

What is the idea called  
Holistic Management ?

Does your life always  
go to plan ?



You been  
Farming  
long ?



















Holistic Management is for any  
person that makes decisions.

Holistic Management is simply a  
decision making process,



Holistic Management is simply a  
decision making process,  
that helps people get their  
decisions approximately right  
instead of precisely, perfectly, wrong.

It helps people to focus on  
what is most important to them,  
their family and the  
community around them  
when making decisions.

It does this by helping people to  
create a context for their lives and  
how they wish to live and be, today,  
tomorrow next week and next year  
and far off into the future.



It gives people a set of  
testing questions

to consider and test their actions to,  
before they act, so you can determine the  
likely outcome of any action or decision.

It shows people how the natural work  
really works and how you  
can to enhance the way it the  
environment functions.

There is a money management procedure that helps people to management the money that flows in to and out of their lives.



There is a land planning procedure to help you get the most out of the land resource that you have be it a back your or a million acres of country side.

There is a grazing planning procedure for those folks who have grazing animals and grazing lands as part of their resource base.

Holistic Management consists of :-

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- Context Setting. ( Visions and goals )



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- Decision Testing.

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- Environmental Function.

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- Land Planning.



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- Environmental Function.
- Financial Planning.
- Land Planning.
- Grazing Planning.

# Holistic Management consists of :-

- Context Setting. ( Visions and goals )
- Decision Testing.
- Environmental Function.
- Financial Planning.
- ~~Land Planning.~~
- ~~Grazing Planning.~~



So, Why does this matter ???

# Who the heck is Jason Virtue ??

My focus is on animal production.

The principals I talk about are exactly the same for plant agriculture as for animal agriculture.

I also wish to see the renewal and growth of rural communities.



**Kym & Lionel.**



# My motivation is to help famers and food producers of any size and location.

- Improve their land,
  - Improve their income,
  - Improve their product,
  - Improve their home and their community
- 
- And to help consumers get permanent access to healthy, affordable, nutritious and reasonably priced Australian grown food.

When does your relationship  
with food begin ???

Where does your relationship with food begin ?

At the dinner  
table ?





# What is your relationship with your food ?

At the  
supermarket ?



At the feed lot ?





In an  
egg  
factory ?



Or an industrial pig sty ?





At the Farm and with  
the Farmer ?



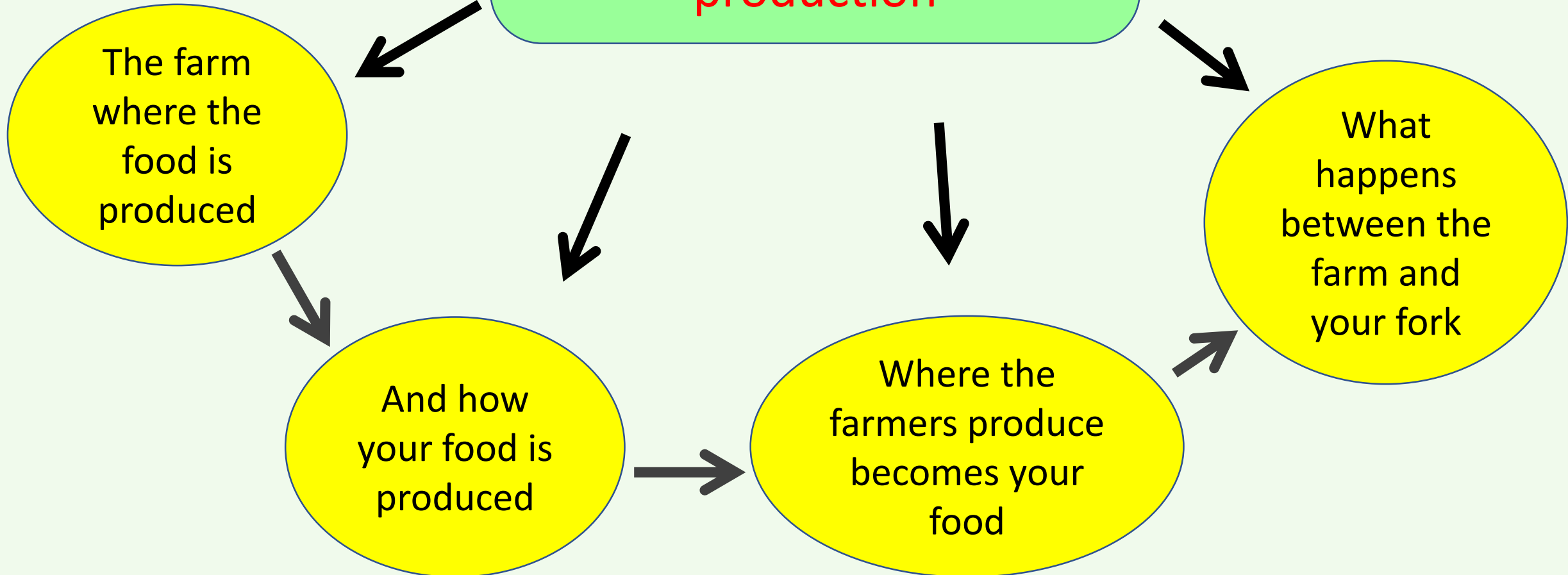
Do you know what is  
going on in each link in  
the food chain of  
production

The farm  
where the  
food is  
produced

What  
happens  
between the  
farm and  
your fork

And how  
your food is  
produced

Where the  
farmers produce  
becomes your  
food



# The message I have for you is this :-

- Your health depends on the food you eat.
- You have the power to determine how your food is produced
- You have some control over the price you pay for food.

But first a bit of back ground

# **What factors are effecting agriculture, food production and Human Health right now ?**

- Soil loss
- Chemical use and contamination
- Technology to make things better
- Jobs in agriculture
- Where your food is grown
- Failing food nutrition and human health





# Soil Loss



## G Tyler Miller Jnr.

American Environmental scientist.

“The only thing that stands between the human race and famine is 10 inches of soil and the fact that it rains now and then”.

Bare soil is public enemy number one !











Erosion begin when rain drops hit bare soil





The key isn't "how much" rain falls,  
but what happens "after" it falls.











# How do we stop soil erosion ?

- The soil must be covered with living plants or litter.
- This shields the soil from the rain drops and dissipates the energy of the rain drop so the soil is not pulverised and soil does not move





# United Nations Convention to Combat Desertification

[www2.unccd.int/Estab](http://www2.unccd.int/Estab)

As at June 2017 the world is loosing 12 million hectares of arable or farmable land each year.

How many tennis courts is this ?

A tennis court is 23.77 mtrs by 8.23 mtrs = 195m<sup>2</sup>

12,000,000 @ 10,000 m<sup>2</sup> x 195m<sup>2</sup>

612,000,000 tennis courts



# Homer ( not simpson )



- Homer. His works date back to 700 BC.
- He created some of the earliest Greek writings.
- His poems tell of people who lived 500 years before his time.
- The stories were past down from generation to generation before Homer recorded them.

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# Land & Sea

- In ancient times cedar, cypress, and pine covered the mountains of Greece, but the people cut most of the trees down to get timber for shipbuilding and charcoal for fuel
- This deforestation led to erosion, which swept away precious soil, making it even more difficult to produce enough wheat for a growing population
  - Except for iron and silver (Spartan Laconia & Laurium) Greece also had few mineral deposits
- With limited farmland and few natural resources, many Greek city-states relied on foreign trade

- Every person who is involved with food is responsible for soil loss
- And it is the duty of consumers to demand that food producers, farm in a manner that preserves and regenerates the soil





Will more chemicals save us ?

