

**WHAT'S
THE
BEEF?** 2023

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WHAT TO EXPECT

FREE WORKSHOP

Our industry experts will share their experience and insights to help you identify the principles and best practices of beef cattle breeding and management.

This FREE workshop aims to help beef farmers like you to make informed decisions to produce a premium product.

WHAT YOU'LL LEARN FROM WHAT'S THE BEEF? 2023

- Gain a deeper understanding of beef cattle production systems.
- Learn more about breeding best practices and disease prevention in beef cattle.
- How to use genetics to grow profit.
- Gain insights about nutrition in beef cattle and producing high quality beef.
- Understand how to move from commodity to premium market for higher returns

WHAT TO EXPECT ON THE DAY

Our speakers will take you through 30-minute sessions introducing their topics and sharing insights.

SPEAKERS

- Zoetis - Beef and Lamb New Zealand
- Chef - Nutritionist

FARM TOUR

View examples of high profit animals and the systems these farms have in place to help produce top quality meat.

Enjoy a free onsite BBQ to sample premium quality beef.