



bugs & biology grower group

**PRESS RELEASE - For immediate distribution  
7<sup>th</sup> April 2011**

**Title: The Business of farming**

Being able to sit back from the operational, production-based side of the farm business to focus on whole-of-business profitability is essential in achieving success.

Every business has its own profit drivers and risk profile, based on a number of factors, some of which are controlled, some that aren't, and some that can't be.

The Bugs & Biology Grower Group is hosting a "Business of Farming" field day at Ross & Natalie Major's property south of Williams on Tuesday 19<sup>th</sup> April to explore key principles and practices relating to farm business decision-making around profitability.

Practical application of these tools to identify farm business threats and opportunities will be the focus of the day, which will be facilitated by PrincipleFocus Director Chris Scheid.

"The Major's are shifting from a mixed crop-stock enterprise to stock-dominance, based on profitability analysis undertaken by Ross and Natalie," Chris explained.

"The business of farming is quite different to the production-side of farming, and by focusing on the decision-making processes you can apply the successes, lessons and problems that the Majors are experiencing to other farm business mixes.

"The Majors provide a good case study as they have reviewed their farm system, clearly identified the direction they want to head in, and are now looking for resources to achieve their goals"

"Balancing the vital requirements of people, profit and environment is essential when looking at long-term business success," Bugs & Biology member Sally Thomson explained.

"Investing time to measure up the efficiencies and effectiveness of these three elements in the business is a pretty fundamental activity, and something that farmers don't often get or make the time to do."

"The Bugs & Biology Grower Group is focused on developing systems-based farming operations that increase profit through better use of freely available natural resources, such as water cycling, mineral cycling and energy flow," Chairman Robert Rex explains.

“Chris’s specialist systems-based knowledge and his ability to make us think more deeply about how strategically we are making use of the resources available to us is an absolute bonus,” Robert said.

“The event will provide a forum for like-minded farmers to share knowledge gained and educate themselves on the relevant issues in relation to their goals in farming”. The field day is part 1 of a series of educational opportunities and will be followed by a five-day “Business of Farming” course, to be held in Perth from 25-29 July 2011.

For more information, please contact Chris Scheid on 08 8552 9641 or Sally Thomson on 0417 983 356. Please RSVP for catering by 15<sup>th</sup> April.

ENDS

Contacts:

Sally Thomson (Bugs & Biology Group) 0417 983 356

Chris Scheid on (PrincipleFocus) 08 8552 9641

Suggested Caption:

The Field days will bring key business decision-making tools to the paddock.