**IN ONE YEAR I WILL  
EAT 1,000 RODENTS.**



**PLEASE,  
DON'T POISON  
MY DINNER.**

Rodenticides kill  
more than just  
rodents.

Let birds of prey  
do their job.



[raptorsarethesolution.org](http://raptorsarethesolution.org)















In 1970, 9 weeds of international significance

In 2017, the number is over 400

Since 1996, 36 weeds plant species have become resistant to round up, ( glyphosate )

At 2015, The overall cost of weeds to Australian grain growers is estimated to be \$3,300.00 million.

# Germany Will Phase Out Glyphosate Herbicides "As Fast As Possible"

Posted on Feb 9 2018 - 1:03am by Sustainable Pulse

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G+

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★★★★★  
(2 votes, average:  
5.00 out of 5)

Related

The new German government will aim to end the use of glyphosate herbicides "as fast as possible", according to the draft deal to establish a new German coalition government published on Wednesday on the homepage of Chancellor Angela Merkel's CDU party.



The draft states; "We will with a systematic minimalisation strategy significantly restrict use of plant protection chemicals containing glyphosate, with the goal of fundamentally ending usage as fast as possible.

# 10 Things You Need to Know about Glyphosate

The Detox Project team has been researching information on glyphosate and glyphosate-based herbicides for over 10 years. From this research we believe there are 10 very important points that everyone needs to know about this widely used chemical:

1. Glyphosate is the World's most used Herbicide.

2. In 2015 the World Health Organization's cancer agency IARC declared that glyphosate is a probable human carcinogen.

3. Glyphosate is found regularly in food and water.

4. There is no safe level of glyphosate according to independent science.

5. Glyphosate is probably a hormone hacker (endocrine disruptor) according to independent science.

6. 90 % of the soybeans and 70 % of the corn and cotton grown in the United States are glyphosate-tolerant GM crops.

7. Monsanto's Roundup herbicide is the world's top-selling weed killer. Its active ingredient is glyphosate.

8. The global glyphosate herbicides market was valued at USD \$ 5.46 billion in 2012 and is expected to reach USD \$ 8.79 billion by 2019.

9. Glyphosate-tolerant GM crops represent more than 80% of the 120 million hectares of GM crops grown annually worldwide.

10. Glyphosate is patented as a Chelating Agent and an Antibiotic.



# Produce suppliers are now using a chemical “freshness preserver technology” on your fruits and vegetables ... but is it SAFE?

Monday, February 19, 2018 by: Edsel Cook

Tags: *AgroFresh Solutions, badcancer, badfood, cancer, cancer-causing chemicals, carcinogen, carcinogenic chemicals, chemicals, food waste, Fresh, freshness preserver technology, fruits, grocery, Harvista, RipeLock, shelf life, SmartFresh, toxic chemicals*





- Farming without chemicals is profitable.
- It requires management and planning
- and consumers who are willing to pay what food is really worth.



Technology to the rescue  
and The jobs be gone







- Hand shears vs machine shears,
  - vehicles vs walking,
  - polly pipe vs dams or ponds,
  - Computers vs letters vs phones
  - Pencils vs pens
  - Barb wire vs's herding
- 
- All technology advances

- Every time we replace a human with a robot, a job is lost, a tax payer is lost
- Technology that makes people better managers and improves community, vs's technology that replaces humans, and can damage communities.
- how many people will willingly retrain or reinvent themselves ??
- Technology is not always the best answer.

- GM crops and chemicals and the tools to use them are technology and innovation.
- you could mount case that they have made things both better and worst at the same time
- The danger of tech and robots is that people become lazy and complacent.



- If technology is the answer how come we need new and more all the time just to stand still



Where did my Profit go ?

1970 HG Ute - \$2 394 new





# 2016 Holden Ute - \$50 000 plus

( for the top of range )



