



# BEEFAUSTRALIA

## Full-day Tour

# Jarrah Cattle Co.

Wednesday, May 5

**Your Hosts, Sarah and Sam Becker and family welcome you to "Glenarchy", Banana for a full day insight into Jarrah Cattle Company's vertical integrated beef cattle operation.**

This comprises commercial, trade and seedstock genetics. The Becker family has a financial background, practising what they preach, with an agricultural business that is backed by numbers as well as years of rural experience.

At its heart, Jarrah Cattle Company is a family owned and hands-on operated cattle breeding business, committed to providing the most relevant, efficient and market orientated genetics to the Australia beef industry.

The operation is based on an imperative to develop a fully accountable and commercially focused cattle operation. Fertility and quality; the major drivers of profit, stand at the forefront. A bull breeding herd, was established to supply superior genetics for the commercial herd, to ensure performance of progeny and predictability throughout the business.

Guests will hear from innovative speakers, at the cutting edge in their field, undertake a virtual reality experience for a snapshot of the entire operation and walk through a sample of the groups cattle herd.

Discussions will centre around the key elements of a beef cattle enterprise, starting from the paddock right through to the consumer.

The full day program will cover topics including 'Paddock to Market', 'Paddock to Bottom Line' and 'Paddock to Advocacy.' Guests will participate in panel discussions, question time and inspect a sample of the Jarrah herd and undertake a virtual reality experience of the operation.

Morning tea and lunch are provided before guests depart Glenarchy at 3.00pm to return to the Rockhampton Showgrounds.



### Itinerary

- 6.45 am** for 7.00am Coach Transfer  
Departing Rockhampton Showgrounds
- 9.00 am** Welcome & Morning Tea
- 10.00am** Discussions on:  
'Paddock to Market'  
'Paddock to Bottom Line'  
Inspect Jarrah Herd & Virtual Reality Experience
- 12.30pm** Lunch
- 1.30pm** Discussion on:  
'Paddock to Advocacy'  
Panel discussion & questions
- 3.00pm** Bus Departs Glenarchy
- 5.00pm** Arrive Rockhampton Showgrounds

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### Key Information

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Find out more about the Jarrah Cattle Company:

