



FEEDcentralNEWS

1300 669 429 | FEEDCENTRAL.COM.AU

Practical Insights for Producers

As part of Feed Central's ongoing commitment to Education, Training and Enhancement, we recently delivered a practical, online industry seminar in partnership with the BetterBeef Group in Coleraine, Victoria.



The session brought together key members of the Feed Central and LocalAg teams to share insights on quality assurance, market dynamics, buying strategies and on-farm storage, with a focus on supporting better decision-making across the supply chain.

We enjoyed delivering the session and can tailor similar presentations for your team, group or organisation, covering practical topics relevant to your needs. Our team is also available for guest speaking opportunities and media commentary.

To learn more, contact Cara on [1300 669 429](tel:1300669429) or email hello@feedcentral.com.au.

Drought Feeding: Finding the Right Hay

This short video shows how Feed Central's Visual Grade and Quality Assurance systems come to life on LocalAg, our marketplace partner. Designed specifically for buying and selling hay, buyers can search using filters like Visual Grade, hay type, location, bale size, price, protein and energy to quickly narrow down listings and focus on hay that suits their requirements.

It's a faster, simpler way to compare options without wasting time scrolling through unsuitable listings.



[Click here or scan the code to watch](#)



In This Edition

In the May Edition of Feed Central News:

- 1 Practical Insights for Producers
- 1 Drought Feeding: Finding the Right Hay
- 2 From the Paddock with Steve Page
- 3 Understanding the benefits of Seed to Feed with Weed Safe Certification
- 4 Bio-Security Update: Fire Ants - QLD & NSW
- 5 From the Lab: Why Metabolisable Energy Matters

And so much more

Hay Matters Podcast

We love our Hay Matters Podcast and the chance to share stories, ideas and good conversations from across the hay industry.

In our latest Next Generation episode, apprentice host Hugh took the mic on the Griffin Lanyon Legacy Tour, chatting with young people about farming, ag and where the industry is heading.

It's fresh, honest and well worth a listen. Remember, what happens on tour may stay on tour... but thankfully this episode didn't.



[Listen now](#)



A Note From Tim

The challenges across agriculture are significant right now. Drought conditions in many areas, combined with uncertainty around fuel and fertiliser, are front of mind for many across the industry.

At Feed Central and LocalAg, our teams are here to help with quality assurance, market support, procurement, marketing, sales and practical information.

We hope you enjoy this edition of Feed Central News. Happy reading, and thank you for your ongoing support.



Tim

Tim Ford
Founder & Managing Director,
Feed Central & LocalAg

From the Paddock with Stephen Page

I've been on the road for the last couple of weeks through NSW and into VIC, and it's been great to catch up with so many growers face to face.

The story is pretty consistent through this region. It's dry in many areas, particularly through Northern and Western NSW, but I'm seeing plenty of growers pushing ahead and planting dry, despite fertiliser and fuel challenges.

These conditions bring many challenges, and they're easier handled early. Here are some things to look out for and please give me a call on **0477 024 999** if I can help.

Rodent Pressure

One of the first things that starts to show up in a dry year like this is increased rodent activity.



[Click here or scan for the article](#)

- Activity starting to build in Autumn
- Control now relies more on timing and discipline
- Zinc phosphide doing the heavy lifting in paddocks
- Shed hygiene and monitoring more important than ever

I've covered the changes to rodent control this month. With SGARs (Second-Generation Anticoagulant Rodenticides) no longer a broadacre option, it's shifted to a system-based approach. Worth a read if you want to stay ahead of it.

WHP & ESI: Easy to Miss, Hard to Fix

Another area that's quietly important, especially for anyone cutting or feeding hay, is understanding Withholding Periods (WHPs) and Export Slaughter Intervals (ESIs) requirements.



[Click here or scan for the article](#)

- Applies to crops grown from treated seed
- WHP covers domestic use, ESI covers export compliance
- Meeting WHP doesn't guarantee you meet ESI
- Timing of cutting and feeding is critical



Steve Page (L) with grower Alex Thompson (R) with his planter prior to starting to plant oats.

I've stepped through this in more detail in an article this month article. It's one of those things that can cause problems later if it's not understood early.

Hay in the Shed: Storage Matters

Protecting hay quality through winter is just as important as making it.



[Click here or scan for the article](#)

- Keep sheds clean
- Monitor for rodents
- Check for moisture ingress and ventilation
- Stay on top of stack condition and movement
- Protecting quality now protects value later

At the same time, I'm seeing more growers think about how they position their next crop from the start, not just once it's made.

