



**GIPPSLAND
LIMOUSIN BREEDERS
PROMOTION GROUP**

www.gippslandlimousin.com.au

Gippsland Limousin Breeders Invite you to attend a
Beef Marketing Information Day
‘Improving Beef on the Plate from the Paddock’

Guest Presenter: Laura Garland - MSA Producer Engagement Officer, with MLA

Topics:

- Understanding Consumer Expectations
- Improving Beef eating quality & consistency
- MSA Grading – What is it & why is it important for beef producers
- Livestock Data Link (LDL) – Accessing Processor feedback
 1. Carcase Compliance
 2. Animal Disease & Defect
 3. Breeder Information
 4. Lean Meat Yield
- Using LDL to improve quality, compliance & value in your beef enterprise
- Understanding Carcase Compliance

Where: Limousdale Limousin
205 Quarry Rd
Yallourn North, Vic 3825

When: 10:30am Saturday 29 Feb 2020

Program: 10:30am: Meet & greet with tea & coffee
10:45am: Understanding Consumer Expectations & MSA Grading
12:30pm: BBQ lunch
1:00pm: Livestock Data Link (LDL)
2:00pm: Conclusion

To help make the day a success - Members are encouraged to invite a bull buying client, commercial producer or agent to come along with you.

To assist in catering please RSVP to : jmsbritt@gmail.com by Sat 22nd Feb 2020

