

AROUND THE PENS

ISSUE 269 3 DECEMBER 2018



ALFA DIARY

3 December

MLA/ALFA Market
Consultation, Brisbane

5 & 6 December

ALFA Council Meeting

10 December

Grain Fed Beef Website
Project Branding
Workshop, Brisbane

23 December

Closing date for Project
Officer – Career
Development & Training
Strategy role

25 December

Christmas

26 December

Boxing Day

The ALFA Office will be
open over the Christmas
period except for public
holidays.

**EMERGENCY
ANIMAL
DISEASE WATCH
HOTLINE**

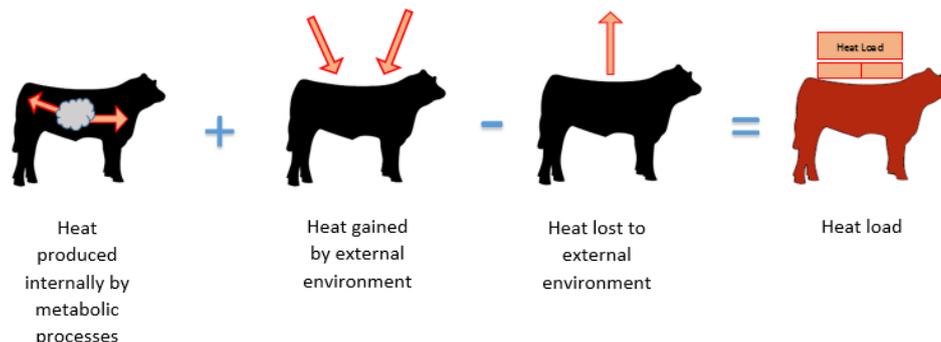
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HEAT LOAD IN FEEDLOT CATTLE: ARE YOU PREPARED?

With temperatures soaring throughout Queensland over the weekend and rising in other states as Summer kicks off, now is a timely reminder to ensure you know how to identify and measure heat load.



It is important for all feedlots to be conscious of heat load. ALFA has developed a free member resource that covers what heat load is, how it is caused and what tools and tips you need to mitigate your risk.

[Click here](#) to download the free Heat Load resource.

NEW WORKSHOP FOR INDUSTRY - FOCUSING ON COMMUNICATION & TEAM WORK



EFFECTIVE TEAM COMMUNICATION WORKSHOP

Following strong feedback received from Members, ALFA will run a brand-new workshop series in July 2019 focusing on building Effective Team Communication skills.

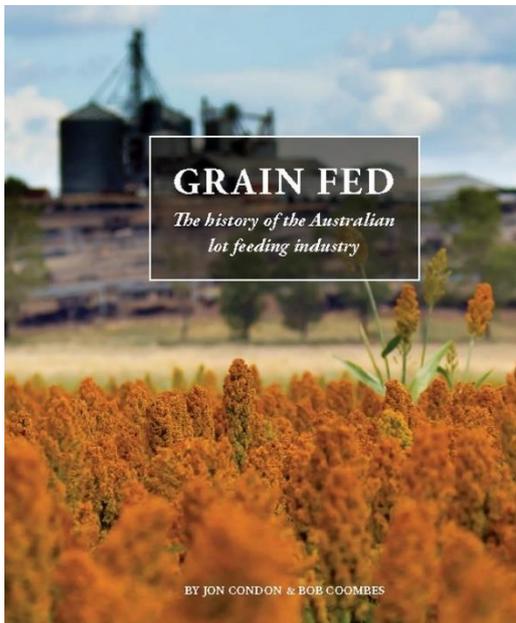
The workshop will aim to upskill your team by building upon your team's interpersonal skills to create effective communication flows and promote a greater team culture.

[Click here to find out more about the proposed workshop.](#)

ALFA is currently calling for expressions of interest from Members to determine

the best and most accessible locations to run this workshop next July, which will be determined according to your feedback. But hurry, as expressions of interest will close 23 December 2018 with locations announced and registrations open in May 2019.

[Click here](#) to register your interest and submit your preferred location.



