamics on your farming system

To join a SMARTBEEF Producer Group

CLICK HERE 

or visit the website

SCAN HERE



CONNECT

Join a group of ten Southern WA beef producers to share practical experiences, learn from host farmers and industry professionals, and work together to address on-farm challenges.

LEARN

Learn how to use myFARMSMART to model calving dates and make informed decisions that improve profitability. Explore ways to align calving with pasture growth while strengthening your skills in pasture utilisation, herd performance, and financial analysis.

EXPERIENCE

Take part in face-to-face workshops and field days held at five focus farms, with a strong emphasis on collaborative learning and real-world application. Access benchmarking data, peer case studies, and gain insights from visits across the industry supply chain.

<https://www.mla.com.au/research-and-development/the-smartbeef-project/>

2025–2026 Project Outline

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Meeting #1 – July 2025: Project Kickoff

Kick off the SMARTBEEF Project by meeting your fellow producers and learn about the project. Understand the key profitability indicators and explore myFARMSMART. Location: Host Farm

Meeting #2 – August 2025: Beef Production Systems

Talking about the whole system, and the decisions we make on pasture growth, animal nutrition, and seasonal variability to meet our target market. Discover data sources and use myFARMSMART to test how different markets, calving times, and stocking rates affect profitability. Location: Host Farm

Meeting #3 – December 2025: Weaner Management

This group meeting will focus on weaning and weaner management strategies, including the effects of calving timing and seasonal variability. Compare marketing strategies for different weaning weights. Location: Farm Visit.

Meeting #4 – February 2026: Feeding Decisions

Learn to use the right data to guide your feeding decisions. Learn how to plan supplementary feeding strategies and apply myFARMSMART to test feeding options for your herd. Location: Farm Visit.

Meeting #5 – March 2026: Growing More Grass

Grow more grass with grazing management strategies to boost pasture production, quality, and longevity. Explore the economic benefits of growing more and better-quality grass and extending green feed availability with myFARMSMART. Location: Farm Visit.

Meeting #6 – June 2026: Study Tour

Take part in a study tour and farm visit to gain practical insights from other producers. Discuss successful strategies that could be adapted to your operation, and strengthen connections with other participants through shared learning experiences. Location: Farm visit

Meeting #7 – September 2026: Breeding Herd Management

Focus on breeding herd management, with an emphasis on genetics, heifer strategies, and herd structure. Use myFARMSMART to assess how changes in calving span, conception rates, and retention impact profitability. Location: Host Farm

Additional Opportunities:

Field trip and presentations with a Focus on Markets & Supply Chains

Explore target market options and supply chain opportunities, including learning about current specifications from different buyers on a field trip.

Field Day with guest speakers and industry experts talking about how to improve profitability and productivity in the Southern Beef Herd in WA.

Webinars with guest speakers presenting on topics about the industry

Cost

Applications close: 30 June 2025

- Producers will make 4x \$2,500 payments to the project and receive 4x \$1,500 payments from the project for meeting project criteria. For the full cost schedule visit our website.
- Net cost for participation is \$2,000 per year for 2 years.
- Includes all training, tools, workshops, and access to professional support networks.

myFARMSMART
Next generation farm software



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