

An aerial photograph showing a massive herd of cattle, primarily brown and white, moving across a vast, arid, and dusty landscape. The cattle are densely packed in some areas, forming a long, winding line that stretches across the frame. The ground is a mix of light brown soil and sparse, dry vegetation. In the upper left, a dark red rectangular box contains the year '2016' in a large, stylized, metallic-looking font. The overall scene conveys a sense of scale and the harsh conditions of the Australian outback.

2016

Cattle Council of Australia Yearbook



96%

of customers would definitely recommend Rabobank*

*TNS AU Brand Health Survey 2015

Grow with the bank founded by farmers for farmers

Rabobank - 118 years of global agricultural history

We have a unique understanding of agriculture and the importance of taking a longer view. That's why, through bumper seasons and leaner years, we'll be here to help you grow.



If you'd like to grow with Rabobank
call **1300 30 30 33** | rabobank.com.au



Rabobank

OGA CREATIVE AGENCY 1111116

We have *rural property* covered

We provide research, valuation, acquisition due diligence, divestment management, spatial analysis and strategic advisory services for all types of agribusiness enterprises.



**Preston
Rowe
Paterson**

Contact
Michael Redfern
Director - Agribusiness
michael.redfern@prp.com.au
0428 235 588

®
International Property Consultants

With 24 offices nationwide we have you covered. Find your local office or visit www.prp.com.au

● Adelaide ● Brisbane ● Hobart ● Melbourne ● Sydney ● Perth ● Albury-Wodonga ● Ballarat ● Bendigo ● Central Coast/Gosford
● Dubbo ● Geelong ● Gippsland ● Griffith ● Horsham ● Launceston ● Mornington ● Mt. Gambier ● Newcastle
● Southport ● Swan Hill ● Tamworth ● Wagga Wagga ● Warnambool

Cattle Council of Australia

Contacts

President –	Howard Smith
Vice President –	Tony Hegarty
Chief Executive Officer –	Jed Matz
Policy Director –	Annabel Johnson
Policy Officer –	Will Evans
PCAS and Policy Officer –	Verity Price
Officer Manager –	Debbie Frater
Communications Manager –	Caitlin Boucher

Cattle Council of Australia Yearbook



Layout and design by
Outcross Media and OGA Creative Agency
540 Young Street, Albury, NSW, 2640
www.ogacreative.com.au

Cover image by
Ben Simpson Photography
bensimpson.com.au

The views expressed by contributors to this publication
are not necessarily endorsed by the Cattle Council of Australia.
No responsibility is accepted for the accuracy of information
contained in the text or advertisements.



Ground Floor, NFF House,
14–16 Brisbane Avenue,
Barton ACT 2600

Postal Address:
Locked Bag 9,
Kingston ACT 2604

Telephone: +61 2 6269 5600
Facsimile: +61 2 6273 2397
Email: cca@cattlecouncil.com.au
www.cattlecouncil.com.au

- Facebook**
/CattleCouncilOfAustralia
- Twitter**
@cattlecouncilau
- LinkedIn**
Cattle Council Of Australia
- Youtube**
Cattle Council Of Australia

Cattle Council of Australia

2016 Yearbook Content

Cattle Council of Australia Directors	6	Australian Livestock Exporters Council Simon Westaway, CEO	49
Minister's Forward Minister for Agriculture and Water Resources, The Hon. Barnaby Joyce MP	10	Australian Registered Cattle Breeders Association Steven Skinner, Executive Director	51
President's Report Howard Smith, President	15	Red Meat Advisory Council Anna Campbell, CEO	52
Chief Executive Officer's report Jed Matz, CEO	19	Australian Veterinary Association Dr Robert Johnson, President	53
Consultative committees overview	22	Future Farmers Network Toby Locke, Executive Officer	55
Industry systems and food safety committee report	23	Livestock Biosecurity Network Dr Sarah-Jane Wilson, National Manager	56
Marketing, market access and trade committee report	24	NSW Farmers' Association	57
Animal health, welfare, biosecurity and environment committee report	26	Livestock SA Geoff Power, President	58
Research, development and adoption committee report	28	National Australia Bank Khan Horne, General Manager, NAB Agribusiness	60
Pasturefed Cattle Assurance System report Verity Price, PCAS and Policy Officer	29	Art4Agriculture	61
2016 Cattle Market commentary Howard Smith, President	30	Meat & Livestock Australia Ben Thomas, Market Analyst	62
2016 Rural Awareness Tour Will Evans, Policy Officer	32	Australian Institute of Company Directors	63
NAB Agribusiness Rising Champions Initiative 2016	37	Pastoralists and Graziers Association of Western Australia Ian Randles, Policy Officer, Grains and Livestock	64
2015 Rising Champion report Kevin Stark, 2015 Rising Champion winner	40	National Farmers Federation	65
2016 Rising Champion winner Kirsty McCormack	42	Northern Territory Cattlemen's Association	69
International Beef Alliance Jed Matz, CEO	43	Tasmanian Farmers and Graziers Association Wayne Johnston, President	70
AgForce – Delivering policy outcomes to industry Bim Struss, President, AgForce Cattle	45	WA Farmers Stephen Brown, CEO	71
Animal Health Australia Kathleen Plowman, CEO	47	VFF Livestock Group Ashley Mackinnon, Public Affairs Officer	73
		Contact details	75

Cattle Council of Australia Directors

Cattle Council Directors are appointed by their respective State Farmer Organisations, which meet with the Cattle Council staff and president throughout the year to progress policy issues of national significance and value to Australia's beef sector.



Howard Smith
President



David Hill
Independent Director – North



Marc Greening
Independent Director – South



David Lovelock
PGA of WA Director



Geoff Pearson
WA Farmers



Markus Rathsmann
NTCA Director



Andrew Withers
Livestock SA Director



Peter Hall
AgForce Cattle Director



Tony Hegarty
*NSW Farmers and
Cattle Council
Vice President*



Faye Tuchtan
VFF Director



Brett Hall
TFGA Director

State Farming Organisation members:

- AgForce Queensland
- NSW Farmers
- Northern Territory Cattlemen's Association
- Pastoralists & Graziers Association of WA
- Livestock SA
- Tasmanian Farmers & Graziers Association
- Victorian Farmers' Federation
- Western Australia Farmers' Federation

Associate Members

- Australian Registered Cattle Breeders Association
- Australian Cattle Veterinarians

Please see page 73 for contact details.

NOW AVAILABLE
100% INDUSTRIAL HIGH TENSILE
STAINLESS STEEL

BYRNE
MANUFACTURING

**CHECK OUT THE STAINLESS STEEL VIDEO
PRESENTATION ON FACEBOOK OR GO TO
WWW.BYRNETRAILERS.COM.AU**



NATIONAL SALES - JONATHAN BYRNE

HEAD OFFICE WAGGA WAGGA NSW

0419 212 493-jbyrne@byrnetrailers.com.au

AUSTRALIA WIDE REPAIRS and REBUILDS- Ben Byrne

REPAIRS FACILITY-TOOWOOMBA QLD

0418 694 110-bbyrne@byrnetrailers.com.au

**STAINLESS FLOORS, SKID
PLATE, GATES, LATCHES,
TOOL BOXES INCLUDING ALL
STRUCTURAL TUBE SHEETING
AND PLATE.**



Cattle Council of Australia

Barnaby Joyce
Deputy Prime Minister
Minister for Agriculture & Water Resources



It's a cheap shot but it would be accurate to call me bullish about the beef industry. The Australian beef and cattle sector has established itself as a leading standard for the potential agriculture, and agricultural exports in particular, hold for the nation, and you are delivering.

The returns that industry delivers not only strengthen the Australian economy, but also support regional towns and communities across Australia to ensure they can continue as the vibrant hub of rural industries.

There will be ups and downs for any industry, but in the end it always comes back to the fundamentals – and the fundamentals in the beef industry remain strong.

Of course there are challenges, not least the rising global competition for the international markets we serve.

The Coalition Government is focused on laying the policy framework that allows you to meet those challenges and compete with the best the world has to offer.

Our focus is to ensure you have market access reflecting the international demand for our premium product; that your business remains agile and not burdened by red tape; and that the support you need to endure during the hard years is accessible and appropriate.

It's a task we're tackling on many fronts and I'm very pleased to continue to work with you in this new term of government.

The foundation of this work is already well established through the \$4 billion Agricultural Competitiveness White Paper along with the \$2.5 billion water infrastructure plan.

It's work that we immediately set about delivering when we came to government in September 2013.

Since that time there has been substantial change across the industry.

Record prices continue

Live cattle sale prices through Darwin, for example, are up 118 per cent for light steers to 360 cents per kilogram; and 134 cents for light heifers to 325 cents per kilogram.

Trade steers out of Queensland are up 345 cents to 649 cents per kilogram dressed weight representing a 113 per cent increase.

Saleyard prices in general have continued to climb in the opening months of 2016–17. In the first two months of 2016–17, trade steers in NSW were sitting at an average of 682 cents per kilogram dressed weight.

Strong competition at saleyards is also contributing to record sales for bulls across the country: the recent \$57,000 bull sale in my electorate at Tamworth was a record for the Northern Santa Breeders Group.

