

The wrap-up

INDUSTRY GAINS

\$5.4m

invested by AWI and MLA from 2005-16 in the MMFS manual, website development, producer events and project management.

20,361

participants attended ...

\$4.70

gained for every \$1 spent – benefit cost analysis of MMFS



Participant confidence in their ability to implement change rose from **56% prior** to events to

73%

after events

1,035

MMFS events over nine years



89%

of all participants reported increased knowledge and skills



What was MMFS all about?

MMFS was instigated and funded by Australian Wool Innovation (AWI) and Meat & Livestock Australia (MLA) to address the goal of:

Providing Australian lamb and wool producers with a best practice package of information and management tools to assist them achieve profitable and sustainable sheep production.

The objectives of MMFS were to:

- motivate sheep producers to engage with the program by using the manual/ website and/or participate in a related learning activity and;
- influence the adoption of improved management practices to increase profitability and sustainability.



56%

of all participants made on-farm changes as a result of attending events

16,000

website visits a month

www.makingmorefromsheep.com.au will continue until 2020

How MMFS participants changed their enterprise

“ MMFS events that I attended were fantastic really – they gave me some hard evidence to back up our gut feel and also the tools to be able to assess things accurately. ”

Simon Wheaton, Kangaroo Island, South Australia



“ Condition scoring for better management of ewes during pregnancy and lambing is a change we made as a result of MMFS. ”

Rachel Knee, Congupna, Victoria

“ ...monitoring soil results and measuring pasture quality and quantity. ”

Chris Headlam, Woodbury, Tasmania



“ I started scanning ewes for multiples, running them in smaller mobs based on scanning results and feeding accordingly to increase weaning percentages. ”

Pete Trethowan, Kojonup, Western Australia