Making hay this season?

You may be interested in being part of our Seed to Feed Program and Weed Safe Certification. This program has been designed to help growers build buyer confidence earlier and create stronger listings before harvest.

Find out more on page 3.

Out Now!



[Download your copy here.](#)



Understanding the Benefits of Feed Central's Seed to Feed with Weed Safe Certification Program

Seed to Feed Program

Seed to Feed connects every stage of your crop, from sowing through to final testing, giving buyers a clear picture of what they're purchasing and why it's worth it.

Feed Central has long supported the industry through inspections, visual grading and feed testing. With biosecurity front of mind, many buyers are looking for complete details and traceability for peace of mind.



Weed Safe Certification

Launched in 2026 as a direct response to evolving buyer expectations, Weed Safe is available to selected participants in the Seed to Feed program.

Weed Safe Certification is awarded to growers who demonstrate a high level of weed control throughout the Seed to Feed process.

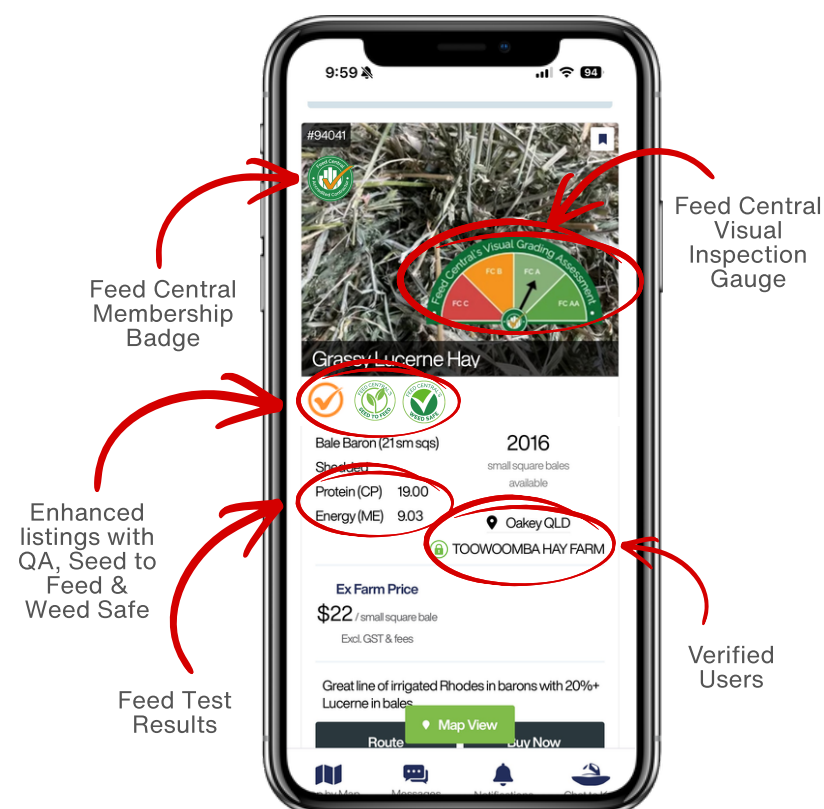


What it gives you:

- Weed Safe badge on your LocalAg listing
- Stronger buyer confidence
- Clear point of difference
- Potential for premium pricing

Seed to Feed with Weed Safe Certification brings it all together, and sets the new standard buyers are looking for.

How it Looks on Your Listing



Key Program Stages

- 1. Getting Started:** Engage Feed Central or complete inspections yourself as a Feed Central Accredited Member*.
- 2. Sowing Inspection** (valued at \$350): Paddock condition, seeding details, variety and timing.
- 3. Mid-Season Inspection** (valued at \$350): Crop health, weed presence and control.
- 4. Pre-Cutting Inspection** (valued at \$350): Crop maturity, weed status and readiness for harvest.
- 5. Weed Safe Assessment:** Eligibility for Weed Safe Certification determined through inspections.
- 6. Final Inspection** (valued at \$550): Visual quality, bale specs and harvest notes (includes Feed Test)
- 7. Feed Test** (valued at \$87): Independent nutritional analysis including energy, protein and moisture.



Why It Matters

Buyers are looking for more than just hay. They want confidence.

Seed to Feed with Weed Safe Certification, incorporating our traditional QA services, helps you:

- Stand out in a crowded market
- Build trust with verified crop and quality data
- Generate early interest before harvest
- Support forward contracts and stronger pricing
- Demonstrate biosecurity and weed control standards

You deserve to be rewarded for producing quality, clean and safe hay. That's why this program was created.

