

futurebeef

a fresh approach



FutureBeef recognises the importance of the \$3.7 billion beef industry to the state's economy. As a key export-earner and custodian of the majority of the state's natural resources, a healthy and vibrant beef industry is vital. Department of Primary Industries and Fisheries' extension has the potential to achieve change and accelerate the growth of the industry in Queensland.

What is FutureBeef?

FutureBeef represents the department's commitment to the beef industry for development and extension activities to accelerate adoption of best practice management and new technologies.

Extension will be directed towards improving business productivity, sustainability and profitability through:

- taking a whole of business approach to enable the integration of new and existing technologies
- supporting beef supply chains and the market orientation of beef businesses
- maintaining industry adaptability and risk management with a focus on climate change and drought preparedness, biosecurity and animal welfare, and high environmental risk management.

FutureBeef will clearly define and target extension activities toward client groups where the greatest impact will be achieved.

What are the target markets of FutureBeef?

- The majority of FutureBeef extension activities will be directed at responsive, medium to large sized commercial beef production businesses.
- Some customised extension activities will be developed for large corporately owned or privately owned businesses.
- 'Young' beef producers will be given specific consideration with a greater emphasis on the use of electronic extension technologies.
- Specific peri-urban approaches will be tailored for the growing 'Lifestyle' beef producer sector.
- Market orientated extension will be targeted at responsive businesses throughout the supply chain to improve integration and business profitability.

How will FutureBeef impact on the type of extension activities undertaken?

Project development and delivery will be enhanced by the formation of multidisciplinary teams. The FutureBeef initiative recognises the range of ways in which extension officers assist industry to grow their business. The best way to achieve change in the industry is by utilising the appropriate extension methodology which may include:

- group facilitation and action learning
- structured learning through workshops and courses
- consultants and mentoring for one-on-one activities
- technological development (on-property research, development and demonstration)
- information access with increasing use of e-technologies (newsletters, mobile offices and internet).

These approaches, delivered through targeted projects, will vary according to the needs of individuals, regions or sectors of the industry.

How does FutureBeef fit with NextGeneration Extension?

FutureBeef will deliver Next Generation Extension to the Queensland beef industry. As Next Generation Extension moves to its next phase of developing specific industry implementation plans, FutureBeef is well placed to develop and deliver the implementation plan for the beef industry.

Like NGE, FutureBeef is market orientated and also focuses on critical points in supply chains to enhance whole of chain performance. The majority of DPI&F extension effort for the beef industry is across the breeding, growing, backgrounding and feedlot sectors of the supply chain. However, where appropriate, it also supports business opportunities and business relationships between all sectors.

- e.g. supporting supply chains in areas not well serviced by the large processors in north Queensland,
- supporting development of MSA product and
- encouraging the feedback of information between sectors.

FutureBeef – partnering with industry

Effectiveness can be increased by building relationships with other organisations and agencies that provide beef extension services, such as education institutions, private consultants and agricultural product suppliers.

By partnering with funders such as the regional NRM groups and Meat and Livestock Australia, a greater percentage of the beef industry can be reached.

FutureBeef – its longevity

FutureBeef's success will be judged on its ability to attain adoption and improved performance by industry – essential for achieving returns on Government and funding body investment.

FutureBeef success will be measured by its ability to accelerate the adoption of research and technology and shape future research investment.

