Business strategies and growth for sustainable business in 2050

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Business overview

Production Factors

External Factors

Revenue Factors

Other Factors
Business Overview

- Tasmanian Angus steers fed 130 - 180 days → high quality grain fed beef for Japanese market
- Uses barley, potato by-product, straw and lucerne
- 6,000 – 9,000 head of cattle for annual turnover of ~19,000 head (approx 400 * 20ft container)
- Strict QA requirements → no HGP’s, no GMO, no antibiotics
Production factors

- **Cattle supply:**
  - droughts
  - Land use competition

- **Feed commodities:**
  - Seasonality
  - use of by-products
  - long term supply agreements

- **Water:**
  - cattle drinking supply
  - irrigation

- **Staffing:** skilled staff

- **Infrastructure maintenance**

- **Technology**

- **Succession of management**
External and Environmental factors

- Freighting, cartage and shipping
- Processing at abattoirs
- Effluent disposal
- Energy and fuel costs
- Regulatory bodies: time and costs
- Biosecurity – Tasmania’s island status
Revenue factors

- Demand from Japan
- Support cost of producing premium product
- Quality Assurance aspects → maintain “safe, clean product”
Other Factors - Positives

- Long established record - 44 years
- Unique relationship - with Japanese Parent Company
- Strength of Tasmanian “Clean Green image”
- Direct employment for over 40 staff
- Shedding → improved conditions
- Relationships with Tasmanian farmers
  - cattle and feed supplies
Other Factors - Negatives

- Public image - intensive animal industries BUT the world needs to be fed and we do care for our animals!
- Climate change
  - farming seasons and
  - availability and cost of cattle and feedstuffs
Take Home Messages

CLEAN
GREEN
Thank you

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