



Future  
Beef

# Future Beef: coordinated and collaborative delivery of online information for the northern beef industry

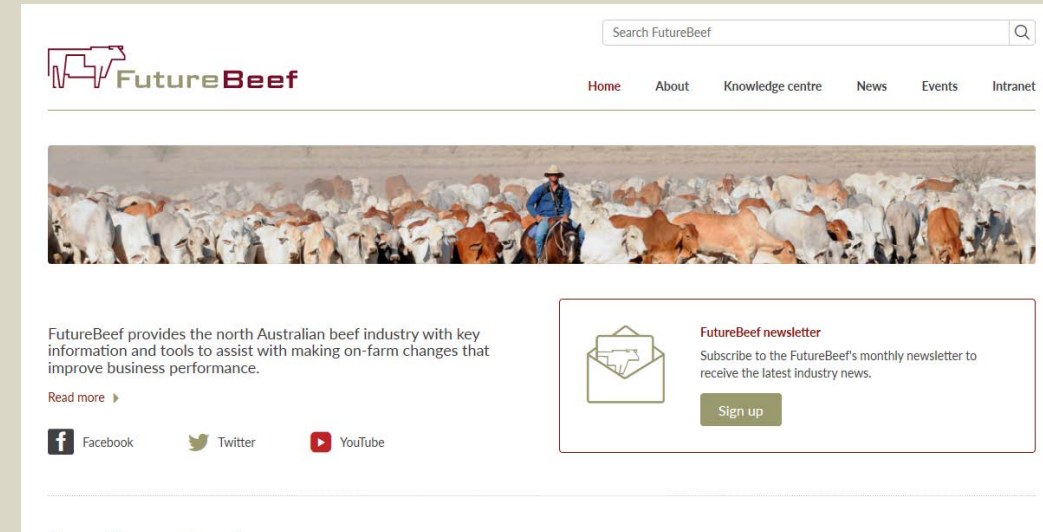
Nicole Sallur

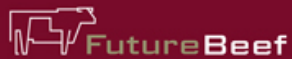
Department of Agriculture and Fisheries, Charleville



## futurebeef.com.au

- launched May 2012
- > 1 790 000 views
- > 714 000 users
- Site visits: 64% Australia, 11% US, 3% UK, 3% India
- Site visits: 39% Qld, 30% NSW, 16% Vic





## Update

Your latest news from the FutureBeef program

Hi Nicole

The [GrazingFutures project](#) has produced yet another case study, documenting the positive impact of practice change, this time with Russell and Donna Lethbridge on "Werrington Station". Changes in management practices over the years has allowed the Lethbridge's grazing business to have relatively mitigated the risk of climate variability while decreasing the breeder mortality rate from 5% to 0.5%. To read more about the strategies and practices used, download the [Werrington Station case study \(PDF, 2 MB\)](#).

The [Australian Rangeland Society](#) is holding its [20th Biennial Conference](#), 2-5 September in Canberra. If you are unable to make it to the event however, be sure to sign up to their triannually published e-newsletter, [Range Management](#).

For readers interested in participating in industry surveys, students of the University of Sydney are wanting to know more about the drivers and barriers that affect the adoption rates of on-farm technology by livestock producers in Australia. If you are able to help these students, [please click here](#).

- launched April 2012
- 83 editions
- > 5000 subscribers
- Open rate 38%
- Click rate 11%

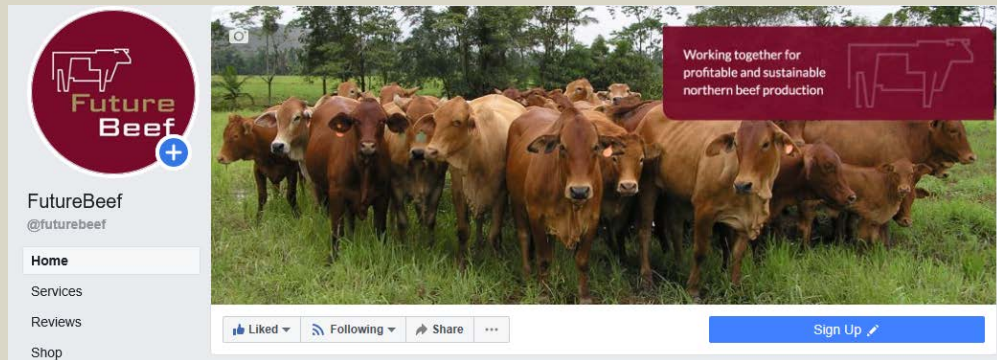
# Social media



## Facebook



8000 followers



[facebook.com/futurebeef](https://facebook.com/futurebeef)

## Twitter



5040 followers

[twitter.com/FutureBeef](https://twitter.com/FutureBeef)



# Webinars

- 59 webinars since Nov 2011
- 9428 registrations
- 3894 live attendees
- 8.3/10 for satisfaction
- 61% intend to make a change
- 34% very likely to make this change
- Recordings >31 000 views







# Qld Country Life Features



## NORTHERN MUSTER

Information for rural business in North Queensland

13 25 23 [futurebeef.com.au](http://futurebeef.com.au)



## BEEFTALK

Taking stock of your future

13 25 23 [futurebeef.com.au](http://futurebeef.com.au)



## CO BEEF

Information for rural business in Central Queensland

13 25 23 [futurebeef.com.au](http://futurebeef.com.au)



LEADING SHEEP



## FLOCK TALK

13 25 23 [leadingsheep.com.au](http://leadingsheep.com.au)



# The team!!

## Qld

Nicole Sallur  
Jodie Ward  
Greg Bath  
Kate Brown  
Steven Bray

## NT

Jo Miller  
Dionne Walsh

## WA

Steph Coombes  
Mark Ritchie

## MLA

Ted Parish  
Sharon McGovern

Email us at  
[info@futurebeef.com.au](mailto:info@futurebeef.com.au)



- 24/7 access to a one-stop-shop northern beef industry information

- Partners:



- Project concludes 28 February 2022



futurebeef.com.au



info@futurebeef.com.au





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# Thank you!