*BECOME A FEED CENTRAL MEMBER!

Seed to Feed is FREE for Accredited Members. Grower Members receive a 10% discount.

Scan the QR code for more information or contact Steve or Rachel on [1300 669 429](tel:1300669429).



All pricing and information is effective as of 1 May 2026 for the 2026/2027 hay season.

Bio-Security Update: Fire Ants - QLD & NSW

Fire ant movement controls and treatment zones continue to expand across parts of Queensland and northern NSW, with updated biosecurity boundaries now in effect.

In Queensland, updated fire ant biosecurity zones came into effect on 15 April

2026, impacting areas across Logan, Gold Coast, Moreton Bay, Lockyer Valley, Scenic Rim and Sunshine Coast regions. More recently, Emergency Order No. 6 (2026) introduced changes around Cotswold Hills near Toowoomba, affecting areas including Highfields, Kingsthorpe, Wellcamp, Glenvale and surrounding suburbs.



Fire ant close-up

If you are moving hay, soil, machinery, equipment or outdoor-stored materials you should check current movement requirements before transporting products across zones or interstate.

Authorities are also warning producers and residents about scam phone calls from people falsely claiming to represent fire ant treatment programs and requesting payment. Official fire ant treatment and self-treatment kits remain free of charge through government programs.

If you suspect fire ants:

- QLD: Call 132 ANT (13 22 68)
- NSW: Call 1800 680 244
- Leave the nest undisturbed
- Safely take a photo or video

[Click or scan here for more information](#)



For the most up to date information visit the National Ant Eradication Program website by scanning the QR code or clicking the link above.

Celebrating 30 Years of AFIA

This year marks 30 years of the Australian Fodder Industry Association (AFIA), a milestone worth recognising in an industry that is seasonal, fragmented and constantly adapting to changing conditions.

Over the past three decades, AFIA has played an important role in connecting the fodder industry, supporting industry conversations, and helping provide representation during both challenges and opportunities.

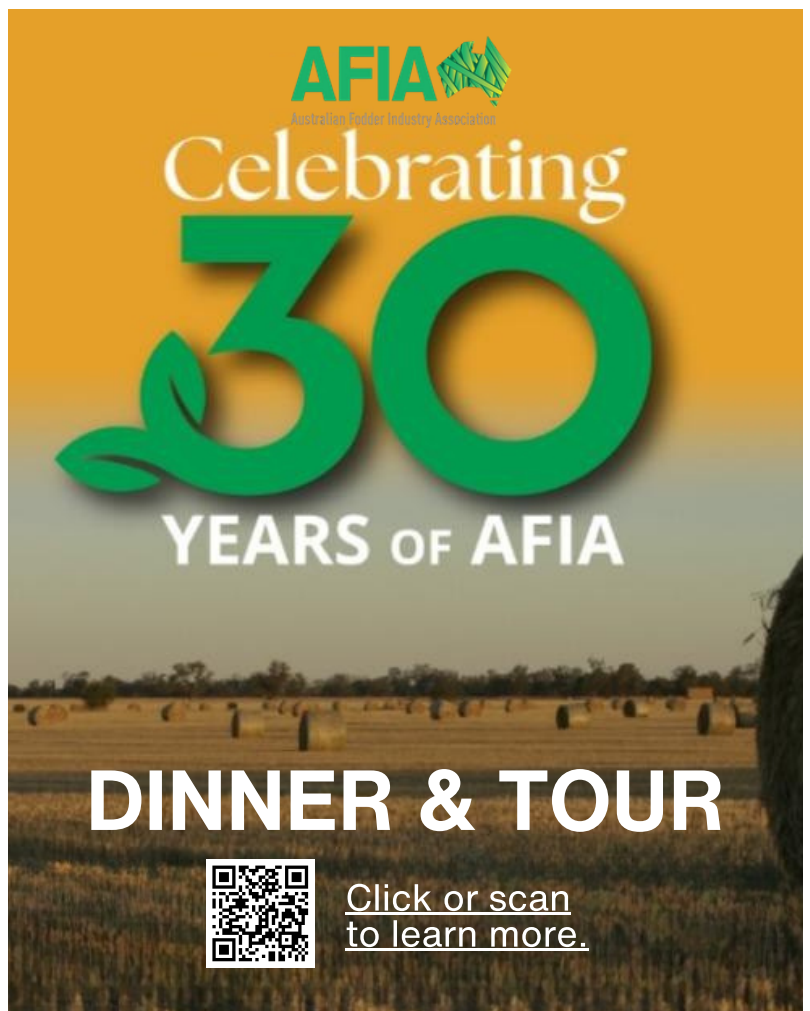
Milestones like this don't happen without people stepping forward to contribute. It's important to acknowledge the many past and present Directors, members and volunteers who have given their time and energy to support the Association over the years. These roles are often voluntary and sit alongside busy businesses and demanding seasons.

