



## Target 969 - HERD FERTILITY and PRODUCTIVITY



This is the third year that we've been running this project and that's an indication of how important herd fertility is to your bottom line. In fact fertility is 5 times more important than growth rate and 10 times more important than carcass attributes in its impact on herd profitability. Herd fertility is impacted by almost everything you do in the management of your herd.

This year we'll be holding a few discussion group meetings:

28 March  
30 May and  
18 July.

These meetings are conducted on various members' properties and involve some robust discussion of the topic followed by a farm walk.

Our main focus for these times will be on feeding and cow condition score leading up to calving as this is critical. This is the single most important factor in getting that calving right and this needs to be resolved before calving as after calving the cows are lactating as a first priority to feed their calf.

So come along and bring a partner, friend, colleague or neighbour. Current SCBPA Members are FREE and guests, \$200 that's for the FULL SCB Membership for 2020.

RSVP to Rob Stafford 0467 767 375 or [execofficer@southcoastbeef.asn.au](mailto:execofficer@southcoastbeef.asn.au)