In February, Minlacowie Jubilant J123 broke Wodonga records when he sold for \$95,000, and an unregistered Brahman bull fetched \$96,000 in Charters Towers, while Inejmira set the on-property bar with the sale of Poll Hereford Injemira Anzac K220 for \$110,000.

Declining herd, easing exports

Restockers are driving high prices to a significant degree – a trend that's not likely to recede with heavy competition at saleyards set to continue in the medium term at least.

Despite this push, the 2015–16 beef cattle herd is estimated to have fallen for the third consecutive year as seasonal conditions and strong saleyard prices continue to place pressure on the growth of the national herd.

Closing inventory is estimated at 23.3 million head – down 5 per cent on the previous year, despite adult cattle slaughter falling by 13 per cent over the same period.

Lower production means lower export volumes, and beef and veal export volumes in 2015–16 fell by 13.5 per cent from 2014–15 to 1.17 million tonnes.

Nevertheless, the combination of strong domestic restocker demand and robust international demand for Australian beef and veal means we're getting much better prices in the short term.

Despite the 14 per cent drop in volume, the value of beef and veal exports in 2015–16 fell only 6.5 per cent to \$8.3 billion.

“This kind of performance is a natural reflection of market forces at work: we sell a premium product at premium prices; and it's in great demand.”

That's still almost 20 per cent of the total value of agricultural exports for the year, \$44.5 billion. An outstanding result.

As numbers ease, we need to bear in mind that we're coming off a period of record export values. The value of beef and veal exports rose 41 per cent in 2014–15 to almost \$8.9 billion – the highest on record.

Over the same period, the value of live cattle exports increased from \$1.05 billion to more than \$1.36 billion.

This kind of performance is a natural reflection of market forces at work: we sell a premium product at premium prices; and it's in great demand.

Market access

The Coalition Government has placed a strong emphasis on market access at every opportunity.

We now have Free Trade Agreements (FTAs) in place with three significant beef export markets: Japan, Korea and China.

These FTAs unlock unprecedented opportunities for our beef exports, through mechanisms such as tariff elimination and enhanced investment and co-operation.

So far we have opened nine new livestock export markets: China, Bahrain, Egypt, Iran, Cambodia, Thailand, the United States (feeder cattle), Mexico (breeder cattle) and Lebanon.

We have signed the Trans-Pacific Partnership. This will provide greater certainty for businesses, reduce costs and red tape and facilitate participation in global supply chains.

Work to maintain as well as build on important existing markets is underway – through negotiating FTAs with Indonesia, India, and Europe.

The export legislation that underpins these activities is also being streamlined to give it more flexibility.

We are also working closely with regional partners such as Indonesia to strengthen our bilateral trade relationship through initiatives like the Indonesia – Australia Partnership on Food Security in the Red Meat and Cattle Sector.



The combination of strong domestic restocker demand and robust international demand for Australian beef and veal means better prices in the short term.

Minister's Forward

Saleyard prices in general have continued to climb in the opening months of 2016–17.



The Partnership is a unique program working to remove trade barriers and improve Australian and Indonesian joint competitive advantage in the red meat and cattle sectors as part of a globally competitive supply chain.

Indonesia is a highly valued trading partner and this government has worked hard to establish Australia as a trusted and reliable supplier of safe, high-quality protein.

I am confident the quality of Australian beef and the strength of commercial trading relationships will see our exporters remain competitive in this market into the future.

White Paper

This emphasis on accessing premium markets was one of five priorities outlined in the Agricultural Competitiveness White Paper, which remains the cornerstone of our investment in rural industries.

More recent deliverables from the White Paper include the appointment of a dedicated Agriculture Commissioner, Mr Mick Keogh, OAM, to the Australian Competition and Consumer Commission (ACCC), heading up an Agricultural Enforcement and Engagement Unit to identify and make decisions on competition matters in agriculture markets.

The unit is already looking at competition, efficiency, transparency and trading issues in cattle and beef supply chains.

Under the White Paper we've also provided an additional \$100 million for the Rural R&D for Profit program and extended the length of the program to 2021–22.

From the Rural R&D for Profit program we have also granted \$4.85 million for research into objective measurement technologies to determine lean meat yield and eating quality. These technologies are fundamental to having a pricing system that reflects true carcass value.

\$5.9 million has also been provided through this program for research into strengthening Australia's preparedness for emergency animal disease outbreaks using Foot and Mouth Disease as a model.

Drought support

The Coalition Government is delivering on commitments made through the Ag White Paper to providing greater certainty for farmers and producers.

We have invested more than \$785 million in assistance and support for Australian farmers and rural communities experiencing drought and other hardship. ▶

ProWay
Livestock Equipment

THE CHOICE OF LIVESTOCK PROFESSIONALS

Proway Cattleyards and handling equipment have earned the reputation of being 'cutting edge' in terms of operator safety and stockflow.

This is why we have many repeat clients and why serious, progressive operators across the world choose ProWay to design and build their cattle handling facilities.

ProWay products are proudly Australian designed, manufactured and installed.

 1300 655 383
WWW.PROWAY.COM.AU

CATTLE YARDS LOADING RAMPS HANDLING EQUIPMENT DRAFTING FACILITIES

Minister's Forward

To date over \$475 million has been approved in concessional loans to almost 900 farm businesses. We've rolled out drought concessional loans in New South Wales, Queensland, South Australia, Tasmania, Victoria, Western Australia and the Northern Territory.

Transport infrastructure and supply chains

Another vital aspect of supporting the Australian beef industry is transport infrastructure as agriculture supply chains in Australia can often span distances of more than 1000 kilometres, and transport costs can account for up to 40 per cent of the market price, squeezing profits at the farm gate.

The Coalition Government's Australian Infrastructure Plan sets out the infrastructure challenges and opportunities Australia faces over the next 15 years and the solutions required to drive productivity growth.

It includes real visions such as the inland rail, that will drive the economic future and prosperity of towns along the rail line so they can see themselves connected not only to the population of the coast but to the commerce of south-east Asia, to Asia in general and to the world.

Under the White Paper, funding was provided to CSIRO's Transport Network Strategic Investment Tool (TRANSIT), which is capable of analysing large and small scale investments in the agriculture supply chain, to ensure they deliver maximum productivity and profitability.

One investment the TRANSIT tool will assess is the \$100 million Beef Roads Fund in the White Paper on Developing Northern Australia.

This fund will make targeted upgrades to key roads that are necessary for transporting cattle.

Using this approach, targeted upgrades that improve one road 'link' can strengthen the entire supply chain.

It's one more way that we are working to support your future, allowing you to focus on the business of running your farms and raising quality cattle.

Industry representation

The Coalition Government's response to the Senate Rural and Regional Affairs and Transport Committee's report into grass-fed levies was released in July 2015.

I commend the grass-fed cattle industry, including the Cattle Council, on their initiative in exploring new structures for most effectively representing their voices.

In the 45th Federal Parliament, the Coalition Government passed legislation to amend the Primary Industries Levies and Charges Collection Act 2016 to enable the development of levy payer registers.

Access to levy payer information will allow the rural research and development corporations to identify and communicate directly with levy payers, and allocate votes for polls efficiently and accurately.

Your success is critical to ensuring regional Australians continue to enjoy strong job prospects in vibrant town centres. We must ensure the strong returns delivered by agriculture to our national bottom line continue for the next generation. ■



The Coalition Government's response to the Senate Rural and Regional Affairs and Transport Committee's report into grass-fed levies was released in July 2015.

Focus on innovation and strong leadership

Over 2016 Cattle Council has been focused on delivering against the Beef Industry Strategic Plan 2020 and getting back to grassroots representation.

By Howard Smith, Cattle Council President



Cattle Council continues to position itself as an innovative organisation with strong leadership and producer connections as we refocus industry efforts and resources to strengthen Australia's competitive position as a trusted source of premium quality products.

Every year we see plenty of reviews, committees, draft reports and white papers – this year was no different.

We made sure beef producers were represented in discussing the Australian beef language, negotiating free trade agreements and advocating for price transparency.

We developed the Beef Industry Strategic Plan 2020 to help direct the efforts and resources of CCA, Meat & Livestock Australia, Animal Health Australia and the National Residue Survey, with a fundamental shift towards value chain thinking as key to the industry's future.

Cattle Council continue to represent beef and cattle producers across the country, through direct membership and the unique input from our producer-based consultative committees.

These committees underpin Cattle Council policy and provide a crucial understanding of what is impacting producers on farm and in the supply chain. Through these committees we have been able to develop sound and practical policy that goes on to inform industry and government at all levels.

As we look back at our achievements over the past year, as a producer and as president I am excited about the future of Cattle Council – not only what the organisation will achieve over the next 12 months but into the foreseeable future of the industry.

Grassfed Beef Industry Strategic Plan 2020

Cattle Council released the landmark Grassfed Beef Industry Strategic Plan 2020 in February to reposition the nation's beef industry for long-term profitability.

The robust plan is designed to refocus industry efforts and resources towards strengthening Australia's beef industry competitive position.

The plan is a key responsibility for Cattle Council and identifies five investment areas, or "pillars", expected to generate the largest industry benefits.

The Australian grassfed industry faces both opportunities and challenges into the future, giving the priorities and direction provided by the plan, a greater importance.