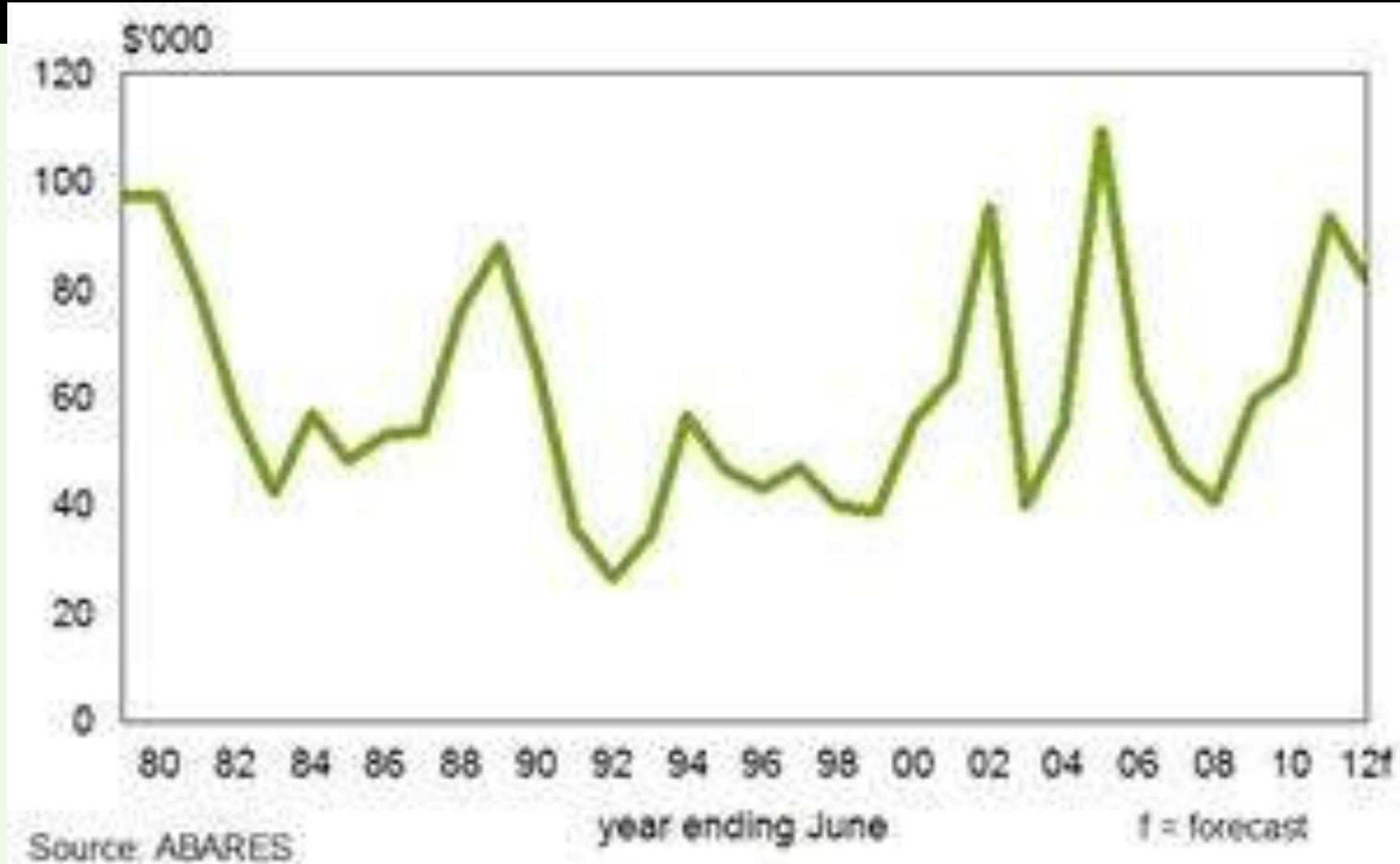
**1970 HG Ute - \$2 394 new**

**2088 % difference in price.  
\$1057 per year increase**

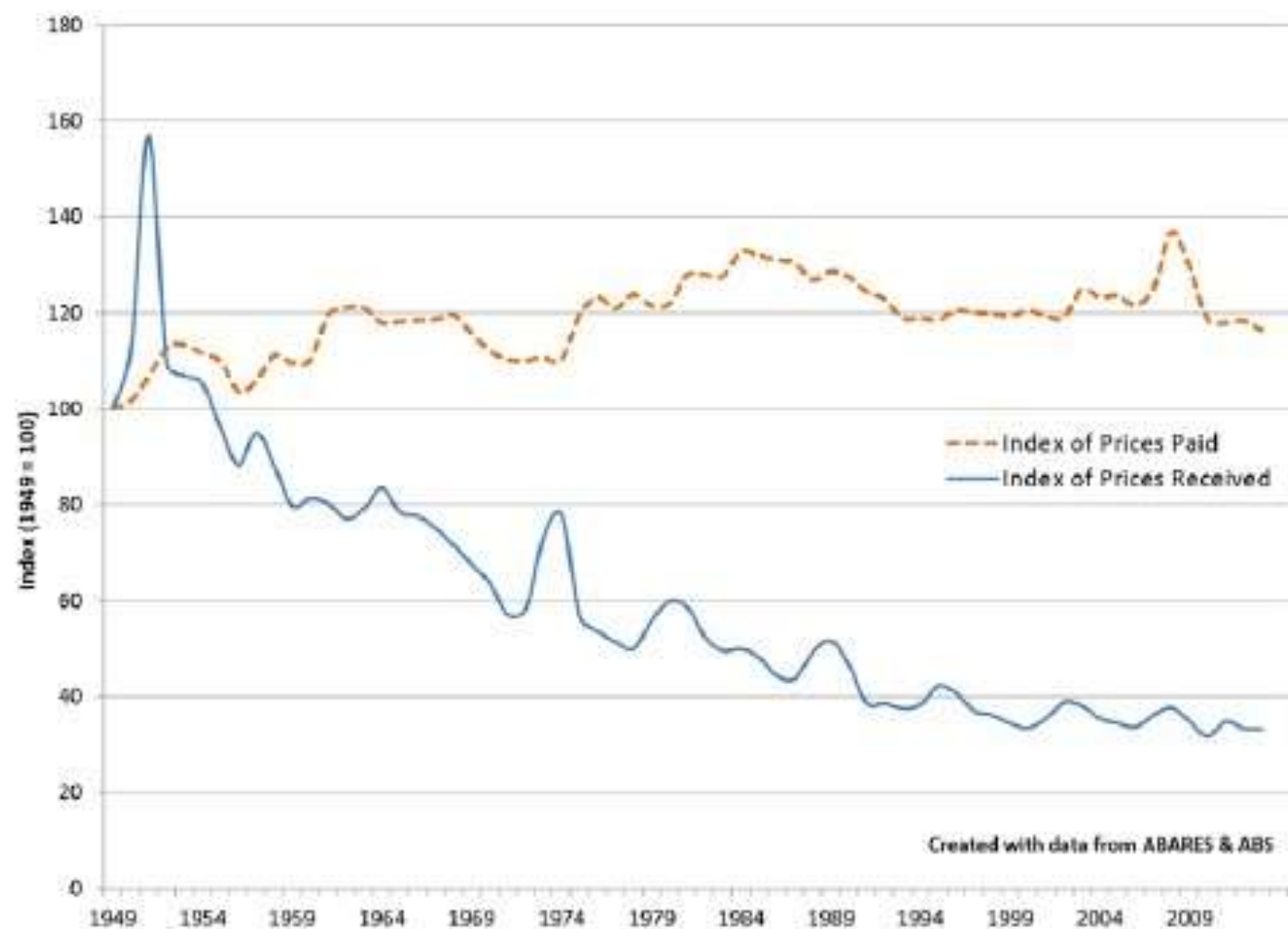
**2016 Holden Ute - \$50 000 plus**



# Average southern beef farm cash income



*The Northern beef report: 2013 situation analysis*



**Figure 8: Index of prices paid and prices received by Australian farmers (real terms)**





## Need for new approaches:



Table 3 Productivity growth – broadacre enterprises, 1977-78 to 2010-11 (ABARES 2013)

Broadacre industry	Total factor productivity growth (%/year)
All broadacre	1.0
Cropping	1.5
Mixed crop-livestock	0.9
Beef	0.9
Sheep	0.0

*"Sacket (2014) suggested that had productivity growth for the wool industry kept pace with cropping over the last 25 years, the current financial performance of a wool enterprise would be the equivalent of having an EMI of 1804 cents (compared to 1140 cents at the time)"*



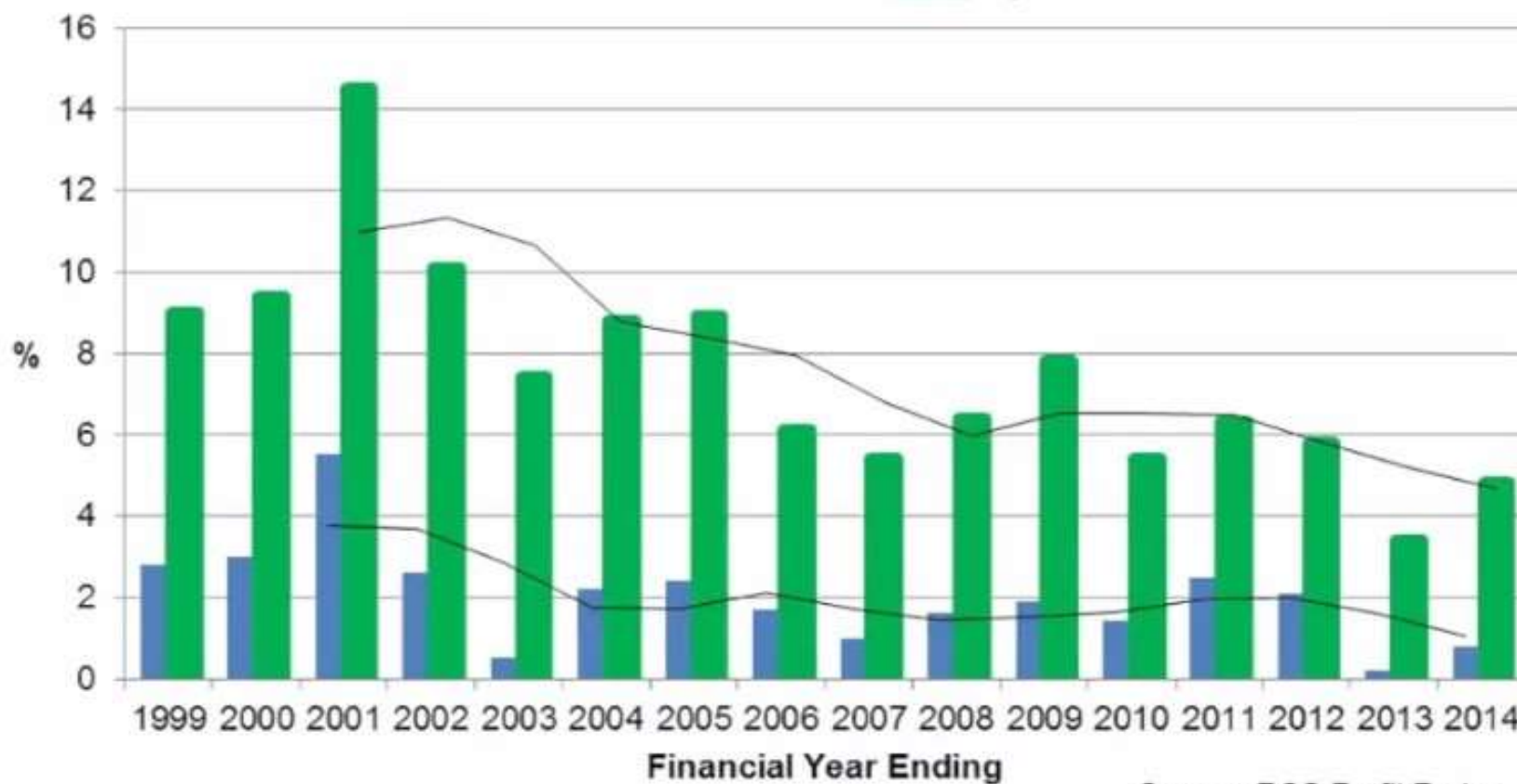
# WHAT'S HAPPENING?



