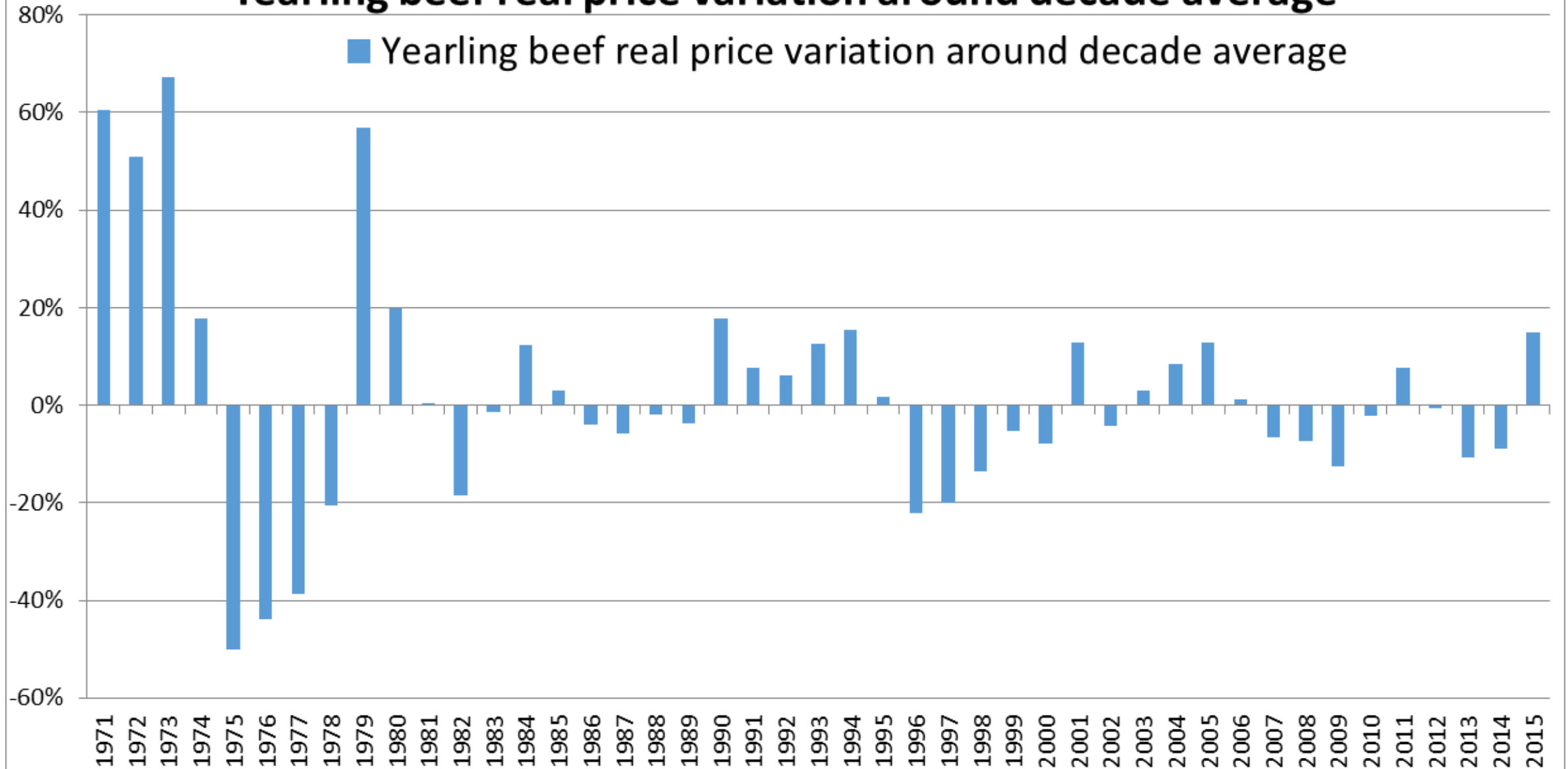




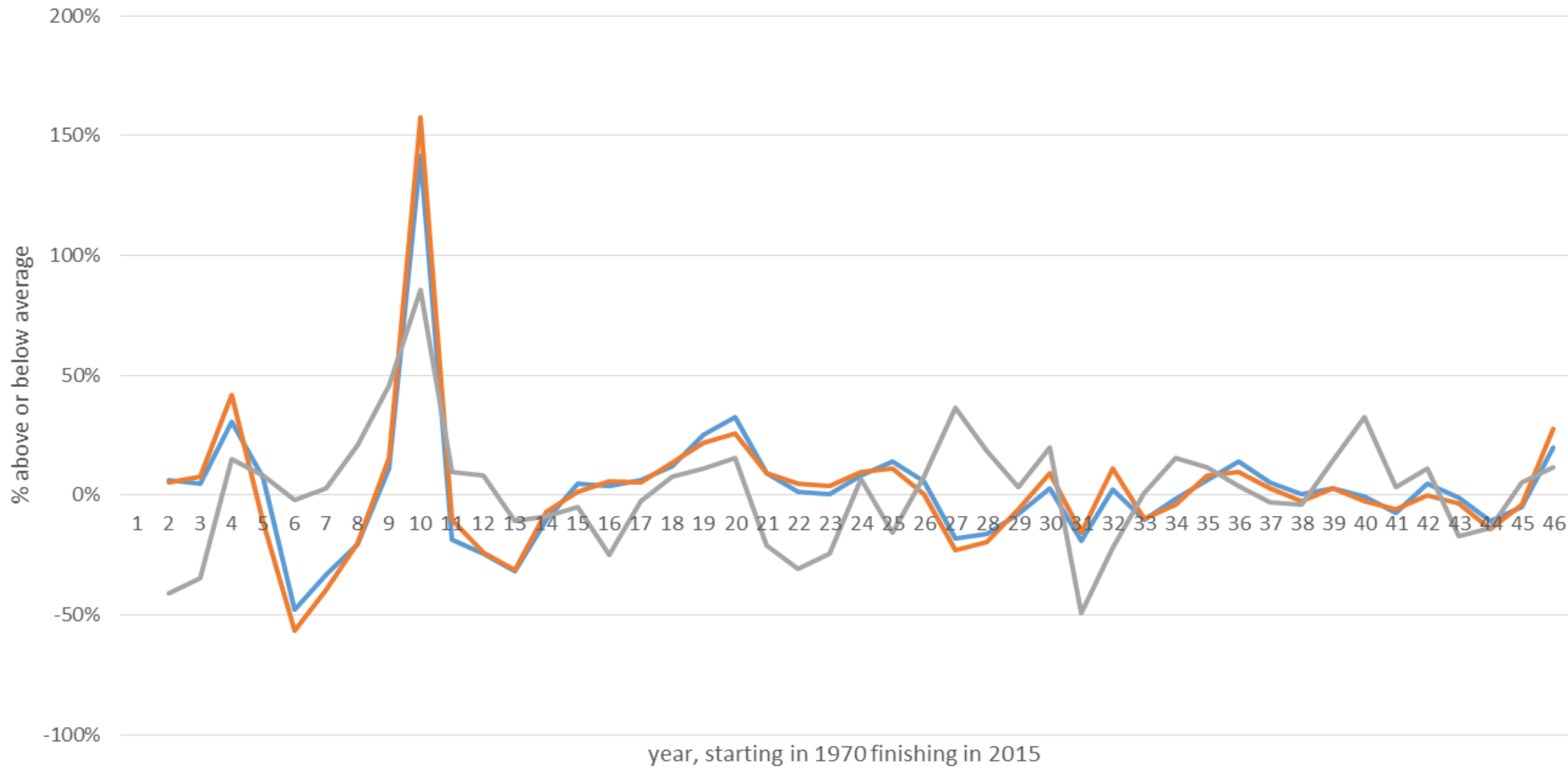
**SHOW  
ME THE  
MONEY!**

## Yearling beef real price variation around decade average

■ Yearling beef real price variation around decade average

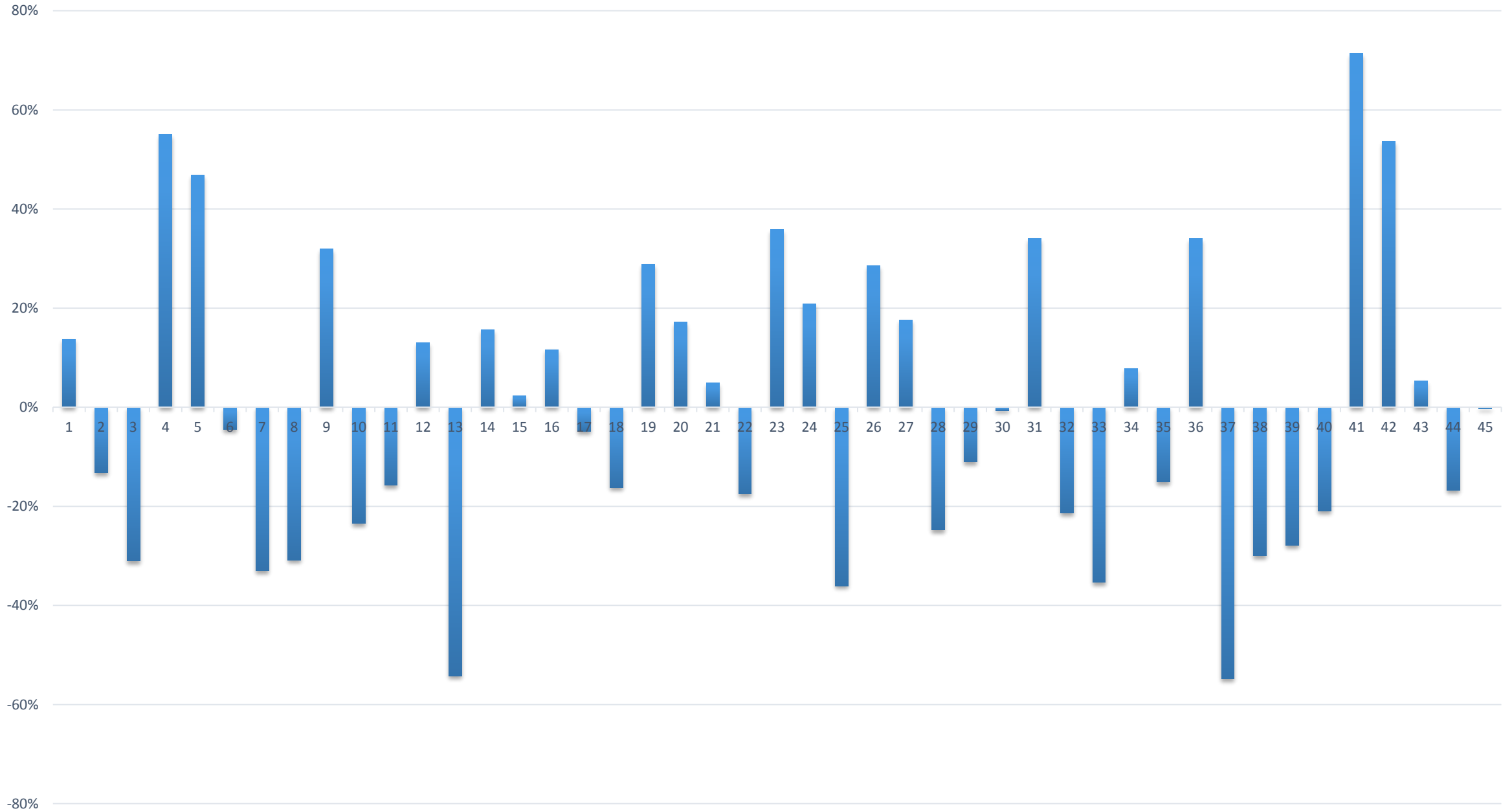


### Chart 4 Nominal prices of Beef and lamb vs average for the decade



— Yearling — Cow — Lamb

# % difference to the average rainfall at Warrembool



You need to have a Plan and you  
need to measure your business  
against that plan.

**Hope is not a plan.**





The difference between your plan and your business and those before you will be how you invest in new technologies and new practises.

- How do you decide how you prioritise your investments?
- How do you analyse the risks and rewards?
- Management is what plan you decide upon and how you execute it.



# Conclusion

- This is a great industry and great job, the answers are there just ask the correct questions and it should be safe and enjoyable
- Times of high prices and good seasons are the exception not the new world order, make the most of them!
- Your plan is what you choose to invest your time money and enthusiasm in. Set goals and measure yourself against these goals.