The strategy is objective, robust and represents the future goals of Australian cattle producers.

It has been developed from consultation with grassfed levy payers and other key industry stakeholders across Australia.

The plan is backed by rigorous economic modeling and analysis, and represents the beef industry's response to the wider Meat Industry Strategic Plan.

Australian Beef Language white paper

The Australian Beef Language White Paper provides the prospect of a reformed beef trading language, with potential to send clear market signals along the supply chain.

The independent White Paper has been driven by Cattle Council with the support of other peak industry councils, and was released in early 2016.

Cattle Council has sought a progressive and dynamic beef language for use consistently post-farm gate for domestic and international markets.

The recommendations in the White Paper are grouped under seven themes and focus on progressive modifications and additions to the present AUS-MEAT language.

Cattle Council has pushed for a reformed beef trading language to improve the AUS-MEAT system's accountability and transparency, and be based on objective measurement supported by scientific evidence.

The new language has the potential to send clear market signals to economically reward supply chain members delivering products to consumer expectation.

The White Paper outlines descriptors for production, processing, wholesaling, retailing, consumption and government requirements.

It provides an independent, evidence-based assessment of the future needs of the Australian beef language for the next 30 years.

Specifications with no relevance to consumer requirements, including dentition, have distorted key market indicators, resulting in price discounts for cattle producers. ▶

Repositioning the nation's beef industry

Free trade agreements

Cattle Council played an integral role in engaging with government to ensure an appropriate deal for beef was struck in the Australia-Korea Free Trade Agreement.

Council worked with Hanwoo beef producers to ensure they did not perceive the FTA with Australia as a threat.

CCA also engaged with Japanese beef producers to ensure they understood the Australia-Japan FTA would not flood their market with beef.

Council worked within the framework of the International Beef Alliance to negotiate for substantial trade liberalisation under the Trans-Pacific Partnership.

The TPP will provide more seamless trade rules, reduced costs and less red tape leading to new and substantial market access opportunities.

LGAP draft standards

Cattle Council has provided feedback on the draft Livestock Production Assurance Program standards.

The standards addressed the key industry priority of enhancing animal welfare practices throughout the supply chain.

The draft standards will primarily drive improvement through realigning responsibility for animal welfare with the body which can influence it most readily.

CCA continues to work with the Australian Live Exporters Council and the broader industry to progress improved welfare outcomes for Australian cattle and streamline market access implications of the Export Supply Chain Assurance System.

The auditing and monitoring regime within LGAP will encourage all participants to continuously improve their animal welfare practices.

Auditing frequency will be determined through a risk assessment, with the greater the risk, the more auditing required.

International Beef Alliance

Cattle Council participates in the International Beef Alliance (IBA), which works towards improving market access and increased global demand for beef.

The IBA played a pivotal role during the Trans Pacific Partnership negotiations by providing a global position on the required outcomes for beef.

At the IBA conference in Mexico, CCA held meetings with live exporters and Austrade. ▶



achmea australia

Introducing Achmea Australia

Achmea Australia is a dedicated insurance company for the rural sector, committed to reducing risks and premiums for farmers

Our story started with a glass jar

Achmea was established over 200 years ago when 39 farmers put money into a glass jar, to be compensated in case one of them had a 'Hooibroei', a haystack fire.

Those 39 farmers worked to support each other and minimise the risks and threats faced by each others farms, not just their own. Their commitment to a truly mutual approach to insurance remains alive and well in Achmea today.

Achmea is at home in Australia

Achmea Australia is a new insurer for Australia's unique farming community.

We can offer you a much better deal, reducing both your risks and your premiums. Insurance that is not just cheaper but also better for you and the continuity of your farm. That's our bottom line.

Achmea Australia believes in trust and transparency

With around 13 million customers worldwide, we are one of the world's largest mutual insurers.

We make the same straight forward commitment every time we do business: genuine partnerships based on trust and transparency.

Helping farmers manage and insure against risk is what drives us

Call **1800 724 214** or email us at **info@achmea.com.au** and an Achmea Australia Risk Specialist will call you directly



This advertisement is general in nature. You should consider your objectives, financial situation and needs, and any relevant Product Disclosure Statement, before making any financial decisions. Product Disclosure Statements are available on our website www.achmea.com.au
Achmea Schadeverzekeringen N.V. ABN 86 158 237 702 AFSL 433 984

CCA advocating for key areas of reform



Pasturefed Cattle Assurance System

Cattle Council continues to implement and improve upon PCAS, a voluntary on-farm assurance system for grassfed beef.

This is delivering a premium above Meat Standards Australia and the European Union markets.

More information can be found in the PCAS Report on page 29.

Northern Beef Road investment

Cattle Council welcomed the Federal Government's funding announcement to help develop roads in northern Australia.

Cattle Council have repeatedly called for increased investment in road infrastructure and believe the latest investment announcement by the Government will help the industry be more competitive.

Upgraded roads will alleviate the cost burden on producers caused by second-rate road infrastructure and benefit the whole supply chain.

Market powers

In March, Cattle Council welcomed reforms to protect beef producers against anti-competitive behavior in the market place.

The introduction of an "effects test" will give the Australia Competition and Consumer Commission meaningful provisions to protect businesses subject to the misuse of market power.

Cattle Council pushed for implementation of the effects test through a submission to the Senate Rural Affairs committee inquiry into the red meat processing industry.

The reform will open opportunities for cattle producers to have anti-competitive conduct investigated.

Price transparency

Cattle Council has advocated for key areas of reform in the red meat processing sector, including greater transparency through the supply chain, realigning political power afforded the processing sector, strengthening foreign investment policy and competition law frameworks.

A study by MLA was commissioned by CCA to analyse options for increasing price transparency, including the benefits and cost of introducing mandatory price reporting arrangements.

Cattle Council supports changes to competition law to improve market place fairness for all parties.

Information flow across the whole beef value chain will be essential as the industry drives towards value based marketing.

CCA represented grass-fed producers at the series of Australian Competition and Consumer Commission forums around the nation.

The ACCC's study into the cattle and beef markets examined competition, efficiency, transparency and trading issues.

Cattle Council is pushing for a voluntary prescribed industry code established for the Australian beef industry supply chain under the Consumer and Competition Act.

The code will set an industry standard for demonstrating price transparency and provide an avenue for industry stakeholders to seek recourse for non-compliance.

Cattle markets

Cattle producers are riding a wave of high prices in the store, prime and over-the-hook markets as the industry reaches uncharted waters.

Cattle numbers have been falling to levels not seen in more than 20 years, stimulating strong competition between restockers, lotfeeders and processors.

The national herd is estimated to fall to 25.9 million head in 2017, representing a decline of 12 per cent since 2013 and the lowest national herd for 24 years.

On the upside, average carcass weights are expected to increase due to the lower stocking rates, a greater proportion of lighter northern cattle exported live, more cattle on feed and fewer female cattle processed. ■

Ensuring a strong beef industry voice

At the core, supporting all of Cattle Council of Australia's activities are: advocacy, strategy, industry management and policy development.

By Jed Matz, Cattle Council CEO



Cattle Council continues to ensure beef producers have a strong voice in Canberra through strategic advocacy and policy.

This supports producer and industry needs, overseeing grassfed levy spend and implementing the Beef Industry Strategic Plan 2020.

To ensure producers had a voice in the 2016 federal election, Cattle Council developed a list of election priorities in the election lead-up, to engage the public and politicians.

These priorities were:

- Direct grass-fed producer representation – provide seed funding to establish a directly elected producer organisation to oversee levy investment.
- Trade and market access – improve trade and market access by greater investment in trade personal.
- Infrastructure for the future – greater investment in agriculture to ensure a reduction in costs to producers and accessing markets.
- Productivity and profitability – a greater commitment to long-term investment in R&D for the beef industry.

Outcomes from the federal election that benefitted beef producers included the announcement of the Federal Government's \$5 million Leadership in Australian Agriculture Industries fund, commitment to the Livestock Global Assurance Program and the development of the National Water Infrastructure Loan Facility.

Over 2016, Cattle Council continued to build its direct membership base with the majority of beef producers as members and create a policy development framework to ensure delivery of the Beef Industry Strategic Plan (BISP) 2020.

Our goal for the last 12 months has been to develop a funding mechanism, a new constitution, infrastructure for new direct membership and then transition to the new structure.

All industry groups are strongly united on the new structure and Cattle Council is 100 per cent committed to the structure's implementation.

Once the funding model is finalised, the structure will be put to a vote of all grass-fed levy payers.

Legislative amendments that will make this transition easier were passed in Parliament in September.

The Primary Industries Levy and Charges Collection Amendment Bill 2016 represents an exciting moment in the history of Australian agriculture – giving Cattle Council and other peak bodies the ability to communicate directly with levy payers.

We strongly advocated in favour of the Bill, seeing the ability to communicate directly with levy payers as a vital step forward in strengthening and growing the grassfed beef industry.

The information will improve the transparency of the industry voting systems and affords peak industry bodies an accurate profile of the industry.

Cattle Council implemented improvements to internal processes to ensure governance meets the Australian Institute of Company Directors Good Governance principles and guidance for not-for-profit organisations.

For the first time this year, Cattle Council and MLA were able to provide beef producers from across Australia the opportunity to undertake the Australian Institute of Company Directors Course.