## Return on Assets Ratio

All Data

Top 20%



Source: RCS Profit Probe



Grown in ~~Australia~~ ????



# Grown in ~~Australia~~ ????

Evidence to demonstrate how cheap oil is forcing local producers to compete with farmers from all over the world many of who are kept in business by governments rather than their ability to operate a real business



**FOODLEGAL**  
AUSTRALIAN LAWYERS & CONSULTANTS

# FOOD FRAUD

**Integrity, Traceability  
Technologies & Regulatory  
Opportunities**



This FoodLegal Symposium focuses on the importance of new traceability protection technologies, databases and regulatory frameworks to protect brand and product integrity and the need to implement countermeasures for food fraud; as well as the opportunities to use similar technologies to create an exciting brand story and enhanced brand reputation.

**REGISTER HERE**

**DATE**

**Wednesday 28 March 2018**

Topics of discussion will include:

- B2B supply chain integrity



**Tom Curran** shared a link.

26 mins · 



## Indonesian mangoes set to be imported into Australia

Indonesia could soon be exporting mangoes and dragon fruit to Australia after a trade deal between the two nations was advanced, and local growers are not happy.

ABC.NET.AU



Like



Comment



Share



*Did you know...?*

- \* Less then 90,000 or 0.5% of farmers left in Australia?
- \* 1 farmer for every 266 Australians?
- \* Without farmers most of the population would die?
- \* Without truckies the country would stop?



**Message: Look after your farmers & truckies or you will starve to death.**



WUYI ROAD SHAWAN COUNTY  
SHAWAN, XINJIANG 832100, CHINA

DRUM NO. 0098  
PLANT NO. Y66

TIME 22:29:00  
DATE 07/22/2007

GW.KG 0260 LBS 0573  
TARE.KG 0014 LBS 0031  
NW.KG 0246 LBS 0542

6500/U1048



0707741010098-024602600707222229



0707741010098-024602600707222229

# 36-38 Brix Cold Break Tomato Paste

Packer: COFCO Xinjiang Tunhe Co., Ltd.

IMPORTER: BERRI LIMITED

30-32 COMPARK CIRCUIT, MULGRAVE, VICTORIA 3170, AUSTRALIA.

TEL: 61 3 8544 3333 FAX: 61 3 8544 0703

PRODUCTION DATE: 23/07/2007

BATCH NO: Y66-74101

COUNTRY OF ORIGIN: CHINA

DRUM NO: 0098

BRIX: 36-38% COLD BREAK

GROSS WEIGHT: 2.6 KG

NET WEIGHT: 2.4 KG

PURCHASE ORDER: TYF-CHG-0701

DELIVERY ADD: MCKAY ROAD BERRI SOUTH AUSTRALIA 5343

BERRI LTD RESOURCE CODE

**TUNHE**

屯河

**TOMATO PASTE**

Manufactured By  
XINJIANG TUNHE SHAWAN  
FRUIT PRODUCTS CO., LTD.

WUYI ROAD SHAWAN COUNTY  
SHAWAN, XINJIANG 832100, CHINA

BRIX 36/38%CB      SHIFT 02  
LOT NO. Y66-74101      LINE NO. 01  
DRUM NO. 0098      TIME 22:29:00  
PLANT NO. Y66      DATE 07/22/2007  
GW.KG 0260 LBS. 0573  
TARE.KG 0014 LBS. 0031  
NW.KG 0246 LBS. 0542



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PRODUCTION

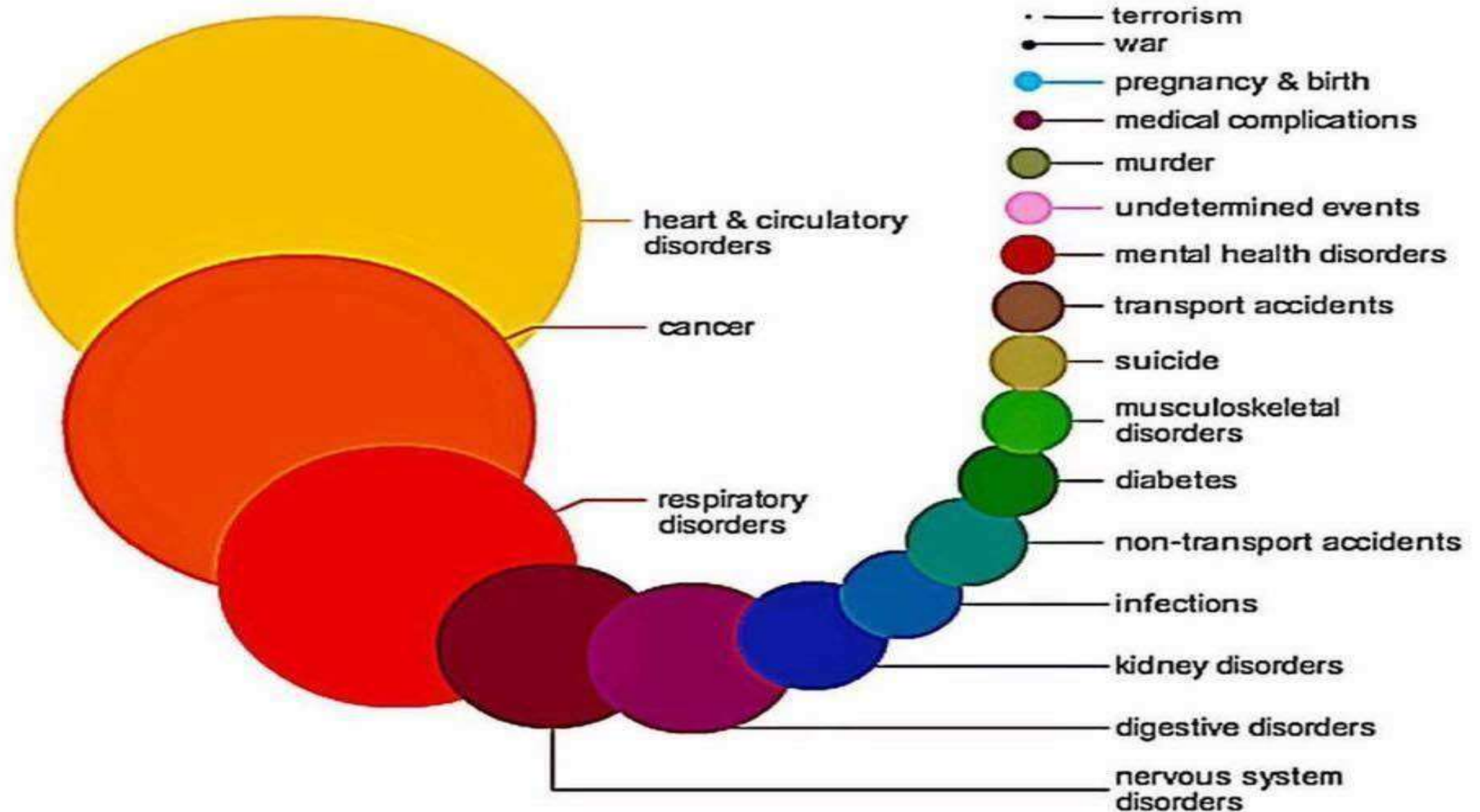


# Un nutritious food

What is un-nutritious food doing to  
human health ?