LOOKING FOR A THOUGHTFUL CHRISTMAS PRESENT?

What better gift to give a passionate lot feeder than a copy of the hardback book...

'Grain Fed: the history of the Australian cattle lotfeeding industry' written by Jon Condon & Bob Coombs.

It provides a chronological account of the first origins of the sector, the key events that shaped its evolution and the key individuals involved.

With over 100 photos of feedlots, lot feeders and other stakeholders, as well as fascinating accounts from influential figures throughout the industry's history, it is a must have for all those interested in the beef industry and is guaranteed to be the best present under the tree this Christmas!

[Click here](#) to order your copy online here by 9 December and have it delivered in time for Christmas!

NATIONAL RESIDUE SURVEY (NRS) CATTLE RESULTS 2017-18 AVAILABLE

Australia's National Residue Survey (NRS) continues to provide support and verification of the chemical control and use in line with Australia's domestic and export legislation and guidelines.

NRS utilise industry levies to monitor the levels of and associated risks from pesticides and veterinary medicine residues in food products.

Each year NRS publishes an annual report on overall compliance, this year (2017-2018) the cattle industry reached a compliance rate of 99.89 of the 4576 samples collected. These results continue to demonstrate the level of professionalism which the cattle industry operates under and is proof of the LPAs success in providing a platform for potential residue risks to be identified when livestock enter the food chain.

ALFA, alongside the grass-fed cattle industry, continues to participate in Beef Industry Advisory Council (BIAC) which works alongside NRS to identify potential residue issues and provide advice of levy expenditure for testing programs.

[Click here to access a summary of the 2017-2018 NRS program](#)

[Or click here to view the full report](#)

GFF NOW PART OF NFAS AUDITS

Auditing of lot feeding operations under the National Feedlot Accreditation Scheme (NFAS) now covers the industry's newest certified product, Grain Fed Finished (GFF) beef, at roughly 30 GFF-ready sites.

As a natural complement to Grain Fed (GF) and Grain Fed Young (GFYG) beef, the two components of lot feeding's established premium longfed range, GFF requires that cattle spend at least 35 days on feed (of which 28 or more must be on a predominantly grain-based diet) and satisfy the Meat Standards Australia (MSA) program's grading requirements.

The Australian red meat industry body AUS-MEAT provides independent, third-party auditing services to the NFAS. AUS-MEAT's role includes ensuring systems are in place and being followed to support adherence to the 35-day minimum feed regime, alongside all original animal welfare, environmental stewardship and food safety features of the scheme.

[Click here to read more on this story](#)

LIVESTOCK INCIDENT REPORTING

It is important that all feedlots understand and implement their incident reporting requirements, particularly coming into the warmer months with potential heat load incidents.

Incident reporting requirements are undertaken when an unusual number of sick animals or deaths occur within a 24- hour period and where an emergency animal disease is confirmed not to have caused the deaths/illnesses.

Reporting procedures are implemented according to the trigger levels in Table 1 below.

TABLE 1 – Morbidity and Mortality Triggers over a 24-hour period for activating Incident Reporting

	Level 1		Level 2	Level 3
Cattle on Feed (head)	Morbidity (pulls)	Mortality (deaths)	Mortality (deaths)	Mortality (deaths)
50 to 150	20	3	6	15
151 to 500	20	3	7	16
501 to 1000	20	3	8	17
1001 to 3000	30	3	11	20
3001 to 5000	40	4	12	21
5001 to 7500	55	6	30+	60+
7501 to 10,000	70	7	30+	60+
10,001 to 20, 000	140	9	50+	100+
20,001 to 40, 000	280	11	50+	100+
40,001 head or above	350	15	50+	100+

Where the number of morbidities or mortalities exceed trigger Level 1, consult your veterinarian and activate your own internal feedlot review and reporting procedures.

Where the number of mortalities exceed trigger Level 2, the Feedlot or its representative must notify the Australian Lot Feeders' Association (ALFA) of the incident within 12 hours. Notification to ALFA must include telephone contact and then follow up in writing.

The Feedlot or its representative must continue to provide ALFA with situational updates including further mortalities, no less than twice daily, until the incident has been resolved.