This course along with the Rising Champions Initiative are crucial in developing and investing in the current and future leaders of the Australian beef industry.

Cattle Council has a clear pathway for future leaders to engage on issues they are passionate about. This includes mentoring young leaders through partnerships with experienced councillors.

Each year, Cattle Council interacts with government and industry leaders through the Rural Awareness Tour, and has remained involved with the International Beef Alliance.

Industry stakeholders, government officials and CCA staff took part in the Rural Awareness Tour of South Australia's Limestone Coast in April to gain a first-hand understanding of the industry.

The tour took in the entire red meat supply chain from grass and grain fed production systems through to the processor, retail and food service sector.

More than 145 decision-makers have taken part in the tour since inception in 1991.

Cattle Council works within the framework of the International Beef Alliance to negotiate for trade liberalisation. ▶

CCA a driver of significant reform



► The alliance comprises Australia, Brazil, Canada, Mexico, New Zealand, Paraguay and the United States, representing 46 per cent of global beef exports.

Alliance members took part in negotiations with the Trans-Pacific Partnership team to streamline business, establish fair trade rules and reduce export costs.

It's critical for Australian beef producers to be represented at an international level to ensure the best trade and market access options are available and trade relations continue to be fostered.

On a deeper note, this will be my final CCA Yearbook message as CEO.

I began with the organisation as Policy Director in 2006 and appointed to the position of CEO in 2013.

Over the past decade I have seen Cattle Council drive significant reform and policy improvements and have been personally involved in many of them.

These include:

- The implementation of the Pasturefed Cattle Assurance System;
- Conceptualisation of the award winning Livestock Biosecurity Network;
- Development and implementation of the strategic plan for the grassfed sector;
- Negotiating the Australian cattle industry requirements during the Korean, Japan and China Free Trade Agreements;
- The Rising Champions Initiative;
- Initiating the Australian cattle industry's policy response to the Beef Industry Language white paper.

Cattle Council is in good shape, delivering a revenue surplus in 2015-16, with the staff numbers, skills and capacity to ensure better policy and communications for beef producers.

CCA has a new constitution and structure to allow for direct membership and directly elected board members.

In 2016, the peak body is more transparent, representative, accountable and successful than at any period in its history.

I am saddened to be leaving such a great team and supportive network of producers, but as I look to new horizons I trust that Cattle Council will be in great hands.

I thank each and every member, stakeholder, ally of and advocate for the beef industry, for their support and input over the years.

Our industry has a great story to tell and a prosperous future ahead of it.

I look forward to seeing what the industry and the Cattle Council achieve over the coming year and the story that will be told in the next Cattle Council Yearbook. ■



More than just storage



We don't just build silos. We design, build and maintain complex grain handling and storage facilities to enhance efficiency, safety and performance in your business.

Main Office

60 Commercial Street
Walla Walla NSW 2659
Telephone (02) 6029 4700
info@kotzur.com

QLD and Northern NSW Office

19-29 Enterprise Street
Toowoomba QLD 4350
Telephone (07) 4634 6700
enquiry@kotzur.com

The leader in bulk solids storage and handling solutions



Ensuring a strong beef industry voice

The core role of Cattle Council's consultative committees is to provide policy advice to the Cattle Council board on issues relating to their designated areas of responsibilities.

The Council has four consultative committees, focused on the areas of:

- Industry Systems and Food Safety
- Research, Development and Adoption
- Animal Health, Welfare, Biosecurity and the Environment
- Marketing, Market Access and Trade

The committee's areas of responsibility are aligned to the industry strategic plans, Meat Industry Strategic Plan 2020 (MISP) and the subsequent Beef Industry Strategic Plan (BISP). Each of the committees is responsible for a one of the four strategic pillars; Supply Chain integrity and Efficiency, Productivity and Profitability, Community and Consumer Support, and Market Growth and Diversification. The committees also have an extensive role in providing strategic advice and oversight of levy expenditure of all service providers – Meat and Livestock (MLA), Animal Health Australia (AHA) and the National Residue Survey (NRS). The alignment with the pillars of the strategic plans has also enhanced this function through providing a clear line of sight between the priorities of industry and the activities being undertaken by service providers. This close alignment will ensure the committees can provide effective oversight and feedback to ensure activities are focused on industry priorities. ■



Working on integrity systems reforms

Cattle Council's Industry Systems and Food Safety committee was chaired by Peter Hall, a CCA Board Director and Queensland cattle producer.

The membership of the Committee is a balance of younger and experienced members, with a focus on ensuring the excellent skills and corporate knowledge of members is passed to the next generation of industry leaders.

Committee members:

- | | |
|----------------------|----------------------|
| • Peter Hall (Chair) | • Mark Ritchie |
| • Dr Alex Ball | • Michael Mactaggart |
| • Alison Horswill | • Paul Seward |
| • Bill Stacy | • Peter Grey |
| • Bob Barwell | • Dr Sasha Lanyon |
| • David Hill | • Terry Toohey |
| • David Slade | • Tess Camm |
| • Kitty Sheridan | • Will Wilson |

The past 12 months have represented a busy time for the committee with the large amount of reforms and developments occurring within integrity systems.

The areas that have been the focus for the committee are:

1. Implementing the recommendation of the SAFEMEAT Initiatives Review to ensure that integrity systems will be integrated and are robust for the future requirements of industry.
2. Improving the operation of NLIS to ensure problems such as retention and non-reading tags can be effectively managed.
3. The market information reporting services have been reformed to enable producers to be able to make informed business decisions.

The next 12 months will be a critical period as there are a range of developments to industry systems to be implemented. The committee will focus on enhancing the integration and the functionality of the systems for producers, continuing to enhance market information, improving the operation of NLIS and ensuring appropriate reforms are made to the Australian Beef Language. ■



Developing a national standard for grass fed

Marketing, market access and trade remain vital issues for Australian beef producers and this committee continues to support and further the needs of producers in this area.

Bim Struss, northern cattle producer, has remained the chair of the MMAT committee since 2015 and Verity Price is now performing policy support and secretariat duties for the committee.

Over the past 12 months the Marketing, Market Access and Trade Committee has been addressing concerns on several issues, and continuing to develop and maintain policy for Australian beef cattle producers.



These areas include:

Overseas markets – The MMAT committee continues to build relationships with our overseas counter parts with the development of Free Trade Agreements (FTA's) and International Taskforces.

The committee is exploring the reinstatement of market taskforces to allow for greater transparency and improve the communication of marketing and market access activities.

At the recommendation of MMAT, Cattle Council will now reinstate an Indonesian taskforce to use the already existing relationship, and increase the capacity our nations have to continue to trade in live cattle and boxed beef.

The development of FTA's remains a key focus of the MMAT.

The European Union FTA is of high importance for the MMAT Committee, with the development of BREXIT is viewed as an opportunity for the increased free trade.

Whilst there is certain negativity from both US presidential candidates around the value of TPP, this may provide opportunities for developing FTA's with Canada and Mexico in the future if TPP cannot be pursued.

Grassfed Definition – The MMAT committee continues to develop and negotiate the grassfed definition be recognised as a national standard.

With the support of animal raising claims working group, the MMAT committee has been working towards safe guarding the 'grassfed' definition.

The acceptance of the 'grassfed' terminology will allow for greater participation and recognition for grassfed producers and therefore allow them to access lucrative markets. ■

Committee members

- | | |
|----------------------|-------------------|
| · Bim Struss (Chair) | · Blair Angus |
| · Marc Greening | · Geoff Pearson |
| · Milton Watters | · Geoff Birchnell |
| · David Lovelock | · Stewart Moroney |
| · Markus Rathsmann | · Jed Matz |
| · David Foote | |

AUS-MEAT Limited, Your Industry Owned Auditors.



AUS-MEAT Limited provides Auditing and Certification services to the Australian Cattle Industry in all States:

- Pasturefed Cattle Assurance System (PCAS) – AUS-MEAT is an approved Certification Body (CB) for PCAS. With an experienced livestock management and auditing team AUS-MEAT can audit your enterprise in an efficient and cost effective manner;
- LPA Quality Assurance (LPA QA) – AUS-MEAT can assist in implementing and auditing your LPA QA program (incorporating Cattlecare);

AUS-MEAT is also the national auditing provider for the following industry livestock programs:

- National Feedlot Accreditation Scheme (NFAS)
- Livestock Production Assurance (LPA) Food Safety program
- National Saleyards Quality Assurance (NSQA)
- European Union Cattle Accreditation Scheme (EUCAS)

AUS-MEAT can also offer Certification to a number of Standards and Quality Assurance based schemes under our subsidiary company AUS-QUAL Pty Ltd.

*Leaders in service delivery for
the Australian Cattle Industry*



**For further
information contact
AUS-MEAT Limited**

PO Box 3403, TINGALPA DC QLD 4173
Phone: (07) 3361 9200
Fax: (07) 3361 9222
Email: ausmeat@ausmeat.com.au

www.ausmeat.com.au
www.ausqual.com.au



100% FINANCE FOR LIVESTOCK PURCHASES.

A true finance solution for agribusinesses.

Access additional cashflow to fund feedlots or pasture livestock purchases for backgrounding, finishing or trading purposes.