# Leading causes of death in perspective



The total **annual cost** for **Australians** with type 2 **diabetes** is up to \$6 billion including healthcare **costs**, the **cost** of carers and Commonwealth government subsidies. The average **annual** healthcare **cost per** person with **diabetes** is \$4,025 if there are no associated complications.

That is \$ 6,000,000,000,000.00



How many past civilizations can you  
name ?



- How many past civilizations can you name ?
- They were all organic and without the use of modern technology or the wide use of coal and oil
- If we want our society to be happy and healthy in the near and distant future we have to be aware of and behave in a manner that will take us there not in the direction of civilizations of the past



So what is the answer ?

# So what is the answer ?

- The message I have for you is this :-
- Your health depends on the food you eat and
- you have the power to determine how your food is produced
- But first a bit of back ground



# So what is the answer ?

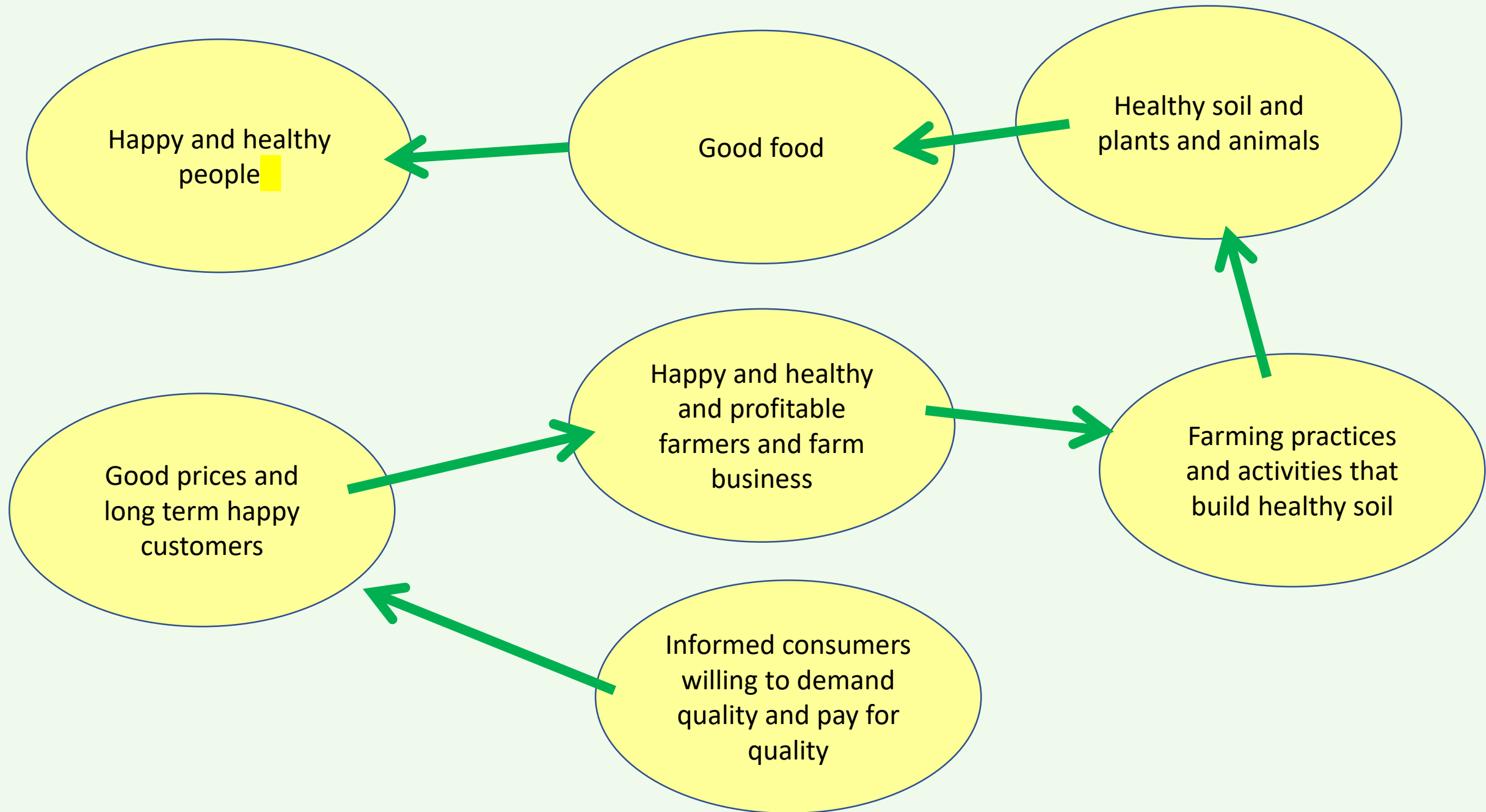
Basically :- you the consumer

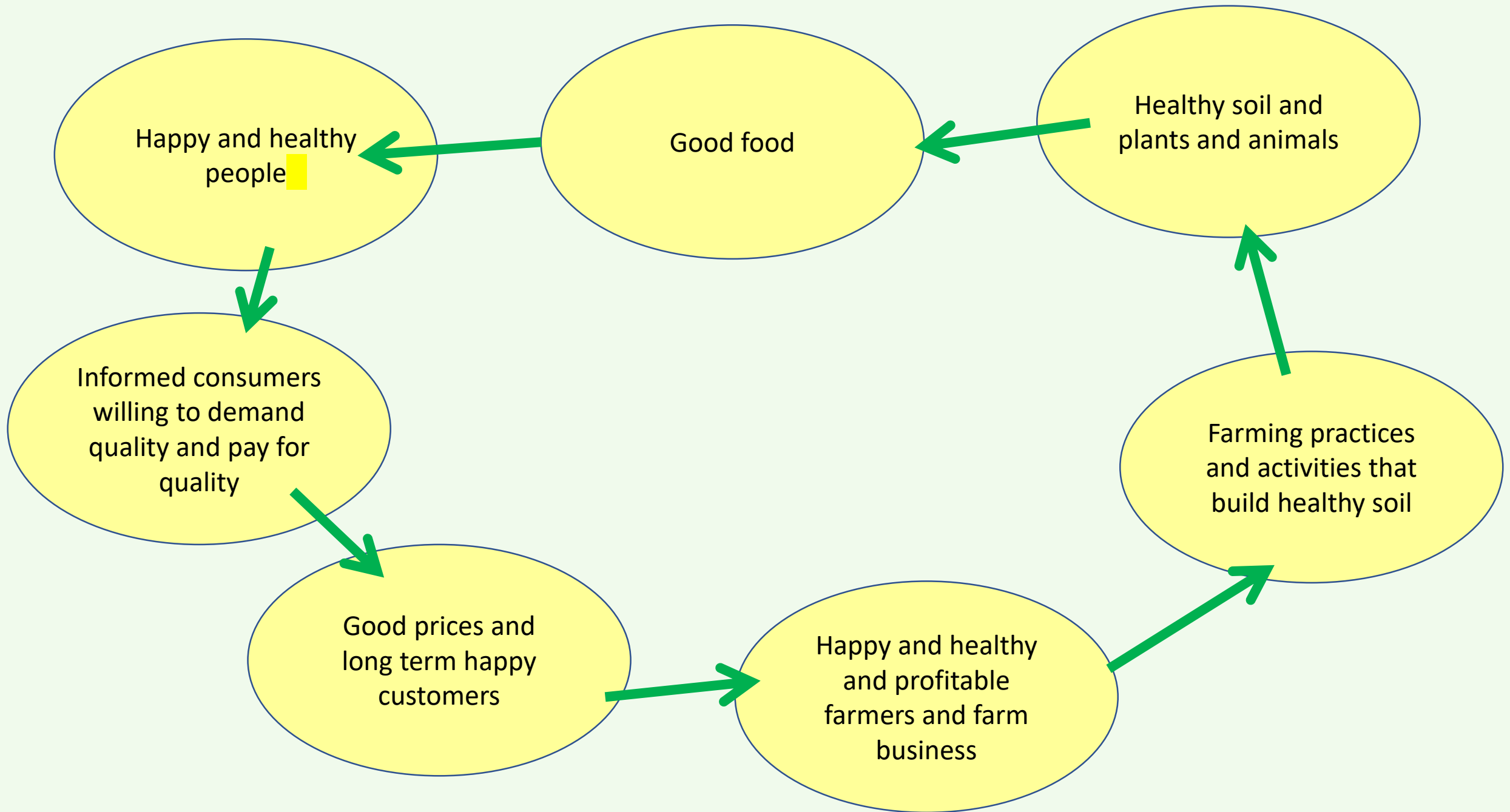
River cottage chap :- every one who eats has  
three chances each day to make a kinder saner  
better food system

