



Thursday, 25 February, 2016

## Cropping seminar speaker to give insight into grain marketing – from both sides of the fence

Mixing grain marketing knowledge with farm reality will be the theme for the Hart Field-Site Group's *Getting The Crop In* (GTCI) seminar's key farmer speaker at this year's event on March 16 in Clare.

Warracknabeal farmer Julia Hausler has seen both sides of the grain marketing game – both as a grain trader, and for the past 16 years, as a farmer – and will give an insight into what she has learned from both sides of the fence.

Farming a 2500-hectare cropping enterprise and “opportune lambs” with husband Tim, one full-time employee and contract staff when required, Julia says she is involved across the business in administration, human resources, finance, marketing and as “general gopher”.

An agricultural economist by training, Julia has worked extensively in grain trading in South Australia, Victoria, New South Wales and Queensland, a 2015 graduate of the Australian Institute Company Directors, an Emerald Grain Top 100 Women in Agriculture winner, a graduate of the Australian Rural Leadership Program, was the 2003 Victorian Farmer of the Year, a former lecturer in risk management, is currently on the National Policy Group Southern Region GrainGrowers Ltd, and GRDC Medium Rainfall Zone Regional Cropping Solutions committee.

Julia is also heavily involved in her local community through sporting groups, school, the Country Women's Association and has numerous other feathers in her cap.

Having worked for grain marketer Cargill Australia, and now on the other side of the fence as a farmer, Julia says she has seen some of the grain marketing challenges growers face, including the twists and turns of seasons.

“When you're on the grain buying side, quality control is so important, then on the farming side quality control can be very tricky when the season doesn't go the way you want or planned,” Julia says.

“For example, in 2011 when we had wet grain, grey grain, because of flooding.

“I've learned you have to work with what you've got, and good relationships with the end-user market is very important.”

Julia says at her Western Victoria farm, they are fortunate to have access to a variety of markets, but encourages growers to think creatively about potential markets.

“We're lucky that two hours down the road we can deliver to a livestock feed mill, three hours down the road we can deliver to dairy farmers, and 100 kilometres away we have packing pulse plants,” she says.

“Growers can be creative in developing more opportunity for themselves.”

From her on-farm experience, Julia says she has also learned the value of using a grain broker, and understanding the fine print on contracts.

“From my previous employment, I understand contracts and I read the fine print, but without doubt one of the hardest I’ve found has been ‘buyers call’ contract, which some SA growers may not have had a lot to do with, but I’d urge them to be aware of what these contracts mean to them and how to they need to factor in the terms of these contracts to their everyday operations and be ready to deliver when called on.”

Julia is a strong social media advocate, with a particular interest in Twitter, using her handle @grainvic to “sell” positive agricultural stories and news, not just within regional Australia, but with the hope of reaching a wider audience.

However, her experience as a grain marketer has also given her an insight into how powerful sharing information can be, and at the GTCI seminar, will share some of her knowledge and approach to sharing information about their farming operations and the season.

Hear Julia speak at the Hart Field-Site Group’s 2016 Getting the Crop In seminar at The Vines Christian Church, Stradbroke Road, Clare (northern end of the racecourse) 8am-12.30pm, 16 March.

The seminar is a free event, sponsored by Rabobank, and will kick off with a free breakfast, before a half-day program packed with industry speakers.

**For more information and to register for this event, see the Hart Field-Site Group website [www.hartfieldsite.org.au](http://www.hartfieldsite.org.au)**

**Media contact:**

For information about the seminar, HFSG chairman Justin Wundke 0429 708 772 or HFSG research and extension manager Sarah Noack 0420 218 420. Julia Hausler can be contacted on 0417 152 306.