



Drought no barrier to making a profit

BY AMY LAWSON

Losing money during the drought was an all-too-common experience for most graziers but at Coolatai in North West NSW, that was when the McKeesick family was making a solid profit.

“It changed us from a loss-making operation to a profitable one during the drought, and it saved us from having to go and get a job,” said Brian McKeesick, “Rocky Springs” north of Warialda.

The ‘it’ that Mr McKeesick referred to was the KLR Marketing School – a unique system of livestock marketing that utilised a sell/buy strategy and a host of other tools to remove the guesswork from livestock trading.

Mr McKeesick and his wife, Mandy, made the final transition late last year from a breeding operation to 100 per cent cattle trading, after realising their environment best suited shorter periods of livestock pressure.

“Our place was very marginal and we weren’t making money,” he said.

“We’d already started changing across to trading cattle and wanted to know we were doing the right thing, so we attended a KLR Marketing School at Emerald in Queensland last March.

“We did it again at Tamworth in February to really reinforce the ideas.”

The McKeesicks were shaping up to turn over 1000 head this financial year – up from

200 head in the 2007/08 year – and planned to reach 2000 head next year.

This year, their trades had included all classes of cattle and trades as short as one day, utilising saleyards, AuctionsPlus, the local newspaper, and word-of-mouth marketing.

Mr McKeesick said, "The KLR Marketing School lets you know exactly what you can go and pay at the saleyards and I don't have any emotion while in the saleyard atmosphere now."

"It's all very simple mathematics really but by attending the school, we received the tools to make a profit out of trading and anyone can do it.

"It's full-on and a different way of thinking but it didn't stop us from implementing it.

"The light bulb turns on and you wonder why you've been so backward, and doing the course the second time was a real confidence boost.

"The more people who understand the

KLR system, the better off we are. We're starting to spread our wings outside our area and dealing with like-minded people we can find a way for both parties to make a profit – it's a win-win."

The McKeesicks had followed through their KLR Marketing experience to become KLR Mastermind members, where they received "absolutely necessary" ongoing support.

KLR Marketing principle/trainer, Rod Knight, "Kooramilla", Tamworth, NSW, said fluctuating cattle markets and sky-high lamb and mutton indicators were no longer a barrier for KLR Marketing graduates, who used tools to assess and clearly understand what animals were underpriced and overpriced in the market.

Mr Knight, Grahame Rees, Bathurst, and Jim Lindsay, "Landsborough Downs", Hughenden, Queensland, introduced the KLR Marketing system to Australia in 2004 after learning from its United States-based founder, Bud Williams.

Mr Williams' summative catchcry was that the number one unfair advantage in grazing was knowing how to sell livestock, and his trio of Australian protégés had preached his system at their two-day school for the past seven years. ■

The cost of attending the KLR Marketing School is covered by the FarmReady Reimbursement Grant, which provides up to \$1500 per person each financial year, to attend approved training courses.

A KLR Marketing School is planned for Orange in August, with more information available on the website www.klrmktg.com.au

Also, visit the website for more information about the KLR Marketing system and to order a free information pack including a one-hour interview on CD about the school.

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