

GETTING THE CROP IN

# A LITTLE ABOUT ME...

- I grew up on a farm, located west of Ballarat, in Victoria.



## PRE FARMING LIFE

- I finished school in 2012 in Ballarat, and was told to get away and do something other than farming. So I became an electrician.
- 2017 I qualified, and got told, if I got a trade, I can do what I want from there. So I moved from that very quickly, and knew Farming was for me.
- 2017 I started out leasing a small property, running a lamb trading enterprise. At the same time I was running a Crutching trailer full time, and also shearing.





# STARTING OUT FARMING

- I went from a 5 day a week job, with a weekly pay cheque. To working 7 days a week, and pouring everything into making my farming career work.
- By the end of 2019, I was un-admittingly burnt out, over worked, and contemplating whether farming was for me.
- My reality of farming wasn't meeting my expectations. And thought there had to be a better way.
- This is where I decided to seek help... and find out what I was missing or wasn't doing.



# COMING HOME TO THE FARM

- 2020, I had the opportunity to come back home, and start farming the property I grew up on.
- This was a significant point in my life. My responsibilities went up a level, and I needed to make sure I was making the right decisions.
- This is when I really started to learn about running a farming business.
- And the shift from being a worker/farmers son, into the role of key decision maker for the Farm.



# FARM OVERVIEW AS OF TODAY

- Enterprise #1: Self replacing composite ewe flock (main enterprise)
- Enterprise #2: Opportunistically finishing lambs (as market allows)
- Rainfall: 550mm - Winter dominant
- Soil Type: Clay loam
- Pastures: Sub clover base/ryegrass
- Post autumn break, pre lambing containment feeding is a must for us.
- Build our feed wedge before winter, as soil temps drop, and growth rates slow to approx. 5kg/Dm/day
- Average paddock size of 9 Ha. With looking at halving this to 4.5 Ha
- Our release value are our ewe lambs





# OPERATIONAL OBJECTIVES

## Breeding:

Keep it simple, from this comes ram selections/pasture management

- Run 10 ewes/Ha
- Wean 15 lambs/Ha
- Turn off as many \*profitable\* store lambs as possible

## Feedlot:

- Add value to undervalued lambs at a minimum 20% profit margin



# OPERATIONAL FOCUS'

## Breeding:

- Ewe do-ability

\*Ewes to perform under stocking rate pressure.

- Pasture management

## Feedlot:

- Current market / forward contract price
- Feed conversion ratio





# BUSINESS OBJECTIVES

- We run a high input, LOW COST of PRODUCTION system.

I focus heavily on keeping everything within these KPI's (over a 10 year average)

- 35% direct cost ratio
- 20% overhead cost ratio
- 15% labour cost ratio
- 30% net profit ratio



# KEY DISCIPLINES

## Annual planning day. - Covering both Operational and Strategic

- Reflect on the previous 12 months
- How can we Improve?
- Plan for the 12 months ahead

## 3 x Quarterly planning days – Covering both Operational and Strategic

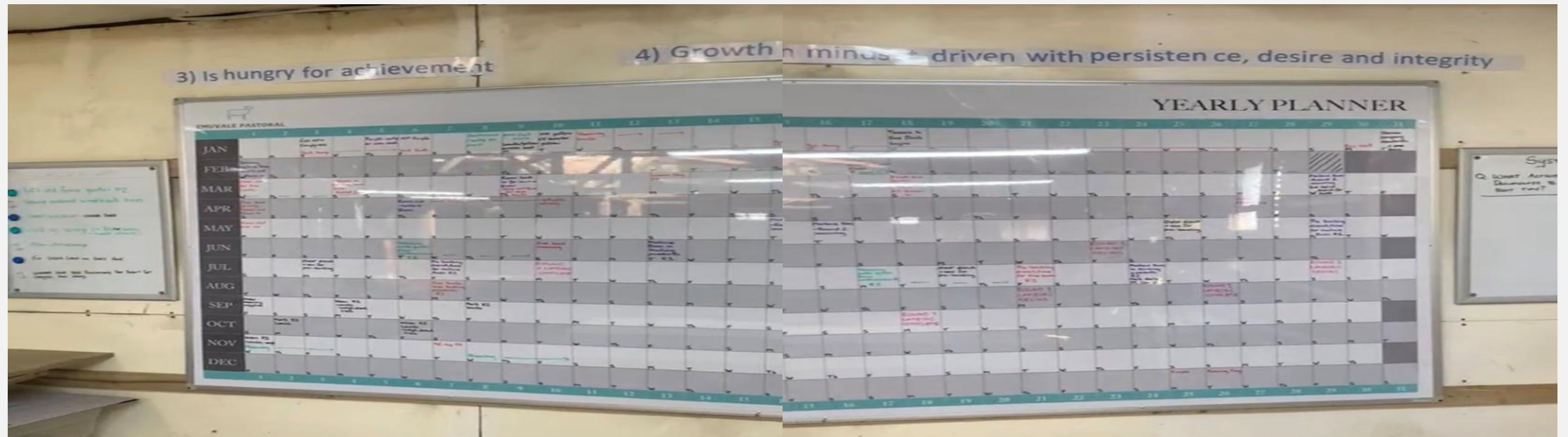
- Reflect on previous 90 days
- How can we improve?
- Lock in 2-3 key items we want to achieve, outside of day-to-day operations.





