

## **Marc Greening – 2011 Young Farmer of the Year Finalist**

Marc Greening manages Injemira, a family operated cattle stud and commercial beef business, from two properties on the NSW south west slopes.

His parents and an employee look after day-to-day tasks, while Marc is responsible for all cattle work and marketing.

Injemira is a vertically intergrated business encompassing all aspects of beef production, from breeding seedstock to backgrounding, finishing and opportunistic trading.

A commercial backgrounding operation is run on “Hillside”, a 2,200 hectare property at Holbrook and “Kiloran”, a 200 hectare block at Book Book, is home to Hereford and Poll Hereford stud herds.

Each year around 110 bulls and 2,200 commercial cattle are marketed, 300 hectares of cereal crops are grown and lambs finished whenever opportunities arise.

The stud herds are the base of Injemira’s business, with beef genetics being imported and exported throughout the world.

On-property sales of whiteface bull and pregnancy tested in-calf commercial heifer sales feed the backgrounding operation.

Genetically identified weaner steers are sourced from bull clients and followed through to slaughter, which provides vital information that is used to further develop Injemira’s herd genetics and provide feedback to bull clients.

Since the purchase of the stud property in 2002, dramatic improvements have been made to its pastures, fertility and stream bank vegetation.

The larger Holbrook property was bought in 2005 to expand the stud business into commercial backgrounding for local feedlots and the supply of EU accredited steers destined for the European market.

Management systems have been introduced to make the most of NLIS technology, objective data such as estimated breeding values and risk management through the use of forward contracts.

Marc believes that Injemira is as much a people business as a cattle business, as forming relationships with clients, suppliers and industry is an essential part of the operation.