

A man wearing a light-colored cowboy hat and a dark, worn raincoat over a red shirt is smiling. He is standing in a grassy field with a herd of cattle in the background under a cloudy sky.

It's no ordinary business.  
Farming requires a particular  
kind of passion.

Alec Moore, 'Weeran Angus', Byaduk, VIC.

Talk to Alec Moore and you'll discover that he's a very passionate man. He's passionate about the business of farming, but equally so about taking care of his family and the need to maintain a good life for them. So while it's critical that their Angus seedstock operation remains robust and financially sound from a business perspective, it's essential that it's sustainable on a personal level too. Which is why Alec relies on Elders to help make the marketing and sale of his stock a much more efficient process – because, as Alec puts it, life's too short to do things the hard way. To hear more of Alec's view on the business of farming visit [elders.com.au](http://elders.com.au) For any assistance with your farming business, contact your local Elders branch. We're there when you need us.

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