You the consumer has real power

# So what is the answer ?

Consumers ( metro and urban dwellers )  
demanding good food,  
produced on healthy land by  
farmers making a profit each year  
and improving the soil  
and employing people





I have spent years trying to get farmers  
to change the way they manage

And in 95 percent of cases, farmers will not willingly change and change that is forced upon people results in distrust and rebellion and at the first chance to not do what they are forced to do, they will stop, even under the threat of punishment.

operating under fear is not healthy for anyone



In the race of life, always back the horse called,  
“ Self Interest “.



For the land and the soil to be better and for food to be as nutritious as it can be, farmers will have to change their practices and for this to happen , consumers must both demand change and be willing to pay for it

You as the end consumer should or must connect with and create a relationship, a two way relationship with food producers so you can source the food you want and also so the farmers can have a market that will reward them for their farming practices

# Change requires courage!

Courage comes from confidence

Confidence comes from relationship and honesty,

A two way street between consumers and farmers is  
the only way





The End

The Question for you is :-

How would you go about rebuilding community, creating meaningful work and growing and supplying healthy clean nutritious food to people who want it buy it ?

- So knowing what the relationship must be like, what has to happen on the farm to produce the food your really want and need

How should farmers farm

- They must farm and manage in a manner that builds soil health always
- And soil that absorbs water rather than repels water,
- A high diversity of grasses and grassland landscape
- They make a profit each year
- The use of chemicals is low to non-existent
- The soil is never intentionally bare for long periods of time if at all



- They must farm and manage in a manner that builds soil health **management**
- And soil that absorbs water rather than repels water, **management**
- A high diversity of grasses and grassland plants **management**
- They make a profit each year ***management***
- The use of chemicals in low to non-existent **management**
- The soil is never intentionally bare for long periods of time if at all **management**
- Drought and flood effect only in a minor way **management**

- For all these to occur these things do not happen by chance they are created and managed

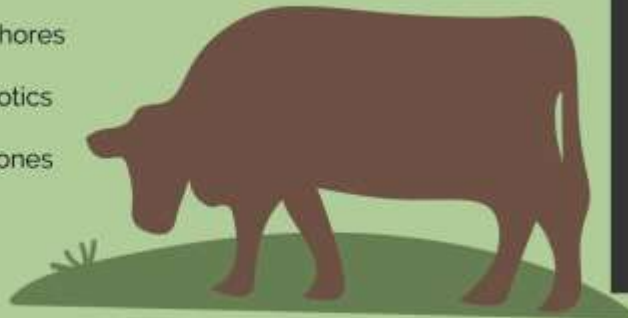
For grazing animals,  
there should be grass only for  
ruminates

birds and pigs, grain is ok

# Breaking Down: Grassfed Beef

Qualifications for grassfed beef:

- ✓ born, raised, and finished on open grass pastures
- ✓ mineral and vitamin supplements may be provided to correct animal deficiencies
- ✗ grain feed
- ✗ by-products
- ✗ ionophores
- ✗ antibiotics
- ✗ hormones



## Nutritional Facts:

Niacin	14.3 mg (72% DV)
Vitamin B6	1.4 mg (70% DV)
Selenium	45.1 mg (64% DV)
Zinc	7.7 mg (52% DV)
Phosphorus	454 mg (45% DV)
Vitamin B12	2.7 mcg (45% DV)
Iron	4 mg (22% DV)
Potassium	732 mg (21% DV)
Pantothenic Acid	1.5 mg (15% DV)
Magnesium	49.2 mg (12% DV)
Thiamin	0.1 mg (7% DV)
Folate	0.1 mcg (7% DV)

Source:  
<https://www.americangrassfed.org/about-us/our-standards/>  
USDA

The use of fire – fire was natural





What does grass only look like  
and why is grass only important

- Omega three and 6



Two reasons, humans can't eat grass, but we can eat things that eat grass. Lots of the earth can only grow grass and the only way that humans can utilise this grass is to have it consumed by animals

and grass is the only plant that will grow in many parts of the earth and grass requires regular defoliation to stay healthy and to create and maintain soil health, hence the grass must be grazed regularly and not burned.

The land that can only support grass needs regular grazing to keep the grass and the soil healthy, nothing else can do this.

