

SMARTBEEF Producer Groups 2025–2028

The SMARTBEEF Project launched in 2025, bringing together WA beef producers to explore time of calving in a changing climate and its impact on the productivity and profitability of their businesses.

In 2025 & 2026 the project established producer groups in the Southwest, South Coast, Coastal Southwest and Northern Valleys regions. Through practical on-farm workshops, producers share experience, challenge ideas and explore what works across different production systems. Business analysis and myFARMSMART provide another lens to test decisions, compare scenarios and identify opportunities within their own business.

Applications are now open for producer groups starting late 2026 in the Peel-Harvey, Upper Great Southern and Central/West Midlands regions.

Why join SMARTBEEF?

- 🟧 Connect with other beef producers
- 🟧 Share experience and ideas
- 🟧 Participate in practical on-farm workshops
- 🟧 Visit leading beef enterprises
- 🟧 Learn from industry specialists
- 🟧 Test your data and decisions with myFARMSMART
- 🟧 Benchmark your business performance
- 🟧 Identify opportunities to improve profitability







What's involved?

Over 18–24 months you'll take part in:

- Seven interactive producer group meetings
- On-farm workshops and enterprise visits
- Practical business analysis
- Sessions with industry specialists
- Ongoing support from experienced consultants and facilitators

Register your interest in a SMARTBEEF Producer Group › scan here
Visit the webpage: www.smartbeefproject.com
Contact the project team: 0427 447 040

MEAT & LIVESTOCK AUSTRALIA
WESTERN BEEF ASSOCIATION INC
myFARMSMART Next generation farm software
DaviesLivestock ResearchCentre Adelaide University
VILLAGE CONNOR
Shearwell Data Livestock Systems

SMARTBEEF 2026–2028 Project Outline

Over 18–24 months you'll participate in a series of interactive workshops, farm visits and discussions, learning alongside fellow producers and industry experts.

Meeting #1 – Project Kick-off
Meet your producer group and learn about the project. Location: Host Farm

Meeting #2 – Beef Production Systems
Explore the whole production system and the decisions we make to meet our target market. Discover data sources and myFARMSMART. Location: Host Farm

Meeting #3 – Weaner Management
Focus on weaning and weaner management strategies, including time of calving and seasonal variability. Compare marketing strategies for weaning weights. Location: Host Farm

Meeting #4 – Feeding Decisions
Learn to use the right data to guide your feeding decisions. Discuss supplementary feeding strategies and apply myFARMSMART to test feed options for your herd. Location: Host Farm

Meeting #5 – Growing More Grass
Discuss grazing management strategies to boost pasture production, quality, and longevity. Explore the economic benefits of growing more grass and extending green feed availability with myFARMSMART. Location: Host Farm

Meeting #6 – myFARMSMART
Take a deep dive into myFARMSMART to explore strategies that could be adapted to your operation. ***"This is where the project really comes alive."*** Location: Host Farm

Meeting #7 – Breeding Herd Management
Explore genetics, heifer strategies and herd structure. Use myFARMSMART to assess how changes in calving span, conception rates and retention impact profitability. Location: Host Farm

By the end of the program you'll have:

✔️ A network of local beef producers
✔️ Greater confidence in making business decisions
✔️ New perspectives on your production system
✔️ Practical strategies to improve profitability
✔️ Experience using myFARMSMART to test management decisions
✔️ Strategies to apply on-farm

Cost:

Your participation includes all training, tools, workshops and access to professional support networks.
*Western Beef has subsidised 50% of the project cost.

- Participant contribution is 4 payments of $500 (plus GST) over the term of the project, 18-24 months.

**Participants must be a Western Beef member for $160/year.*

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