To find out more, call our Agribusiness Finance Specialist on 1800 283 447 or visit www.stockco.com.au



Emphasis on environmental and welfare issues

Cattle Council of Australia's Animal Health, Welfare and Biosecurity and the Environment (AHWB&E) Consultative Committee advises the Council's Board on policy matters covered by the Consumer and Community Support pillar of the Meat and Beef Industry Strategic Plans (i.e., MISP2020 and BISP2020).

Of the five pillars in MISP2020, Consumer and Community Support is the pillar with the most downside risk should industry underperform relative to expectations.

Committee members:

- | | |
|---------------------------|------------------|
| · Melinee Leather (Chair) | · Kim Haywood |
| · Peter Hall | · Nick Keatinge |
| · Faye Tughtan | · Brian Stewart |
| · Cam Daley | · Angus Atkinson |
| · Kathy Lovelock | · Alex McDonald |
| · Justin Boshammer | · Andrew Ogilvie |
| · Blythe Calnan | · Scott Parry |
| · Bob Barwell | · Amanda Giles |



Major topics covered in 2015 – 16:

- **Livestock Biosecurity Network Pty Ltd –**
Completed the end-of-pilot review and agreed for the company to be re-formed from a stand-alone organisation to a subsidiary company of Animal Health Australia Ltd
- **Bovine Johnes Disease (BJD) Control Program –**
Agreed to the management of BJD becoming a producer responsibility along with other endemic diseases within the beef cattle sector
- **Permanent identification of cattle vaccinated for JD –**
Continued to press for the three-hole ear punch and NLIS database being accepted as the appropriate method for identifying vaccinates permanently to prevent accidental export of cattle vaccinated for JD
- **Lay spaying –**
Finalised the Unit of Competency and course content for formal accreditation of lay spayers utilising the Dropped Ovary Technique
- **Environmental Sustainability –**
As this Committee has only recently taken on the environment portfolio for the Council, it has become increasingly involved in the Sustainability Framework overseen by Red Meat Advisory Council Ltd
- **Emergency Animal Disease Preparedness –**
Participated actively in Exercise Odysseus, being a Government-led program designed to test Australia's preparedness for a 72-hour nationwide livestock standstill.

Topics of interest for 2016–17 will revolve around meeting Cattle Council of Australia's obligations under MISP2020 and BISP2020.

This will include an increasing emphasis on environmental issues, ongoing examination of and improvement in animal-welfare practices, greater intensity around improving on-farm biosecurity practices and combining more actively with governments in implementing programs around surveillance and disease-incursion preparedness. ■

Haulmark Trailers

Proudly supporting the Cattle Council of Australia



General Trailer Maintenance

Comprehensive Range of Spare Parts

Structural & Accident Repairs

Crash Repairs Crush Facilities



HAULMARK TRAILERS



a symbol of quality

Keeping you in front... OUTBACK

HEAD OFFICE

**1848 Ipswich Rd, Rocklea Brisbane
Ph (07) 3277 3666**

Now Open | Mettam Rd Berrimah Darwin Ph 08 8984 3533

www.haulmark.com.au sales@haulmark.com.au

Transparent investment of levy funds

The Research, Development and Adoption Committee was chaired by Tony Hegarty, Vice-President of Cattle Council and cattle producer from New South Wales.

The membership of the RD&A Committee is balanced between producers from member organisations, the Chairs of the Regional RD&A Advisory Committees and board appointed experts.

The members are a reflection of the diverse RD&A community within the beef industry.

Committee members:

- Tony Hegarty (Chair)
- Geoff Henderson
- Brett Hall
- John Wallace
- Andy Withers
- Kenton Peart
- Andrew Gray
- Laughlan Hughes
- Erin Gorter
- Martin Amidy
- Dr Lee Fitzpatrick
- Rob Sinnamon
- Ralph Shannon
- James Walker
- David Stoaate
- Kevin Stark
- Dr Peter Parnell
- Hayley Goad
- Dr Paul Cusack

The past 12 months have seen the RD&A Committee provide oversight to the implementation of the Annual Call Cycle by MLA, the development and design of various RD&A consortia, the evolution of MLA Donor Company, the trial of a new producer adoption model as well as a variety of other emergent RD&A issues.

Moving into the next 12 months, the Committee's role will be evolving, with the development of a bottom-up consultation model.

This outlines the long-term strategic vision of RD&A Policy, is seen as vital step in ensuring levy funds are invested in an accountable and transparent manner for the benefit of the industry as whole.

The RDA Committee remains committed to achieving this outcome and looks forward to helping to engender a vibrant RDA Community, supporting the future development of the beef industry. ■



PCAS uptake remains steady

The Pasturefed Cattle Assurance System has continued to grow in numbers, with two wholesalers, nine processing plants and about 300 producers.



By Verity Price, PCAS and Policy Officer

PCAS is driven by participation of the whole beef supply chain, but producers remain the key to the programs success.

Alisdair Robertson, director of Butchers Nook, joined the PCAS initiative and is processing cattle through three abattoirs across Australia.

Whilst the uptake of PCAS continues to remain steady, observations were made about limitations the program had on beef producers particularly in southern Australia.

The PCAS committee continue to work on making the program more practical for all beef producers across Australia.

In September, the committee was happy to welcome the alterations to the PCAS stubble grazing restrictions which can be found on the PCAS website.

The announcement of the Preliminary Certification initiative was an exciting stepping stone to increasing producer engagement within the PCAS Program.

This initiative will allow new participants in PCAS immediate access to the benefits of the PCAS Certified program in a way that will provide them with more support and guidance.

This initiative will help producers make a smooth transition into a Pasturefed production system.

The initiative will permit processors and/or wholesalers to facilitate an on-farm assessment which will be sent to PCAS Administration to determine whether a producer is already fulfilling the PCAS Standards.

If so, Certification will be granted for a 12-month period. The assessment criteria has been developed from the audit evaluation and all the requirements of the Rules and Standards will be examined.

Preliminary Certification is being utilised by both Butchers Nook and Teys.

PCAS is focusing on the expansion of the program across all states and will be setting its sights on the development of the PCAS program in Western Australia.

As negotiation begins with processors and wholesalers throughout WA, any interested parties are invited to show expressions of interest as producers, wholesalers or processors. ■

E: pcasadmin@cattlecouncil.com.au
T: 02 62695600



Continuing the momentum of trade reform

Cattle Council of Australia's trade and market access focus during the past year has been to ensure the momentum of trade reform continues – in light of increasingly strong protectionist sentiment permeating global markets.

By Howard Smith, Cattle Council President

Despite the growth that has come from a reduction in trade (and investment) barriers to date, there appears to be increased scepticism, with trade increasingly being linked to a negative impact on jobs and incomes.

This is in stark contrast to the trifecta of North Asian Free Trade Agreements, with Japan, Korea and China, which has delivered unparalleled gains for grassfed beef.

The export value from this trade reform is estimated at a combined \$12 billion over the next 20 years – a clear stimulus for the ongoing prosperity of the Australian beef sector.

The Trans-Pacific Partnership (TPP) negotiations, which concluded in October 2015, will, once implemented, deliver even further tariff reductions, supply chain cost savings and generate new export opportunities.

The TPP has delivered on CCA's priorities – via securing either a plurilateral reduction or elimination of import tariffs imposed (by TPP member countries) over various implementation timeframes, thereby helping to maintain Australian beef industry competitiveness.

For our beef trade to Japan for example, the tariff on both frozen and chilled beef will fall to nine per cent under the TPP outcome.

This is as opposed to the end point of 19.5 per cent for frozen beef and 23.5 per cent for chilled beef under the Japan-Australia Economic Partnership Agreement.

The TPP will also deliver gains for Australian beef exported to Canada and Mexico.

CCA was closely involved in TPP advocacy efforts via joint activities with the International Beef Alliance (formally the Five Nations Beef Alliance). The focus now is trying to secure a timely entry into force of the TPP agreement.

In addition to the TPP, CCA has been working closely with the broader red meat sector to position the industry for advantageous outcomes from a number of ongoing negotiations including the Regional Comprehensive Economic Partnership; the Australia-Indonesia Closer Economic Partnership Agreement; and the yet to be launched Australia-European Union FTA.

The latter is in a scoping / impact assessment phase. ▶

“For our beef trade to Japan for example, the tariff on both frozen and chilled beef will fall to nine per cent under the TPP outcome”.

Import regime reform will underpin trade

Complicating it was the Brexit vote in June this year, which will now necessitate separate discussions with the United Kingdom (UK) regarding a future red meat import regime.

CCA believes the industry has an unprecedented opportunity to establish (in the UK) and reform (in the EU) import regimes which will underpin our trade to this highly valued region for years to come.

On the multilateral front, encouragingly, the 163 members of the World Trade Organisation (WTO) agreed in December 2015, to abolish all agricultural export subsidies.

While these are not presently applied to red meat, their removal helps to ensure that these measures will not be applied in future.

Unfortunately there has yet to be an outcome on market access from the WTO Doha Round and it is unlikely that there will be any breakthrough forthcoming in the short-term.

Completing the trade reform focus has been CCA's collaborative effort aimed at tackling the plethora of non-tariff barriers to trade.