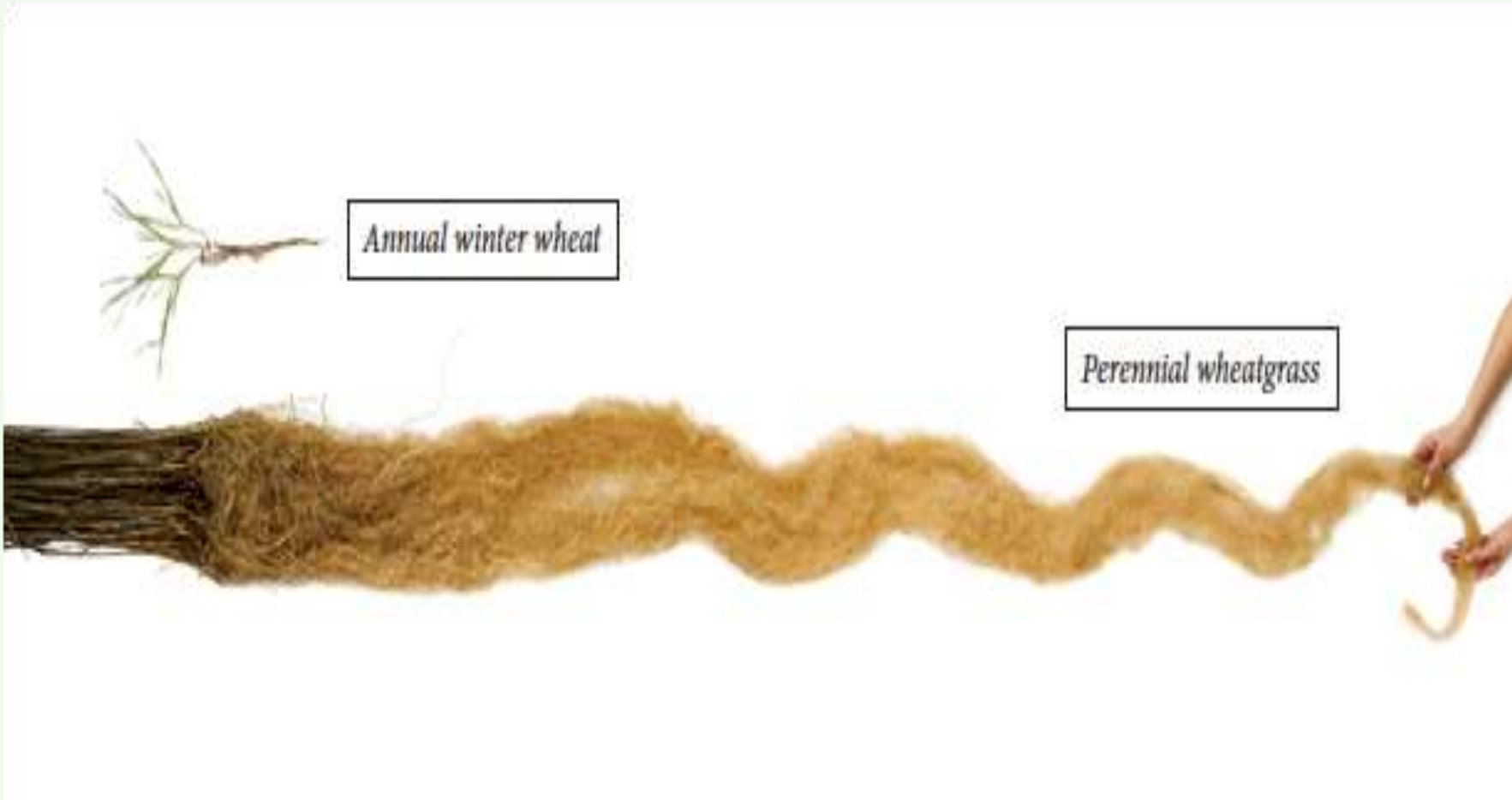






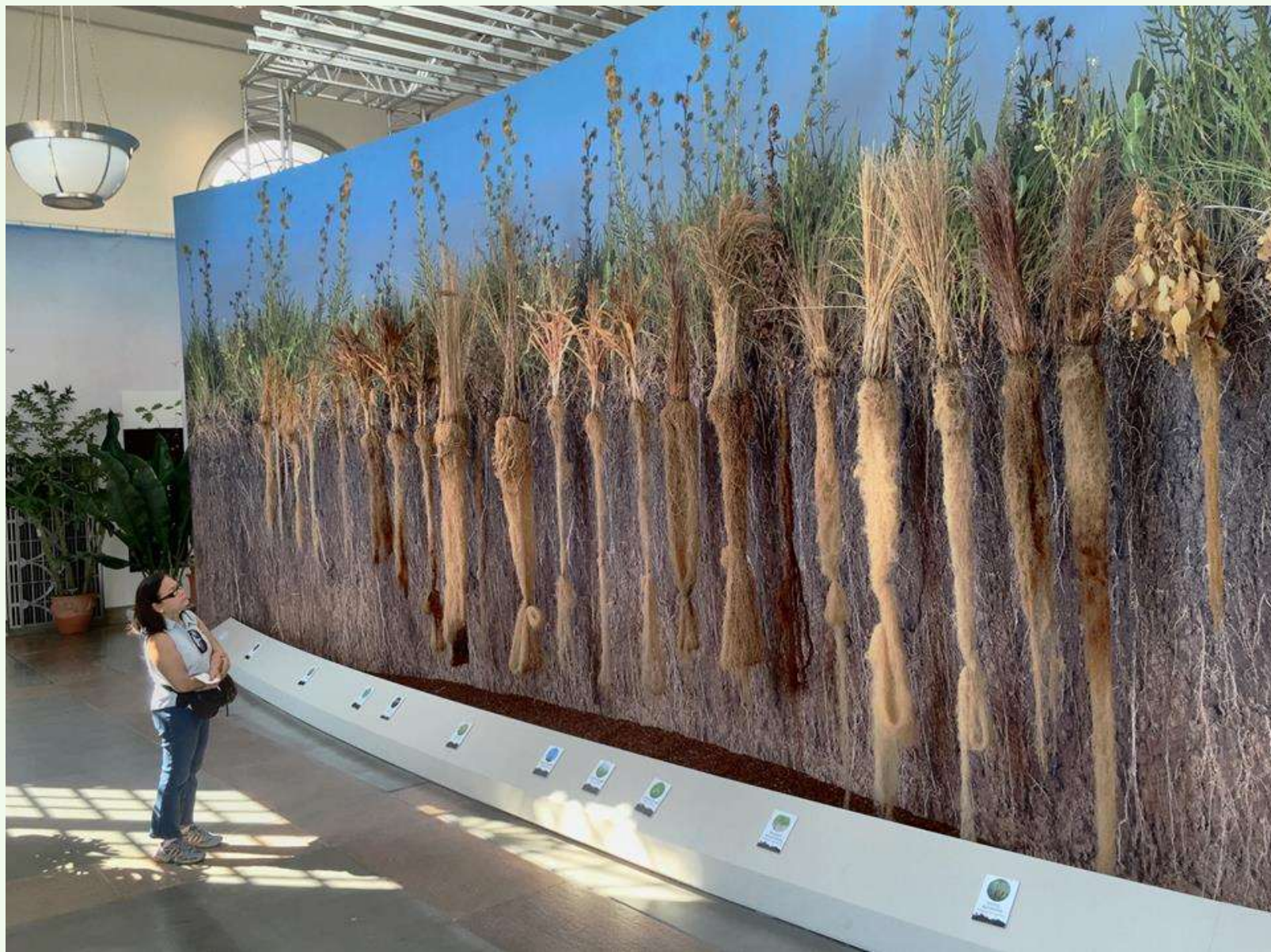
Grassland soils need grazing  
animals to cycle carbon

