



Contact a Feed Central Field Representative in your area:

South Qld / North NSW
Ian Wickham
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Central NSW
Ian Sutton
0447 669 145

Southern NSW/Northern Vic
Jeff Thomas
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Gippsland
Lindsay Overall
0447 669 146

Northern & Western Districts (Vic)
Les Toohey
0447 669 144

SA / West Coast (Vic)
Glenn Altschwager
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Jason Altschwager
0447 669 141



“Drop and flog” vs. progressive marketing

By Tim Ford, Managing Director of Feed Central

Wow - it's that time of year again. From one end of the country to the other, hay is being made - thank goodness!

Did you know that Australia makes over 9 million tonnes of hay, straw and silage every year? Think about it - that's a lot of fodder!

But let's go a little deeper... there is less irrigation water than ever before. This means that less hay is being watered. What does this have to do with the price of eggs? Not much, but it has everything to do with the price of hay!

Once upon a time (when there were large volumes of irrigated hay) the hay making season was spread out over six months. Nowadays, most hay is cut in a six week window. So of course, if you're driving around at this time of year, you'll see a bit of hay on the ground.

There are no big warehouseers, accumulators or speculators in the fodder game. So there is no one out there underwriting the market. For all

these reasons, the prices peak and trough more than ever before.

It may sound obvious, but cows eat 365 days a year. That means that (generally speaking) there is a market for fodder 365 days a year - not just at the time of baling. Sellers need to think carefully about servicing this market.

The best way to do this is to have a good quality product, good storage and the right bale size.

So do you “drop and flog” or do you develop and implement a progressive marketing and pricing policy that will allow you to service the market 365 days a year?

The Feed Central system - including our website, our Field Reps and our head office team - is very successful at selling hay 365 days a year. We look forward to going the distance with you.

HOT TIP: Cows eat 365 days a year. Plan to store your hay and sell it later in the year.

Changed your details?

Phone Jen Gould on 1300 669 429 to update your details or to unsubscribe from this newsletter.

Sellers need to think about servicing the market 365 days a year.

Meet your new Feed Central Field Representative



Ian Wickham
0428 796 160

G'day, I am Ian Wickham and I'm your local representative for Southern Qld and Northern NSW. I kicked off my love for farms and their people growing up on a beef/ wheat property near Warwick. Through my agronomy degree at Gatton College and the last 10 years working in development of agricultural chemicals, crop nutrition and general farm agronomy I have further developed this passion.

I also worked for a small company who make an excellent hay and silage inoculants which was a very rewarding introduction to the fodder industry.

I have a desire to help farmers and involvement with Feed Central means I can do this on a daily basis. I enjoy using both my head and hands and make sure I follow through on anything I promise.

I hope to add value to your business in the future by using my agronomic skills to help you grow better hays. I live in Cabarlah just out of Toowoomba where my wife and my two young boys call home.

I look forward to serving you better!



Lindsay Overall
0447 669 146

My name is Lindsay Overall and I'm your local Feed Central Field Representative for Gippsland, where I've lived since coming to the area in 1994. My background is in cattle breeding (vealers

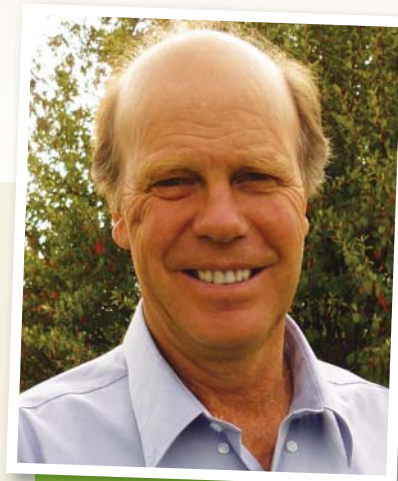
for the domestic market) and prior to that in the processing sector of the meat industry. In one way or another, I have had an involvement with farming and livestock all my working life.

After scaling down our farming operations and kidding my wife and myself that I was semi-retired, I was still looking to do something to enable me to keep in touch with what was happening in both primary industry and my local region.

Some unpleasant experiences when buying hay off-farm a few years ago prompted me to check out the Feed Central system. It was that initial contact that led to me taking up this position some five years or so later.

The main appeal to me was the certainty the Feed Central Inspection and Quality Assurance system gives to buyers and sellers alike. This has been reinforced since joining the team at Feed Central.

Whether you are buying or selling hay or grain in the Gippsland region, or just thinking about doing so the future, give me a call - I'd love to talk to you.



Ian Sutton
0447 669 145

My name is Ian Sutton and have recently joined Feed Central as a Field Representative in Central NSW.

I've been on the land in the Coolah - Cassilis area all my life. I've had experience in hay making, cereal crops, fat lambs, wool production and beef

cattle production in trading, fattening and breeding. I have 2400 acres of hilly basalt country running 300 to 400 cows for weaner production, using cell grazing management principals. I joined the Feed Central team to diversify my income, but at the same time be involved with rural industry and its people, whom I hope to be able to help in the marketing of their hay and grain.

I feel the unique service offered by Feed Central is the way of the future, with the technology and communication available to assist in the sales and marketing of agricultural products.

The role has proved very challenging so far and I am sure will be rewarding in the future.



Glenn Altschwager
0447 669 151
Jason Altschwager
0447 669 141

G'day - we're Glenn and Jason Altschwager. We're proud to be your locally appointed Field Representatives for South Australia and West Coast Victoria.

We both have an extensive knowledge of hay and grain, gained through a family run farming and hay contracting business located in the South-east of South Australia. The business is always expanding to meet the clients needs and to work for Feed Central will provide us with a greater outlook on the fodder industry.