Feed Central has been involved with AFIA for around 25 years, supporting the Association through membership, sponsorship and industry collaboration. Over that time, we've particularly valued opportunities to work together on initiatives such as the Feed Central National Hay Quality Awards.

Our Managing Director & Founder, Tim, has also had the privilege and honour of serving two terms on the AFIA Board, most recently during 2024-25.

As an industry, drought, flood, fire and seasonal volatility are not occasional challenges, they are part of the landscape we operate in. That's why strong industry community continues to matter.

From all of us at Feed Central, congratulations to AFIA on reaching 30 years, and thank you to everyone who has contributed along the way. We look forward to continuing to support the industry into the future.



AFIA
Australian Fodder Industry Association

Celebrating
30
YEARS OF AFIA

DINNER & TOUR



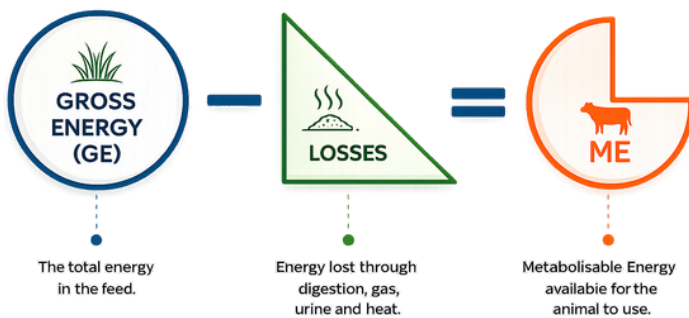
[Click or scan to learn more.](#)

From the Lab: Why Metabolisable Energy Matters



[Click here or scan
for the article](#)

Protein often gets the attention, but its balance with energy is what drives production. Metabolisable Energy (ME) is one of the most important numbers on a feed test because it measures the usable energy available to the animal, taking into account the energy lost through digestion. It plays a major role in milk production, weight gain, body condition, fertility and overall feed efficiency. When ME is too low, production and performance can decline quickly. ME is particularly important as we head into cooler conditions and animals require more energy to maintain body temperature



In this article, we explore what influences ME in hay and silage, how factors like maturity, seasonal conditions and cutting time can affect feed quality, and why visual assessment alone doesn't always tell the full story. We also look at the relationship between ME and protein, and how Feed Central testing can help support more informed feeding and supplementation decisions.

[Read the full article here.](#)



[Click here or
scan to register](#)



21st May 2026
11am-12:30pm
Free Webinar



FEEDING THROUGH DROUGHT 2026

MAKING THE HAY MARKET WORK FOR YOU

Feed testing and hay quality
Hay markets and buying strategies
Hay storage and feeding management

OUR SPEAKERS



TIM FORD
Founder & Managing Director,
Feed Central & LocalAg



DAVID CLOTHIER
National Sales Manager,
LocalAg Plus



ANTHONY BALZER
Regional Sales Manager,
LocalAg Plus



STEPHEN PAGE
Grower Services Manager,
Feed Central

WHICH MEMBERSHIP IS RIGHT FOR YOU?



**ACCREDITED GROWER
MEMBERSHIP**

For growers wanting to
complete their own inspections
and strengthen their listings.

\$190
+gst



**ACCREDITED CONTRACTOR
MEMBERSHIP**

For contractors wanting to
offer inspection services and
build credibility across the industry.

\$190
+gst



GROWER MEMBERSHIP

For growers wanting third-party
inspections, reduced costs and
stronger market visibility.

\$190
+gst

[Visit www.feedcentral/memberships to learn more.](http://www.feedcentral/memberships)

LocalAg High Energy Lots

#90864



Oaten Hay

[Click here for more](#)

#94659



Barley Hay

[Click here for more](#)

#91807



**Wheaten (no
beard/awn) Hay**

[Click here for more](#)

#91574



Vetch Hay

[Click here for more](#)

Upcoming Events

13 May 2026 - 11am to 12pm

Making Feed Central Work for You

FREE Feed Central Webinar see information below.