While not a quick fix, the potential increased value to the export exposed beef sector from removing these imposts – which impact market access, beef production and export administrative costs – cannot be ignored. ■



MADE OF TOUGH STUFF!

30 YEARS OF BREEDING

ANNUAL BULL SALE 1ST FRIDAY IN AUGUST

Hugh & Hazel: (02) 6729 9067 Brett & Kim: 0427 438 318 E: angus@clunie.com.au www.clunie.com.au

Understanding beef industry challenges

The Rural Awareness Tour is a long running Cattle Council initiative designed to create a better understanding of the challenges and opportunities facing the beef industry amongst industry stakeholders, thought leaders and policy makers.

By Will Evans, Policy Officer

This year, the tour took representatives from the Department of Agriculture, Australian Consumer and Competition Commission, U.S. Embassy and National Australia Bank through South-Eastern South Australia.

Venturing from paddock to plate, participants were exposed to a variety of production methodologies, saleyards, abattoirs and retailers so as to familiarise themselves with the unique passage of product through the beef supply chain.

At each stage tour participants are given the opportunity to discuss with industry members their view on how policy and business decisions affect their enterprises, and how industry can evolve to become more productive and profitable for all involved.

This year there was a special focus on presenting emerging leaders in the industry to participants and providing them with an opportunity to discuss where they felt the future of the industry was headed.

In linking the Rural Awareness Tour with the Rising Champions Initiative, Cattle Council is continuing to build capacity amongst future industry leaders by engaging them with developing the strategic direction of industry.

Special thanks needs to go to Ann Aldersey from the Limestone Coast Red Meat Cluster, Brett Thompson of Woolworths, Andrew Ogilvie, Simone Kain author of the George the Farmer series, Charlie Goode, Jack England, Andy Withers, Kitty Sheridan of Teys/Cargill, Deanna Lush of Livestock SA, John Cooper from Struan Agriculture Centre, Scott De Bruin from Mayura Station, Richard James from the Naracoorte Saleyards and Amanda Giles.

Without the ongoing support of industry members, the Rural Awareness Tour would not be able to happen.

We are very thankful for the involvement of everyone associated with the tour and look forward to next year's trip!▶



Cattle Council Policy Officer Will Evans with Sanjay Boothalingham and Scott Brown, all of Canberra, during a visit to the Ogilvie Group's Airle Feedlot during the Rural Awareness Tour.

Rural Awareness Tour highlights SA



1. Participants on the 2016 CCA Rural Awareness Tour at the Naracoorte Saleyards.
2. Cattle Council CEO Jed Matz with Guy Summers, Department of Agriculture and Water Resources, Canberra, inspect the Naracoorte saleyards during the CCA tour.
3. Department of Agriculture and Water Resources staff Nathan Jamieson, left, Canberra, and David Daly, right, Brisbane, with Naracoorte Saleyards Manager Richard James during the CCA Rural Awareness Tour.



4. Limestone Coast Red Meat Cluster co-ordinator Ann Aldersey, centre, speaks with Anna Willock, left, and Sally Standen, right, both of Canberra, during the CCA Rural Awareness Tour.
5. Braeden Smith, Australian Competition and Consumer Commission, Canberra, centre, with Department of Agriculture and Water Resources staff Guy Summers and Matthew Cox, at the Struan Agricultural Centre.
6. Struan Agricultural Centre farm manager John Cooper outlines the technograzing system to Rural Awareness Tour participants.

Rural Awareness Tour highlights SA



1



4



2



3

1. Andrew Ogilvie hosted the CCA Rural Awareness Tour at his family's Airline Feedlot at Apsley.
2. Past Rising Champion finalist Kitty Sheridan was a host for the CCA Rural Awareness Tour at Teys Australia, Naracoorte.
3. Matt O'Dea, NAB Agribusiness state manager SA/WA, enjoyed the CCA Rural Awareness Tour.



5

4. Struan Agricultural Centre farm manager John Cooper and CCA policy officer Will Evans inspect pasture during the CCA tour.
5. Lotfeeder Noel Ogilvie shows a short fed ration to Sally Standen, Department of Agriculture and Water Resources, Canberra.

AgriWebb

One app. All records.

Unlock your farm's full potential



Record Keeping



Farm Management



Reports & Analytics

Call Now: 03 8393 0698

www.agriwebb.com

 @agriwebb

PASSION · SCIENCE · FUTURE



Herefords, the number one choice in any beef breeding program, deliver: Superior meat eating quality backed by MSA; Increased weight gain on grass; Docility and doability second to none; and that all adds up to higher profitability.

HEREFORDS
AUSTRALIA
PASSION · SCIENCE · FUTURE

Learn more: Please call (02) 6772 1399 or visit www.herefordsaustralia.com.au | Follow us on  

BUILDING ON THE LEGACY

Millah Murrah Prue H4

PROGENY FROM THESE WORLD CLASS DONORS FORM THE BASE OF CHERYLTON ANGUS



Majesty 0P01 D806 894 (ET)



Ideal 4465 OF 6807 4286



NBar Enchantress WP F3619



Sinclair Lady 2P60 4465 (ET)



Coonamble Lowan F185



Coonamble Wilcoola F157

Cherylton angus - backed by generations of maternal strength

A program focussed on the engine room of the beef business - maternal function

ANNUAL BULL SALE 24TH FEB 2017

cheryltonangus.com.au

Rising Champions

Inspiring young leaders shine in Canberra

Cattle Council is dedicated to providing opportunities to young beef industry leaders through the Rising Champions Initiative.

The state finalists were:

- Rob Ewing, Victoria
- Hannah Marshall, South Australia
- Kirsty McCormack, Queensland
- Kristy-Lee Fogarty, Northern Territory
- Jeremy Cummins, New South Wales
- Weldon Percy, Western Australia
- Laura Shepherd, Tasmania

2016 saw seven bright young leaders attend professional development and networking opportunities in Canberra to coincide with Cattle Council's board meetings and policy consultative committees.

All states were represented by brilliant leaders in their own right, who set a high standard for Rising Champions in the future.

The finalists attended a three-day program in Canberra in August, receiving professional development from Catherine Marriott including being an effective communicator and leader.

The Department of Agriculture and Water Resources hosted our finalists for an in-depth look at the current state of the industry and agricultural policy.

A trip to Parliament House gave the finalists a behind the scenes look into politics, meeting with Minister for Small Business Michael McCormack and Shadow Minister for Agriculture and Water Resources Joel Fitzgibbon and taking a private tour of Parliament House.

The finalists were excited to join the committees at the end of their whirlwind three-day program to understand how policy is developed and the work that goes on at Cattle Council.

The program culminated in the annual Rising Champions Gala Dinner which once again proved itself to be one of the pre-eminent agricultural events of the year. The 2016 Gala Dinner was held at the National Museum of Australia and attendees got to exclusively explore the exhibition celebrating rural Australia.

At the end of the evening Kirsty McCormack from Queensland was crowned national Rising Champions winner and Jeremy Cummins from New South Wales was named runner-up.

As the national winner Kirsty McCormack, Queensland was able to attend the International Beef Alliance conference in New Zealand in October.

Jeremy Cummins, received a scholarship to the Marcus Oldham Rural Leadership program provided by the Australian Beef Industry Foundation. ▶



The 2016 NAB Agribusiness Rising Champion finalists.

Winner, Miss McCormack said she enjoyed getting to know more about Cattle Council of Australia through the initiative and have a better understanding of its role in the industry.

"It was great to get to know everyone at Cattle Council of Australia, learning, understanding and appreciating what they do, and the role Cattle Council has to play in our industry, not only within the grass fed sector but in agriculture in general," she said.

"Cattle Council is a peak industry body representing producers and their point of view, and is effective at making policy changes so we can operate successfully in business.

"It's paramount beef producers have a peak industry body so we can represent our industry as a whole with one voice, make change and influence people who aren't in our industry to allow us to be efficient and sustainable."

All the finalists were incredible nominees and Cattle Council are thrilled to be able to support young beef industry leaders through the program.

Cattle Council would like to recognise that without its sponsors we would not be able to give these Rising Champions the opportunity to develop their leadership skills. ■

Cattle Council thank the sponsors for their generous contribution to the NAB Agribusiness Rising Champion Initiative, including:

- NAB Agribusiness – Gold Sponsor
- McDonalds Australia – Silver Sponsor
- Fairfax Media – Media Sponsor
- Australian Beef Industry Foundation
- RB Sellars
- Teys Australia
- Jim's Jerky

1. Cattle Council Director Andy Withers with Dr Sasha Lanyon, Dawesley, SA, enjoyed the Rising Champions gala dinner.
2. Western Australians Lisa Jeffrey and Weldon Percy, a 2016 Rising Champion finalist.
3. Cattle Council Director Faye Tuchtan, Vic, with former Rising Champion finalist Stewart Moroney, Gippsland, Vic.
4. Cattle Council Directors Geoff Pearson, WA, left, and Marc Greening, NSW, right, with Will Wilson at the Rising Champions function.
5. MLA managing director Richard Norton, Blair Angus, Clermont, Qld, Tess Cann, Qld, and Rob Fitzpatrick, MLA board member.
6. Rising Champion finalist Rob Ewing, Vic, with Al McDonald, Cloncurry, Qld, and Stewart Moroney, Gippsland, Vic, at the Rising Champions dinner.
7. Andrew Henderson and Kate Robertson, both of Canberra, attended the Rising Champions dinner.
8. VFF director Faye Tuchtan and 2015 Rising Champion winner Kevin Stark, Vic



Cattle Council look forward to the Rising Champions Initiative in 2017, making it bigger and better for our next generation of young beef industry leaders.