Where the number of deaths trigger Level 3, ALFA have reporting requirements and will notify the State Chief Veterinary Officer (CVO), RSPCA, SAFEMEAT and the Feedlot Industry Accreditation Committee (FLIAC).

More detailed information can be found in the NFAS Standards (November 2017) Element LM7 – Livestock Incident Reporting and Appendix 7 - Incident Reporting Decision Diagram.

ALFA IS HIRING AS PART OF MAJOR INVESTMENT IN FEEDLOT CAREERS & TRAINING

ALFA is currently recruiting for a Project Officer – Career Development & Training Strategy to help deliver an ambitious four-year project; The Australian Feedlot Sectors Career Development and Training Strategy and Implementation Plan.

[Click here to read more about the project and how it will benefit all of industry](#)

[Click here to view the job advert for the position](#)



ALFA'S IMMEDIATE PAST PRESIDENT, TESS HERBERT, TO LEAD AUSTRALIAN BEEF SUSTAINABILITY FRAMEWORK

The Red Meat Advisory Council (RMAC) recently announced the new Chair of the Sustainability Steering Group (SSG) to drive implementation of the Australian Beef Sustainability Framework.

NSW lot feeder and farmer Tess Herbert will chair the seven-member group of business leaders from across the beef value chain, including grass- and grain-fed production, processing, marketing and live export.

Independent Chair of RMAC, Don Mackay, made the announcement at Red Meat 2018 in Canberra.



“It’s great to see grassroots support for the project that shores up the longevity and prosperity of the Australian beef industry,” Mr Mackay says.

“By defining sustainable beef production and tracking performance each year, the Framework helps to protect our market access and ensure we remain in the driver’s seat on issues that impact our industry.”

[Click here to read more on this story](#)



Watch the YouTube video above to understand what the Australian Beef Sustainability Framework means for producers.

ALFA ATTEND'S MLA RED MEAT 2018 EVENT

ALFA recently gathered with red meat industry leaders in Canberra to discuss ongoing opportunities and threats to the industry and importantly review Australia’s position within global markets.

Marketing

Presentations highlighted what’s driving consumption across major markets for Australian beef including the consumer preferences for natural, ethically produced beef which ensures the future sustainability of the environment. Importantly, grain fed beef is well positioned to continue to capitalise on these consumer preferences being described as ‘ethically natural’.

A key announcement made during the course of the week was the partnership of Australian beef with the Australian Olympic Team for the upcoming 2022 games to be held in Tokyo Japan. This partnership represents a substantial opportunity for industry with Japan representing Australia's largest export market, with 48% of exports being made up of grain fed beef.

Research and Development

The event also showcased much of MLAs research projects, which aim to create tangible commercial benefits for the beef industry. A key issue raised by industry members was the lack of connectivity throughout the regions which has in many respects prohibited the adoption of research. ALFA remains aware of connectivity issues throughout rural Australia and the increasing demand feedlot operators have to access reliable connectivity. To better understand these issues, ALFA recently commissioned research into 'pathways for improving connectivity' which aims to provide recommendations on how individuals, industry and MLA can aim to develop stronger connectivity throughout Australia.

[Click here to access the final research report](#)

NEW PLATFORM TO PROMOTE GRAIN FED BEEF PRODUCTION COMING SOON

ALFA, with support from MLA, is working behind the scenes on a new platform that promises to promote the features, attributes and benefits of grain fed beef; the animal welfare and environmental credentials of the grain fed beef sector; and the quality assurance system that underpins it.

The site, which is set to launch in mid-2019, will underpin an effective and proactive communication and promotion strategy to lift the profile of grain fed beef and its quality assurance system.

The primary target audience of the site will be businesses throughout the grain fed beef supply chain: chefs, meat wholesalers and retailers, butchers, restaurateurs, food service industry, lot feeders, beef industry participants, producers and brand owners. A secondary target audience includes curious consumers and anyone seeking information on Australian grain fed beef products and production methods.



ALFA thanks its Platinum Members for their ongoing support of ALFA and the Industry