FREE WEBINAR



MAKING FEED CENTRAL WORK FOR YOU

For Agronomists, Nutritionists, Animal Health Specialists and Rural Stores



WEDNESDAY, 13TH MAY

11AM – 12PM



QUALITY ASSURANCE OVERVIEW



CHOOSING THE RIGHT FEED TEST



UNDERSTANDING YOUR RESULTS



NAVIGATING THE RESULTS PLATFORM



VIEW, DOWNLOAD & SHARE RESULTS

[CLICK HERE OR SCAN THE CODE ABOVE TO REGISTER](#)

20 May 2026 - 11am to 12:30pm

Feeding Through Drought 2026

FREE Feed Central for hay buyers - [Register Here](#).

2-4 June 2026

FarmFest 2026

Toowoomba, Queensland - [Click here for more](#)

18-20 June 2026

AgGrow Emerald

Emerald, QLD - [Click here for more](#)

7-10 July 2026

LambEx

Adelaide, South Australia - [Click here for more](#)

17-18 July 2026

Australian Sheep and Wool Show

Bendigo, Victoria - [Click here for more](#)

22-23 July 2026

AFIA 30th Anniversary Dinner and Tour

Caroline Springs, Victoria - [Click here for more](#)

Opportunities at Feed Central

Know someone who'd be a great fit? Please help us spread the word by sharing these opportunities with your friends, family and networks.

Marketing Assistant

Toowoomba | Casual | Approx. 20 hrs/week

Entry level role that's ideal for a student or someone starting out in marketing and communications.



[Click here or scan the QR code for more information.](#)

Marketing & Communications Coordinator

Remote/Flexible Location | Part Time

A hands-on role supporting campaigns, content, memberships and communication across Feed Central.



[Click here or scan the QR code for more information.](#)



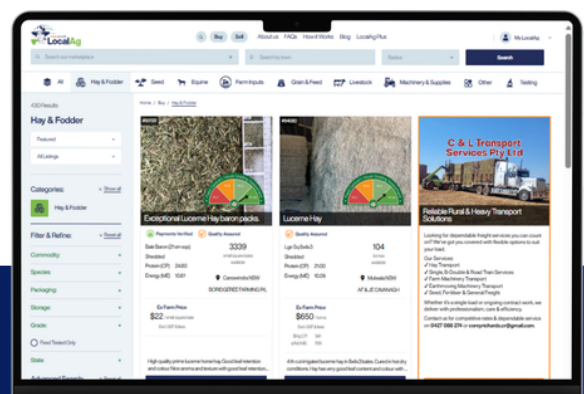
Interested in Advertising?

We offer advertising opportunities across Feed Central and LocalAg, with packages tailored to suit your business and audience.

Contact the team at hello@feedcentral.com.au or on **1300 669 429** to find out more.



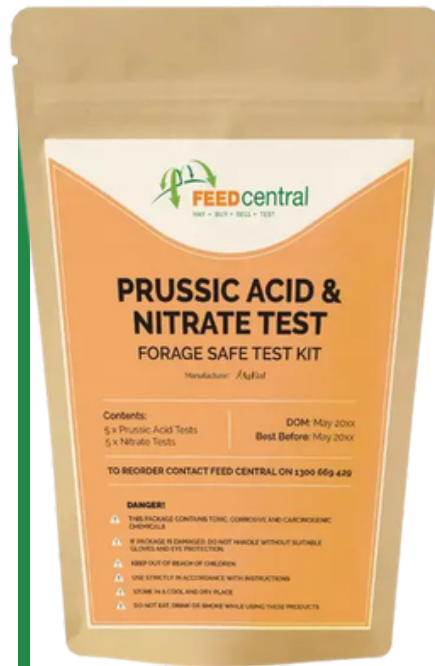
Seamlessly connected with Feed Central Quality Assurance, backed by Australian expertise and real personal service. Family owned and operated, with a team that's here to help when you need it.





\$87
+gst

PRE-PAID NIR FEED TEST



\$250
+ postage

ON FARM PRUSSIC ACID & NITRATE TESTING KIT

DELMHORST MOISTURE METER



\$1685
+ postage

HAY CORER



\$555
+ postage



\$145
+ postage

FIRST AID KIT



\$726
+ postage

MOISTURE METER & TEMPERATURE PROBE

Call us or order online

