

## Upcoming events reveal latest innovations and findings to help boost productivity for lamb farmers

With farmers looking to capitalise on the current trend for strong lamb prices, PGG Wrightson Seeds is set to host two key events next month, each designed to boost lamb performance and profitability for Australian farmers. Coming to Naracoorte, SA on March 4th, and Hamilton, VIC on March 5th, the proprietary seed company's latest Grow Lamb, Pastures + Profits events will be packed with learnings on how to optimise your pasture, grazing management and animal health. Speaking at both events will be Veterinarian and PGG Wrightson Seeds Veterinary Nutritionist Charlotte Westwood, a highly regarded specialist with a particular interest in how crops and pastures impact on the health, reproductive performance, productivity and profitability of sheep and cattle. Representatives from Incitec Pivot Fertilisers, Gallagher and Virbac Australia will also be in attendance to offer a range of insightful information to boost your profits. As PGG Wrightson Seeds National Sales & Marketing Manager Jason Agars explains, "when it comes to lamb production performance and profitability, seed choice is key. We've already witnessed major profit increases in independent on-farm trials using some of our latest pasture varieties. Our speakers will be revealing these findings, along with other key insights in forage finishing systems – and they'll also explore related topics like grazing system management best practice and key profit maximisation strategies. "This is set to be an incredibly valuable source of information for prime lamb producers to learn from," he continues. "Given that there's been a global rise in demand for protein, information and innovation are key to helping lamb farmers capitalise on this opportunity. We're looking forward to sharing our latest findings to support Australian farmers in improving their operations for 2020/21." Both events run for a full day, and include refreshments and a lamb lunch. Following each event, attendees will also be able to speak to representatives from PGG Wrightson Seeds, Incitec Pivot Fertilisers, Gallagher and Virbac Australia, as well as take a paddock walk and learn more about some of the latest and greatest innovations in pasture improvement. While each event is free to attend, advance registration is required. "We expect both events to be very popular," says Jason, "so for anyone interested, it's a good idea to register ASAP so you can secure your spot." Interested attendees can visit [lamb2020.eventbrite.com.au](http://lamb2020.eventbrite.com.au) or call 0425 700 442 or 0437 945 864 to reserve a place.

**WHAT:** PGG Wrightson Seeds Grow Lamb, Pastures + Profits 2020 **WHEN:** March 4th and March 5th 2020 (Lunch & refreshments provided) **WHERE:** March 4th: Struan House, Struan, SA (17 km South of Naracoorte) March 5th: 1559 Branxholme-Byaduck Road, Byaduck North, VIC (16 kms South of Hamilton) **WHO:** Media are invited to attend the event and interview: - Veterinarian and Keynote Speaker, Charlotte Westwood - Representatives from Incitec Pivot Fertilisers, Gallagher and Virbac Australia - Local farmers in attendance - ENDS - Media enquiries: Adam Arndell, C7EVEN Communications 02 6766 4513 / 0403 372 889

[adam.arndell@c7even.com.au](mailto:adam.arndell@c7even.com.au) Charlotte Westwood Bio: Veterinarian Charlotte Westwood has spent the best part of her career working in veterinary practices, farm consultancies and agribusinesses on both sides of the Tasman. With a veterinary degree from Massey University (New Zealand), Charlotte initially worked in a Waikato cattle practice before heading to the University of Sydney. After completing a PhD that looked at the effects of nutrition and cow genetic merit on the reproductive performance of dairy cattle, Charlotte returned to New Zealand, working initially with Wrightson Seeds before setting up her own New Zealand-based veterinary nutrition consultancy business. A move back to Australia in 2006 saw Charlotte working with Cattle Production Consultants (now SBScibus) and farmers in southern NSW, northern Victoria and South Australia, before she returned to PGG Wrightson Seeds in 2009, where she now works as a veterinary nutritionist at the Kimihia Research Centre in Lincoln, New Zealand. Photo credit: Veterinarian and PGG Wrightson Seeds Veterinary Nutritionist Charlotte Westwood PGG Wrightson Seeds National Sales & Marketing Manager Jason Agars

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