# KEY DISCIPLINES

- Weekly meeting
- What's happening on farm this week?
- What needs organizing?







# KEY DISCIPLINES

- Annual Benchmarking
- Annual open book Benchmarking
- Business mastermind group, meeting once a month

- Where we bring one question to the group:

‘What is the one thing holding you back right now from achieving your goal this quarter?’



# GOALS FOR 2025

## S.M.A.R.T

1. Turn over 10,000 lambs
2. Revenue Target of \$2,500 an acre
3. On Farm Site Office
4. Casual Feedlot Employee
5. Systemise feedlot with procedure manual



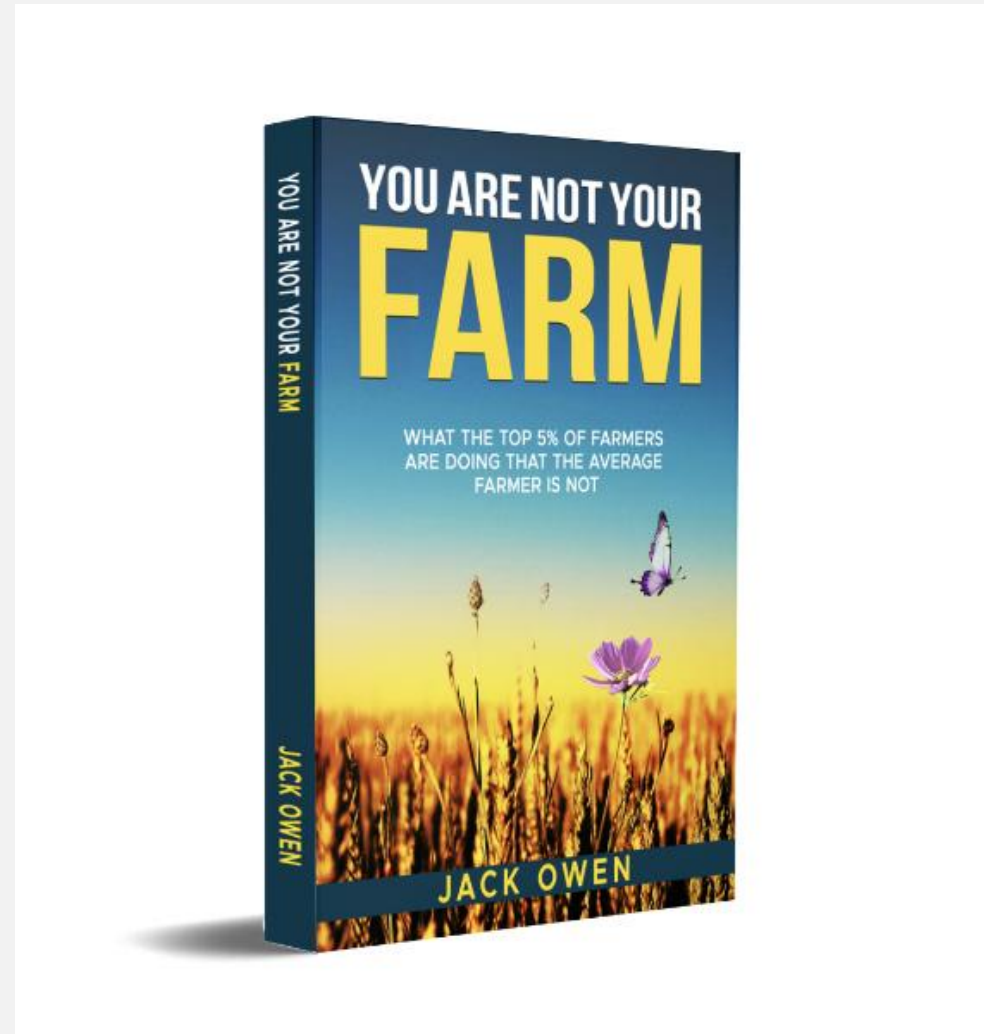


# FARM SIDE ✓ BUT, WHY AM I HERE TODAY?

- 2019, I was unsure if Farming was for me.
- I couldn't understand how some farmers were doing well, yet I was struggling.
- So I reached out for help, by asking, what I would call, 'successful farmers', what they were doing, that I was not.
- Over the next 4 years, I spoke with over 250 Farmers and farm business owners
- Didn't matter what type of farm, as it turned Farmer focused, not Farming
- This was all for my own personal use.
- I just wanted to be a better Farmer



# YOU ARE NOT YOUR FARM





# A LITTLE OF WHAT I DISCOVERED

1. You need to have a definition of success. What does success mean to you? (outside of the farm)
2. What story are you telling yourself? Does it serve or distract?
3. Vulnerability is key
4. Health is Wealth
5. Power of Networking
6. Gratitude
7. Focus
8. Learning



# IDEA BEHIND THE BOOK

## What I discovered

- The Farm, your Farm, should be seen as a vehicle.
- Removing emotions from key decisions.
- Detaching your self worth and value, from your farming outcomes.





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available here today



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