



SKILLS BRUSH-UP: Mt Gambier farmer Liam Brokensha, KLR Marketing co-presenter Grahame Rees and East Gippsland farmer Quentin Hodge.

Off to school for region's graziers

By **ERIN WILLIAMS**

GRAZIERS sharpened their livestock marketing skills yesterday at day one of the KLR Marketing School at Ballarat.

The two-day KLR course, which ends today, attracted 40 graziers from across the region, who were keen to learn how to stay in the market regardless of whether it is falling or rising.

KLR Marketing School trainer Grahame Rees, of Bathurst, said the greater capital investment required, and therefore heightened risk in livestock marketing had prompted a spike in livestock breeders and traders seeking education on how to get smart and take control of their livestock marketing.

"People need to understand that in the commodity arena, where we operate, the only thing we have control over is our costs," Mr Rees said.

"We need to know our costs and then work out whether it's most profitable to,

for example, run a weaner through to becoming a first calf heifer, or carry a steer from 300 to 500 kilograms."

Mr Rees said it was the first time the KLR course had been held at Ballarat and there had been a lot of interest.

"There is a lot of interest because people in the livestock industry have been through some tough times. They are seeing high prices but it does not mean high profit because of these costs," he said.

"After seeing 1500 producers go through the course and nearly 30 business in out Mastermind program we are starting to see people get real results."

Mr Rees said he hoped course participants could see a clear pathway forward to improve the profit of their cashflow.

Sale farmer Andrew Freshwater said his whole enterprise, which included properties in northern New South Wales and Western Australia, was based on

the KLR method, which helped take the guesswork out of livestock marketing.

Euroa farmer Rob Heal said he attended the course because he wanted to base his business on the KLR method. He said the course gave him the confidence to buy and sell stock no matter what the livestock market was doing.

Mr Rees said the KLR Marketing School taught graziers to value their grass as a tool in their business, and determine the most profitable way to utilise that grass. Participants learnt to take a new look at how graziers forged a balance between inventories of grass, money and livestock to reduce market risk.

Mr Rees said while graziers could not control the market and certainly not the weather, they could control how much they paid for livestock.

For more information on the KLR Marketing School visit www.klrmarketing.com.au.