



# The Business of Grazing

Profit Drivers in Top Performing grazing Businesses

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# Introduction

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1. Today is a workshop
  - i. You have the opportunity to do things
  - ii. Nothing is compulsory
  - iii. Everything is confidential
2. It's the methodology that's most important
  - i. Not the detail or the absolutes
3. Skills Audit
  - i. Quick and dirty
  - ii. More about the process
4. Benchmarking
  - i. Background to making it work
  - ii. Common misconceptions
  - iii. How to take the business forward



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## 4. MFS benchmarking

- i. What it tells us
- ii. What it doesn't

## 5. Key profit drivers

- i. Calculating carrying capacity
- ii. Fodder flow and demand

## 6. Scenario analysis

- i. Assessing your options
  - i. Should you do it?
  - ii. Can you do it?
  - iii. Do you do it!



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6. Case study – Benchmarking Landfall Angus
  - i. Why we did it
  - ii. How we went about it
  - iii. What were the results
  - iv. How long did it take
7. Summary and conclusion

