

FEEDBASE ADVANTAGE – PRODUCER TESTIMONIAL

Name: James Knight

Business Enterprise: Beef Breeding and backgrounding to feeder weights

Location: The Sisters, VIC



Photo: James Knight
(photo credit, Georgie Selman)

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

Developing a set of pasture curves for the business and a more intimate knowledge of how those pastures are performing.

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

I know we now have a better handle on the supply and demand characteristics of the feedbase. When feedbase is a significant lever in a grazing business and most decisions are made around how much or how little feed you have on offer, this program allows us the ability to better match demand to supply.

Why would you recommend this program to others?

FARMAX is a very powerful software program and while measuring pastures is one thing, having the livestock performance in that data set makes it very powerful data in which to make decisions. FARMAX as a program takes measuring pastures to the next level.

What makes this group program different to other groups?

It is specifically focussed on the production and feedbase side of the business and all group members have a common focus. There is a level of trust and consistency from group members around the importance of the quality of data going into the software to ensure that every group member can get the utmost out of the program.

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

Different land classes and pasture types are being grazed more intensively now we have the confidence in the growth numbers. Knowing exactly how much grass you have and an accurate forecast has enabled the business to support a higher stocking rate more confidently.