1. Teys Australia staff Kitty Sheridan, Naracoorte, and Jasmine Nixon, Wagga Wagga, at the Rising Champions gala dinner.
2. Khan Horne, NAB Agribusiness, Sydney, with Sally Cudmore, Wagga, Andy Madigan, ALPA, Sydney, and Simone Dant, Elders Adelaide, enjoyed the Rising Champions dinner.
3. Shadow Minister for Agriculture Joel Fitzgibbon, Khan Horne, NAB Agribusiness, 2016 Rising Champion winner Kristy McCormack, and Minister for Small Business Michael McCormack.
4. Andrew Henderson and Kate Robertson, both of Canberra, attended the Rising Champions dinner.
5. Cattle Council Vice-President Tony Hegarty and Danny Arnold, business services host, National Museum, at the Rising Champions function.
6. Tony McMeel, Marcus Oldham College, Geelong, with Jo Palmer, LiveCorp, Wagga.
7. John Flynn, Sydney, Damian Gilpin, Brisbane, and Cattle Council Director David Lovelock, WA.
8. Kenton Peart, AgForce, Charleville, Qld, Sion Jones, NSW DPI, and Justin Boshammer, AgForce, Condamine, Qld.

Endless industry opportunities ahead

Over the last 12 months I have learnt that a large part of what makes the beef industry so great is the people involved.

By Kevin Stark, 2015 Rising Champion winner



It has been a truly eye opening experience and something I am very fortunate to have been a part of. As a young person entering the beef industry, I am seeing exciting times ahead.

The opportunities that lay ahead of us all are endless and so much of this would not be possible if it were not for the great work of the Cattle Council of Australia.

Through this Rising Champions program, I have developed personal skills and networked with key industry personal but most importantly gained a greater understanding of what drives the beef industry, and what we need to do to ensure we are in a strong position for many years to come.

The program brings together some of the exceptional youth from all over the nation, all from different backgrounds and parts of the supply chain.

This great mix gives a great opportunity to understand the issues that face beef production all along the supply chain.

Doing all the wonderful workshops that happen with the Rising Champions program was an exceptional chance to develop my knowledge, however my fellow rising champions were just as important.

The opportunity to discuss ideas, debate industry issues, and learn from different parts of Australia from fellow enthusiastic people in the beef industry has allowed my knowledge of our industry to grow dramatically. ▶



Working on common issues around the globe

With the program I was given the opportunity to travel to Mexico with a team of Australian representatives to attend the Five Nations Beef Alliance.

This was an eye opening experience and we had the opportunity to visit family operations, both stud and commercial and get a true understanding on the Mexican beef industry and the issues it faces, largely in exporting their product.

Just like the Rising Champion experience, it was the people involved that made this such a great trip.

As hosts the Mexican people were truly amazing. They allowed a large group of strangers into their homes and businesses and answered anything that was asked.

Their hospitality is something I will never forget and from this trip it was amazing to see that the beef industry is lucky to have such great people not only in Australia but also internationally.

We all have common issues across the globe and by working together we can make the beef industry better for all involved.

I would like to thank the Cattle Council of Australia and all of the sponsors involved for giving me all of the wonderful opportunities that have occurred over the last 12 months.



Kevin Stark on a visit to a Mexican feedlot.

“As a beef producer I now have a true understanding of what the CCA is and what great things it achieves for the beef industry in Australia and how it has played such a vital role in getting us to where we are today”.

I would urge all beef producers to get involved with the CCA and become a member.

The future of our great industry relies so heavily on the work of the CCA.

Along with this, I highly recommend any young, motivated and passionate people across all sectors of the beef industry to apply for the Rising Champions program.

It has been a truly rewarding experience and we all must play a role to ensure the future success of our great industry.

I wish all of the 2016 rising champions the very best and look forward to working with them in the years to come to leave our industry in a better condition than we found it. ■



Former Rising Champions Sam Becker, Qld, and Kevin Stark, Vic, on a farm visit in Mexico.

Ready to take on future leadership roles

Seven young people have honed their skills ready to take on future leadership and policy roles in the beef industry thanks to the 2016 NAB Agribusiness Rising Champions Initiative

According to the national winner, Kirsty McCormack, the finalists, all aged 30 and under, expanded their knowledge of the beef industry and the representative bodies in the grass fed sector.

Miss McCormack, 23, of Brisbane, pointed to learning key communication skills and sending the right message to the right people as outcomes of the Rising Champions Initiative.

She said the week-long exposure to a self-development program in Canberra had given finalists a goal and career path to aim towards.

"The three days (of the program) were incredible – not only the program itself but getting to spend time with the six other Rising Champions has allowed me to make a close knit network we can call upon further into our careers," she said.

"The Initiative is important to give people like myself and the others coming up in the industry the opportunities in the leadership and policy segments."

Miss McCormack said it was a pleasure to share stories with finalists from every part of the red meat supply chain.

"It was great to get to know everyone at Cattle Council of Australia, learning, understanding and appreciating what they do, and the role Cattle Council has to play in our industry, not only within the grass fed sector but in agriculture in general," she said.

"Cattle Council is a peak industry body representing producers and their point of view, and is effective at making policy changes so we can operate successfully in business."

"It's paramount beef producers have a peak industry body so we can represent our industry as a whole with one voice, make change and influence people who aren't in our industry to allow us to be efficient and sustainable."

Miss McCormack said sharing opinions with industry and government leaders was important for the finalists.

"Visiting the government departments and Ministers, learning how to make change and be effective will be what pushes us as team leaders in the future," she said.

"Talk was on social licence, communication and collaboration, and I'm encouraging all to get on social media to share their stories to make a difference." ■



2016 International Beef Alliance Conference

Cattle Council travelled to New Zealand in October to attend the 2016 International Beef Alliance, which includes the national beef bodies from Australia, Brazil, Canada, Mexico, New Zealand, Paraguay and the United States.

By Jed Matz, Cattle Council CEO

The International Beef Alliance and its members are working to 'exceed global consumers' expectations' in respect to beef, while eliminating non-scientific and political trade restrictions.

The IBA represents producers from countries that account for 46 per cent of global beef cattle production and 63 per cent of global beef exports.

The Cattle Council along with Associação dos Criadores de Mato Grosso (Brazil), Associação Nacional dos Confinadores de Brasil (Brazil), Canadian Cattlemen's Association (Canada), Confederación Nacional de Organizaciones Ganaderas (Mexico), Asociación Rural de Paraguay (Paraguay), Beef + Lamb New Zealand (New Zealand) and National Cattlemen's Beef Association (North America) attended the five-day conference.

The tour included farm visits which explored sustainable farming, the paddock to plate journey, Maori farming, and how research and development outcomes are applied on-farm.

The delegation learned about integrated production systems on the property visits: one an integrated beef and sheep farm and one a dairy and beef integrated enterprise.

Beef + Lamb New Zealand presented on the industry in New Zealand, discussing animal health and welfare, traceability and marketing.

Each member country also delivered their own presentation on sustainability, discussing what their country and industry had been achieving under the Global Roundtable on Sustainable Beef and other key domestic policy changes. ▶



The young delegates learned about integrated production systems on the property visits

2016 International Beef Alliance Conference

The IBA discussed non-tariff barriers, market access and building on IBA's international relationships, which are crucial discussions for the conference.

Cattle Council's own Rising Champion national winner Kirsty McCormack attended the conference and represented young Australian beef producers as part of the Young Leaders Program.

Kirsty and the other young producers presented to the IBA about their generation and how best to engage them and participated in an open discussion about utilising young producers to their fullest potential during the conference.

Cattle Council extends its gratitude to host organisation Beef + Lamb New Zealand.

As the International Beef Alliance moves forward it will seek to expand its role as the peak international beef industry group and Cattle Council is proud to be aligned with such a pivotal organisation. ■



Beef + Lamb New Zealand presented on the industry in New Zealand, discussing animal health and welfare, traceability and marketing.



The tour included farm visits which explored sustainable farming, the paddock to plate journey, Maori farming, and how research and development outcomes are applied on-farm.

AgForce delivers policy outcomes to industry

AgForce Queensland has had a productive year with a record number of producers turning to the organisation to advocate on their behalf and deliver better policy outcomes for their industry.



By Bim Struss, AgForce Cattle President

The issue that ignited the State's cattle producers this year has been the proposed amendments to the Vegetation Management Act, which the Queensland government attempted to push through.

Since 1999, farmers have borne the brunt of 38 amendments to vegetation laws, with the vast majority of the changes made on the back of political promises not environmental logic.

Queensland agriculture has the potential to grow from \$17 billion a year to \$30 billion over the next decade, but that growth was looking to be stifled if the Palaszczuk Government's proposed changes to vegetation management laws were successful.

To unite producers angered by the Government's proposal, AgForce launched the 'Fair Laws for Farmers' campaign.

