

# CLEMATIS PASTORAL CO.



**The Crowther family have been clients of Hall Chadwick QLD for over 35 years, so it is with great pride that we at HCQ celebrate and share their success.**

Clematis Pastoral Co. run by the Crowther family, are cattle producers in central Queensland who have planted 1,215 hectares of leucaena, a resilient tree-legume plant variety, which will increase the land's productivity and enable for the increased production of grass-fed beef. By incorporating leucaena with quality grass and oats, the selectively-bred cattle herd, will be supplied into the domestic market as hormone-free, grass-fed beef for Coles' GRAZE range.

The initial implementation plan for introducing leucaena was over 10 years, however as recipients of the Coles Nurture Fund grant, the Crowthers were able to turbo-charge the operation and bring it down to two years. The \$500,000 grant allowed the Crowthers to plant leucaena at two of their cattle properties near Emerald in 2017 and will begin to see the benefits this year as they begin to graze cattle on the leucaena.

"We were very excited when we heard the news that we were receiving a \$500,000 grant. It gives us a wonderful opportunity and we really appreciate that Coles has this Nurture Fund for small businesses," said Bill Crowther. "Another benefit of planting leucaena is it goes towards sustaining our herd in a dry time which is a big advantage and it will increase our fattening ability. It also lasts a long time and will help to increase the value of our land."

Brendan Vaughan, Director of Hall Chadwick QLD said, "Clients like the Crowthers have illustrated the opportunity available to keep up with the changes that are always impacting on productivity in the rural industry. We are proud of the Crowther family who have been loyal clients of Hall Chadwick for over 35 years."

Leucaena plants, 2017



Leucaena plants, 2019