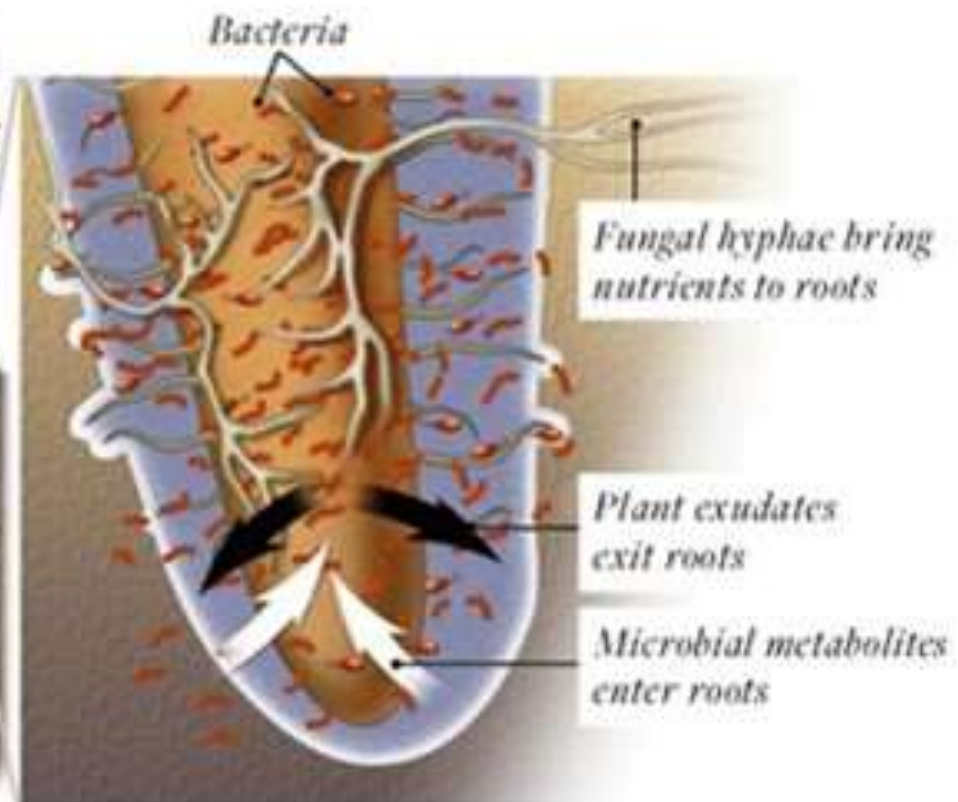
# Soil and Minerals











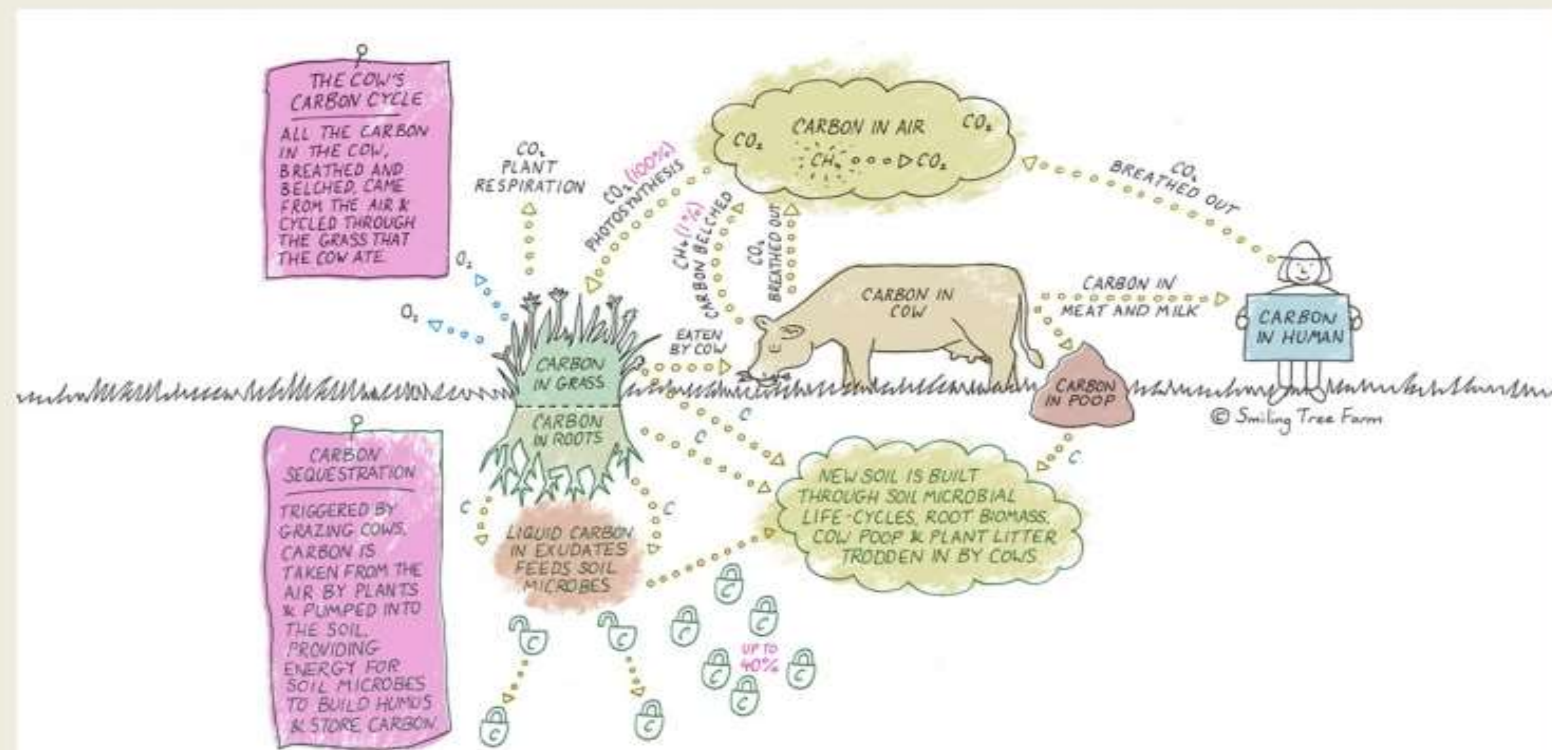


- The End

# Carbon Mooooves

Christine Page

information that may be of interest to you.



## How carbon mooooooves...

On average each of us humans breathes out 1kg of carbon dioxide ( $CO_2$ ) every day, the larger you are or the more you exercise, the more  $CO_2$ . So why don't we consider human metabolism to be a cause of climate change? After all there are 7.6 billion of us, that's a lot of  $CO_2$  hitting the



BLOG

## Cow-Calf Dairying, a Pirate's Code #1

When customers come to collect their milk from our farm shop I often take them down to the field to see the cows and calves. When you see them together, it becomes obvious what *cow-calf dairying* means. However, it may not be obvious why calves in the conventional dairy industry are routinely removed from their mothers.

Why your food matters and what you can do about it.

How to have good healthy nutritious food when you want  
it

# A plan for today :-

- Intro Jason,

Reason for the gathering and sharing this knowledge and ideas

- Set out the problems facing food consumers and farmers
- Share a solution that will help consumers and farmers
- Share the names of so possible producers
- Question and answer
- In invitation to learn more

# House keeping

- Name tags.
- Toilets.
- Car park.
- Resources – table and course (text, manual, etc)
- Questions your afraid to ask.



- Mobile Phones

# Who the heck is Jason Virtue ??

My focus is on animal production.

The principals I talk about are exactly the same for plant agriculture as for animal agriculture.

**Kym & Lionel.**



# My motivation is to help famers and food producers of any size and location.

- Improve their land,
  - Improve their income,
  - Improve their product,
  - Improve their home and their community
- 
- And to help consumers get permanent access to healthy, affordable, nutritious and reasonably priced Australian grown food.

A little bit about Jason.



# Things we did that made no difference to our enterprise.

**Forage sorghum.**

**Irrigated pastures.**

**Forage Turnips.**

**4 different types of bulls.**

**Molasses and urea.**

**Controlled breeding.**

**Cut foliage / native flowers.**

**Creep feeding.**

**Feed lotting of our animals.**

**Re Seeding.**

May 2003



# Things we did that made a lasting difference to our enterprise.

**Planned Grazing.**

**Direct Marketing.**

**Holistic Financial Planning.**

**Holistic Decision Making.**

**Creating more than four income streams.**



24 October  
2001





25 October  
2001























300, 12 month old Hfrs,  
in 4 acres for 7 hrs





Rats Tail Grass Grazing in Gympie,  
4 cows on a  $\frac{1}{4}$  acre for 24 hrs.











