



Feathering

the nest for success

No matter what you eat, if it hasn't been grown with optimum nutrition via the soil or the diet it consumes, you won't get what your body needs to be in peak health. Knowing this changes everything.

Moving from city life to regional Queensland in the late 90s, Caroline met Greg Sandral in Mackay and soon after welcomed three chickens - Parsley, Basil and Thyme. Without knowing it would lead to anything more than fresh eggs and a way to re-purpose their kitchen scraps, the backyard novelty would prove to be the catalyst for things to come.

"We loved collecting the eggs and even enjoyed the neighbours providing scraps for our girls. Moving to our farm we continued to have poultry, but we also wanted others with backyards to have the same experience as we had," said Caroline.

Greg's background in farming (five generations) and experience as a grain marketer, combined with Caroline's work in natural resource management (sharing respect for the land, with values of sustainability and environmental stewardship) led to Just Got Laid Poultry Supplies.





As Caroline advocates,
 "Producing your own food – even a small amount – is satisfying, knowing where your food comes from, how the animal is treated, what they're fed. You can taste the difference in the eggs they lay."

The business produces Isa Brown hens and chickens with superior genetics – the most advanced in the world, for backyards and farms.

Greg's industry knowledge on feeding animals quality grain has led to the development of QStockfeeds, the overarching company for their operation. However, customising blends of locally sourced grain, developed with the Queensland climate in mind, has been challenging.

Gaining government accreditation and approvals, the business is also Safe Food Accredited and operates under a Quality Assurance program.

For Greg it's all been worth it. "Sourcing local grain ensures a strong relationship and collaboration with Central Queensland farmers who have some of the best farming practices in the world. Offering people on the land the highest standard of feeds, tailored to their animals' nutritional requirements is extremely rewarding."

The property is bounded by freshwater creeks and, with two sons, Caroline and Greg feel strongly about maintaining the balance between the natural ecosystems and a sustainable farming business. Diversifying their farm, beyond cane, has taken years of dedication and also creates long-term viability for future generations to be involved in the family business.



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