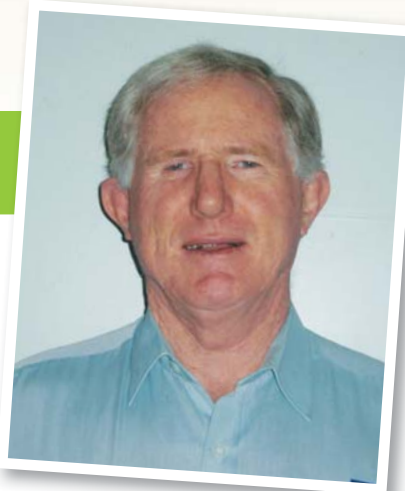
This enables us to get a broad

understanding of the fodder markets and demands for both producer and end user.

Working in the fodder industry for over a decade, we share a keen enthusiasm for producing and working with all types of fodder, and building ongoing client relationships and repeat business. We are here to work with you and assist you with any decisions made, and to provide information when you need it.

We welcome any questions you may have about Feed Central's services or other related questions about the fodder industry.

Les Toohey
0447 669 144



My name is Les Toohey and I'm the Field Representative for Feed Central, responsible for Western and Northern Victoria. Upon gaining a B.App. Sc. (Agriculture) from Melbourne University (Dookie) I enjoyed a 33 year career with the Victorian Department of Agriculture as a field officer in Western Victoria.

Throughout my career I've been actively involved in resolving quality issues in agricultural produce including grains, by-products and other livestock feeds, particularly how this impacts on domestic and international markets.

I quickly became a strong advocate for independent sampling, science based testing and quality certification services.

Having been raised on a dairy

farm, I have always been a hands on person, and I still spend my weekends looking after merino sheep on my small farm at Tarrington, near Hamilton in south western Victoria.

I particularly enjoy getting out onto our clients' farms and helping both growers and buyers of livestock feed to achieve value for their transaction, knowing that Feed Central can seamlessly arrange delivery "as described, on time, first time, every time."

HAY and FEED Equipment for Sale

CASE IH LBX 431 Hay Baler '02
8X4X3 square baler with rotor cutter
Produced 19,454 bales
\$ 88,000

Schinckel Hay Rake
purpose built for irrigation furrows
3 pl, Hyd. adjust for level raking
App. 12 m in line
\$ 20,000

Keenan Klassic 200 Feed mixer
Elevator, scales, bale handler
Excellent condition
\$ 99,000

FOR FULL DETAILS & PHOTOS:
Email: racoote@bigpond.com
Owner operated and maintained
Bob Coote – 0428 657062

Moisture testing made easy

Delmhorst moisture meters are available from Feed Central. To know more, contact your local Field Representatives.



HOT TIP for buying hay:
ALWAYS
buy \$/tonne delivered

Want to BUY HAY?

Browse listings or log in for a delivered price
TO YOUR DOOR

www.feedcentral.com.au

or contact your local Field Representative



Protect your investment

We sell HAY TARPS

40ft x 8 ft with a 1 ft skirt
(eyelets, no ropes)

1 tarp will cover 1 drop deck load of hay

\$250 inc GST + postage

Order 10 or more for FREE delivery

Got the fact sheet? Get the top tips on tarping by phoning your Field Rep, or www.feedcentral.com.au

REACH YOUR TARGET MARKET

Advertise in the newsletter that's distributed to over 12,000 contacts in the feed industry.

Contact Jen Gould at
Feed Central: 1300 669 429 or
operations@feedcentral.com.au

PROUD MAJOR SPONSORS OF

Beefworks 2009

2007, 2009 & BEYOND

Feed Central supports feedlot conference

August 209 saw Feed Centrals third consecutive year supporting the Beefworks Conference.

Beefworks is held in Toowoomba every second year and is one of the Australian Lot Feeders Association's major events.

Feed Central was proud to be a major sponsor of this year's event, which saw Feed Central host Day 2 of the conference.

Feed Central's Managing Director Tim Ford said "Sponsoring Beefworks allows Feed Central to give back to an industry that has supported us for a very long time."

What bale size is best?

When choosing bale size, think carefully about the hay making, handling, storage and freight costs. Calculate these costs on a dollar per tonne, not just on a per bale basis.

When paying a contractor per bale, remember that the lighter the bale, the higher the cost to you.

For the best farm and freight efficiency with hay, always aim for 25 tonne on a 45 foot drop deck trailer. 8x4x3 large square or rectangular bales and 8x3x3 bales of hay will do this with ease. All other bale types and sizes including the 8x4x4 bales do not maximise load

weights, therefore increasing freight costs for buyers and reducing your marketability.

Due to freight issues and poor freight efficiencies, round bales are not encouraged. If you are making round bales we advocate a 4x4 round bale - not a 5x4 - as you get more weight on the truck. Small square bales are suitable for specific or niche markets only.

In most states, the difference between a 5x4 round bale and an 8x4x3 large square bale over a 400km trip can be as high as nearly \$100 per tonne, as follows:

Bale size	8x4x3	Rd 5x4 (ex-vic)	Rnd 5x4 (Vic)
Bales per trailer (45 foot drop deck)	41	30	46
Hay			
Estimated Bale Weight	620	400	400
Load / Nett Weight	25.42	12	18.4
Freight Cost \$/km	4	4	4
Distance To Market (km)	400	400	400
Freight Cost (\$/tonne)	63	133	87
Straw			
Estimated Bale Weight	400	280	280
Load / Nett Weight	16.4	8.4	12.88
Freight Cost \$/km	4	4	4
Distance To Market (km)	400	400	400
Freight Cost (\$/tonne)	98	190	124

For more info, phone 1300 669 429, visit www.feedcentral.com.au or ask us for our Bale Sizes fact sheet.