

FEEDBASE ADVANTAGE – PRODUCER TESTIMONIAL

Name: Anthony Close

Business Enterprise: Commercial and seedstock sheep and beef

Location: Harrow, VIC



Photo: Anthony Close

What was the main thing you got out of the program?

As a grazing business, our biggest profit driver is pastures. The more grass you grow the more you can make. The program allows us to put some really sound decision making and forecasts around the biggest variable in our business, which is pasture growth. This allows us to make more informed decisions around stocking rates and matching our grass curve to maximise grass growth.

What do you do differently as a result of participating in the program?

Yes, we definitely measure our grass growth a lot more now. It forces you to go out and complete regular monthly pasture checks. From this we are able to make better decisions off the back of this data. Our management meetings also allow us to sit down and analyse this data and gain an understanding of a worst case scenario, expected scenario and a best case scenario going forward. This allows us to make better decisions around, for example, silage, agistment and timing for selling off and holding stock. We are able to make these decisions before other producers can.

Why would you recommend this program to others?

Yes. The main reason for this is that nearly all grazing businesses, the biggest driver is how much grass you can grow. This program puts sound numbers around your grass growth and grass curve so that you can maximise the amount of grass you can grow and hopefully maximise your profit.

What makes this group program different to other groups?

Most other groups have a focus on animal management or financial management, when the core of all those groups is pasture and grass growth. To me this is the first group that has really zeroed down on the thing that makes graziers the most money which is growing grass.

An example of a business decision that was influenced by participation in the group?

It influenced two major decisions during spring. First was silage, where we cut an extra 50 hectares based on higher than expected pasture growth rate measurements at that time. Then late in the season we took on an extra 300 head of agistment because the software gave us confidence we'd still achieve our autumn break Feed On Offer target.