



The next day we will be up bright and early for a visit to the Midfield Group, a company with multiple divisions with beef, lamb, veal and mutton products that are shipped across Australia and the rest of the world. Founder Colin McKenna purchased a local abattoir in 1988 with the intent of processing his own livestock and selling the meat in Melbourne. Since then, the company has grown and boasts self-sufficiency, with control over their products from paddock to plate. The company is still family owned and operated, and employs all local people. The Midfield Group strives to produce high quality products, following quality assurance principles. Reducing their impact on the environment is also important at the Midfield Group and new technology and practices are continuously being adopted. We will have the opportunity to tour the abattoir and the farm that supplies the abattoir and we will get some insight into the paddock to plate concept.

Day eight of the tour will be another day in the Warrambool region, with a morning visit to Ridley AgriProducts, a leading producer of animal nutrition solutions. Ridley uses Australian grown cereal grains and adds value to the raw product to increase performance and profits for area producers. We will have the chance to visit the feed mill and learn about the products used by local producers.

After our visit at Ridley's, we will be making a stop at DemoDAIRY. DemoDAIRY Co-operative is not-for-profit demonstration dairy farm offering information and services to support and improve the dairy industry in south-west Victoria. DemoDAIRY is a working, commercial dairy farm that conducts animal and forage trials and applied research that producers can apply on their own operations.



Day nine will consist of a tour of the Great Ocean Road, which is located along the south-eastern coast of Australia. The highway is 243 km long and was built by soldiers who had returned from World War I between 1919 and 1932 as a war memorial. It is a major tourist attraction and many breathtaking views and landmarks can be seen along the route.

The next stop on the tour will be Mount Gambier, which is described as a city of 'craters, lakes and caves.' The city was built on the slopes of an extinct volcano and boasts the gorgeous Blue Lake, which was once a volcanic crater. While in Mount Gambier, we will visit a commercial fish processing plant. The fishing plant mainly processes rock lobster and abalone, which are large marine snails that are very tasty! After the fishery visit, we'll head to Donovan's Dairying Ltd, for a visit with the managing director, James Mann. Donovan's Dairying consists of 1000 hectares of land, some of it irrigated, some pasture and a small remainder is used for growing corn. Approximately 2000 cows are milked daily, which works out to 18-21 million litres of milk! The operation also runs beef cross steers and a flock of 500 ewes.



When our time in the Mount Gambier region is complete, we'll head toward Adelaide, and include a stop at Raven Limousin and Limflex, a purebred operation run by Penny and Jason Schultz. The property has been owned by the Schultz family since 1976; it began as a sheep operation, but has evolved to also include an impressive cattle herd. The operation specializes in black and polled Limousin, which was chosen to fit the



current market demand of high growth rates and efficiencies as well as cattle with the ability to finish on pasture. Raven Limousin also raises and sells Lim-Flex cattle; what is a Lim-Flex you ask? A Lim-Flex is a registered Limousin/Angus cross, developed with the purpose of combining the best of two breeds. The cross combines the maternal and marbling traits of the Angus breed with the high growth and muscling potential of the Limousin breed and the hybrid vigor has shown to be very successful in the commercial market.

Day twelve of our journey we will have a day of leisure in the city of Adelaide. Adelaide is a gorgeous city, with many interesting things to see. It has some lovely scenery, with lots of parks and neat shops to take a look in. Adelaide is the wine capital of Australia and the food is also fantastic! Following our visit in Adelaide, we will be hopping on a flight to Sydney, where we will have the afternoon to explore Australia's capital and do some shopping. Our last activity of the tour will send us off with a bang! We will be on a farewell cruise of the Sydney Harbour. We will be aboard the luxurious MV Sydney 2000, where we will dine at Sydney's most prestigious cruising restaurant while we watch the sunset and then take in the scene of the city of Sydney lighting up as darkness falls.



### ***How can you sign up?***

Trip dates are Nov 8-22 2014

Cost of travel: \$5898 (twin share) \$6699 (single share)

Initial deposit is due by: May 15, 2014

Final deposit is due by: August 4, 2014

We would love you have you join us! Please give Morgan a call if you're interested in coming along and would like a copy of the full itinerary!

# EVENTS

Keep an Eye Out For:

Peace Country Beef  
Congress  
Jan 10 & 11  
Dawson Creek, BC

Winter Watering  
System Tour  
Late Jan/Early Feb  
Locations TBA

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Check out our new  
Website !!  
[www.peacecountrybeef.ca](http://www.peacecountrybeef.ca)



2014  
AGM

Friday, February 7, 2014  
Dunvegan Motor Inn, Fairview, AB

5:00 Registration  
5:30 Meeting  
6:00 Supper  
8:30 Entertainment

RSVP to Morgan  
780-835-6799

\$55/person or \$75/farm pair  
Includes 2013  
Membership



Wishing You & Your Family  
A Merry Christmas  
& Happy New Year!

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