



Travel & Training Bursary Report

FFN member: Kimberley Fawkes

Event: The KLR Market School

Date: November 2018

The KLR School is a livestock marketing school, based upon the successful cattle trading principles of Bud & Eunice Williams from the USA. It provides a paradigm shift from the traditional line of thinking and has applications across a variety of markets including all forms of livestock and the stock and money markets. There is opportunities to better understand the three fundamentals of grazing operations of grass, money and livestock and essentially all decisions are based on the ability to successfully manage and maximize the outcomes of all three to keep them all in balance. Further to this, they provide opportunities to understand one's personality better how this affects the decisions we make and how we interact with others.

The KLR marketing school gave us the opportunity to see the difference, early critical decisions could affect our own operations and how the new principles could really positively impact cashflow and the overall profitability of different enterprises. At the end of the day, if a business doesn't have good cashflow, there is little chance of it actually being profitable and successful. With enough early planning and management most businesses are able to handle most of the challenges that external factors throw at them, which most of the time they have little control over. The key is having the right skills and knowing the clear boundaries in which your business operates.

This experience afforded me opportunities to network with likeminded producers, and understand where the best use of implementing the information within a variety of different production systems and fully comprehend the basics of cattle trading coming down to grass, money and livestock.

Thanks to CQ University and the Future Farmers Network for providing the bursary to make this opportunity possible.