



Simple steps: how Jason Strong achieved a three-fold productivity increase



By [Mark Phelps](#)

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📷 High-profile beef industry identity Jason Strong has achieved a three-fold increase in productivity of his family's beef business. Picture by Mark Phelps





Maximising the value of available pasture has driven a remarkable three-fold increase in productivity for high profile beef industry identity Jason Strong.

Delivered by a shift to rotational grazing, the use of targeted nutrition and an upgraded water supply, Jason Strong and his family have seen a major lift in terms of carrying capacity and the kilograms of beef produced on the family's 400 hectare (1000 acre) property located west of Gunnedah in North West NSW.





Mr Strong said the result was that Mountain View was now a significantly better farm business for what was ultimately not a lot of extra effort.



📷 Major lift in terms of carrying capacity and the kilograms of beef produced. Picture by Mark Phelps





"This is a story of intensity that has been achieved by rethinking how we can do better with this beef business," Mr Strong said.

"But I think it's also important to understand we have been able to achieve this on a pretty tight budget and being very conscious of keeping everything as easy and cost effective to manage as possible.

"It's not a set-and-forget system, but it's certainly been the making of the productivity at Mountain View."





Mr Strong is well known throughout the industry as a former chief executive officer of both Meat and Livestock Australia and the Australian Agricultural Company and currently works with a number of new and growing businesses.



📷 Cattle have year-round access to the nutrition blocks.
Picture by Mark Phelps

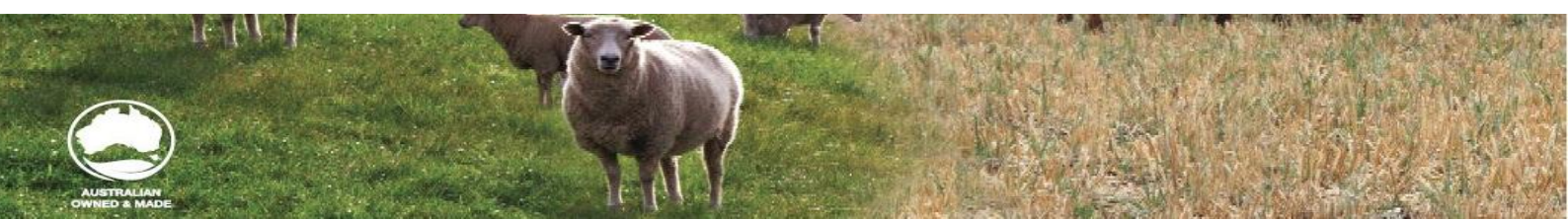




Before being redeveloped with a rotational grazing system, Mountain View would typically run less than 100 breeders on what is reasonably hard country with red loam and some sandy soils.

The operation now comfortably runs more than 200 Santa Gertrudis-cross breeders, 110 backgrounding cattle and about 50 trade cattle.

"The most telling part of what we have been able to achieve is that for the first time from this property we've been able to deliver a B-double load of slaughter cattle to the meatworks," Mr Strong said.





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"And that's been done off grass, which we would not have even dreamt of five years ago."

Mountain View has been split in 48 paddocks averaging about 8ha (20 acres) with some laneways plus six holding paddocks.



📷 Jason Strong says he had a strong preference for blocks. Picture by Mark Phelps





Cattle are typically in a paddock for one to three days, based on the size of the paddock and an assessment of the type and amount of pasture available.

Ideally, no more than two-thirds of the available pasture is grazed at any one time.

"We faced the same issues as everyone else in the beef industry," he said.

"The challenge has always been to make our operation as efficient and as profitable as possible over the long term, recognising we operate in a dynamic environment very much influenced by both climate and markets.





"Our focus has become how can we best manage the landscape and the nutrition of the cattle."

Mr Strong has worked with the Brisbane-based 4 Season Company to re-evaluate how to get the best out of Mountain View.

4 Season Sulphur 16 blocks were fed to three groups of cattle run on the property, with a switch to higher protein Pro-40s with 12pc urea supplied for all cattle as pastures dried off.





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Mr Strong said he had a strong preference for blocks as they were easy to handle.

"We repurposed some old plastic troughs and mounted them on some skids welded up in the workshop," he said.

"The blocks are simply dropped into the troughs and follow the cattle from paddock to paddock, easily towed behind the buggy or the Hilux.

"There's no waste and there's no fuss.

"This country is healthier and more productive than it ever has been."