A co-ordinated and calculated campaign was launched with billboards placed at strategic locations, state-wide rallies that grew in size as each event drew closer to the Bills debate in Parliament and social media fact sheets being shared across various networks.

Farmers just wanted a fair go. They wanted sensible land management laws so they could grow their businesses, create jobs and produce more food and fibre.

The campaign grew and by August AgForce welcomed the Queensland Parliament's decision to reject the proposed changes to vegetation management laws that would have driven up food prices, stifled regional development and cost jobs.

The vote was a victory for common sense. It shows that good policy can overcome bad politics.

New Biosecurity Act and the tick line

Biosecurity has been another area in which AgForce has fought hard for its members.

The Queensland Government brought in new biosecurity legislation (Biosecurity Act 2014) in the middle of the year as well as various regulations which included changes to the tick line.

The new Biosecurity Act focuses on outcomes over compliance and expects all participants should be active in managing biosecurity risks.

Biosecurity Queensland is looking to develop partnerships with industry to develop a shared governance model that delivers improved biosecurity outcomes.

AgForce Cattle is working with Biosecurity Queensland on a new Strategy for Biosecurity to optimise the potential benefits to industry, focus on shared outcomes, manage risks and reduce regulation. ▶



AgForce advocates for road train access

The Strategy will be accompanied by action plans and a commitment from all participants to the process of change.

AgForce also worked with producers this year to ensure their concerns were heard on the changes to the tick line.

An important aspect of this was facilitating meetings along the tick line between government and those impacted by the changes.

The tick line remains an ongoing challenge for the coming year and AgForce will continue to advocate for assistance to maintain the integrity of the line.

Working with Government, AgForce Cattle has advocated for support and appropriate protocols to protect the free zone and promote outcomes for producers.

Transport

Transport is a significant component of the cost of production for cattle producers on average up to 30 per cent of the price of production.

This is why we have been working hard with a range of stakeholders to bring some key projects to fruition.

The CSIRO has developed a model for measuring the per head benefits to beef producers when undertaking a cost and benefit analysis of upgrading road infrastructure.

AgForce is working with the CSIRO to expand the model to account for bad weather conditions and other considerations.

This will provide decision makers with critical information, for example, the Federal Governments \$100 million Beef Roads program will use this model to assess proposals.

AgForce Cattle is keenly awaiting the announcement of upgrades to Queensland roads.

AgForce Cattle has been advocating for improved road train access to abattoirs through Rockhampton for many years, campaigning politicians, working with Department of Transport and Main Roads and lobbying every level of Government at every opportunity.

The process has finally paid off with work on the road upgrades started in October and access issues worked through over coming months.

We look forward to progressing a range of issues and strive to achieve a progressive, profitable and innovative beef industry through policy development, advocacy and communications. ■



Working together for animal health



Animal Health Australia (AHA) has continued to align with its ethos – Working together for animal health – when delivering our services, projects and programs

By Kathleen Plowman, CEO

As in previous years, the collaborative nature of our dealings with our members, Australian, State and Territory Governments and major terrestrial livestock industries, including our close working relationship with CCA, continue to underpin the success of AHA activities.

Key AHA accomplishments undertaken over the past 12 months, of particular relevance to the CCA, include:

Implementation of the Johnes Disease in cattle Framework

The new Johnes's disease (JD) in cattle Framework document, facilitated by AHA on behalf of industry and governments, was released earlier this year.

The Framework offered a fresh approach to the management of the endemic disease and prioritised on-farm biosecurity risk management, leading to increased market options for every livestock producer.

A number of changes have occurred under the Framework since its release, including the deregulation and removal of zoning in most state and territory jurisdictions by July 1, 2016 and the ceasing of quarantining of properties as a control measure.

Four new JD in cattle tools have been developed to help producers manage the transition from regulated control of an individual disease to the broader on-farm risk-based approach to biosecurity.

These include the Johnes's Beef Assurance Score (J-BAS), the JD Biosecurity Checklist, the Cooperative Biosecurity Plan Guidelines and the National Cattle Health Declaration (previously the National Cattle Health Statement).

The latest development in the Framework implementation process is the transition of the Australian Johnes's Disease Market Assurance Program for Cattle (CattleMAP) to alternative industry assurance schemes.

This outcome follows a review of CattleMAP, undertaken on behalf of the BJD Steering Committee.

A fact sheet and Q&A titled New Approach to Johnes's disease in cattle has been developed for both producers and CattleMAP participants to successfully navigate this change in approach to JD in cattle and the closing of the CattleMAP program.

All of these JD in cattle resources and additional information on the new approach can be accessed on the AHA website. ▶



PERFORMANCE IN THE Paddock, PERFECT ON THE PLATE

MARKET LEADING POLLED CHAROLAIS AND CHAROLAIS COMPOSITE BULLS WITH GROWTH AND SOFTNESS

CONSISTENT GENETIC PERFORMANCE IN AUSTRALIA'S BIGGEST FEEDLOT AND CARCASE COMPETITIONS

CONTRACT BREEDING PROGRAMS AVAILABLE FOR BRITISH BASED COW HERDS

James Millner 0425 341 341 Michael Millner 0409 682 339 millner@rosedalecharolais.com.au
rosedalecharolais.com.au

064 CREATIVE AGENCY 111116

Personalising biosecurity plans

New tools to help manage farm biosecurity

AHA's biosecurity projects aim to strengthen awareness of the value of on-farm biosecurity practices and assist with the assessment of risks associated with livestock production.

A major achievement in the area of farm biosecurity is the development of a smartphone and tablet application, created for producers to make their own biosecurity plan.

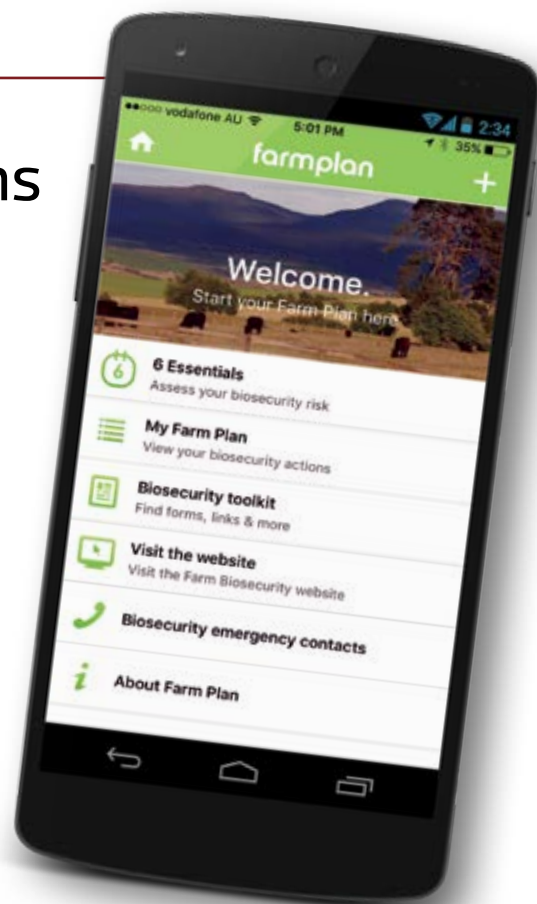
The app, called FarmPlan, covers every aspect of day-to-day activities on farm and allows producers to take their own personalised biosecurity plan with them wherever they go.

It can be downloaded at no cost and is available for Apple, Android and Windows devices.

The final film in a suite of videos covering the six biosecurity essentials has also been released.

Titled Production Practices, the video provides valuable insight into the type of activities producers can do within the structure of their daily farm management routines to enhance their biosecurity.

It's by working together through strong and enduring partnerships, that our common goal and commitment to the enhancement and security of the Australian animal health system is continually strived for. ■



To learn more about AHA activities please visit www.animalhealthaustralia.com.au.

Record cattle prices test live export markets

Live export volumes for the 2015/16 financial year once again eclipsed the million-head mark for feeder and slaughter types, with 1,105,360 head traded for the period.

By Simon Westaway, CEO

This represented a 14 per cent drop on the record supply period of the preceding 12 months, or 173,000 fewer head.

While sales to Indonesia sustained a 24 per cent decline, the market still represented more than half of the total feeder/slaughter trade with 566,389 head in total.

Sales to Vietnam stabilised, with 282,952 feeder/slaughter types traded across the financial year period.

The export of breeder cattle, including both beef and dairy females, increased appreciably on the back of strong trade with China, which claimed 121,637 head or 85 per cent of the 2015/16 supply.

Record prices being paid for Australian cattle, driven by seasonal recovery from drought and a national supply shortage in breeder, feeder and slaughter categories, is testing Australia's competitiveness in livestock export markets.

Nonetheless, exporters remain determined to increase access to both existing and new markets and are optimistic about the impending establishment of feeding and slaughter supply chains in China, Australia's largest global trading partner.

The strong and long-standing live cattle export relationships between Australia and Indonesia means we are well placed to address challenges in that market as they arise.

Food security concerns have prompted large volumes of cheap Indian buffalo meat to be imported to Indonesia, while cattle



Pictured at the Port of Darwin during a supply chain tour in August is Northern Territory Livestock Exporters' Association CEO Stuart Kemp, Assistant Minister to the Deputy Prime Minister The Hon Luke Hartsuyker MP, ALEC Chairman The Hon Simon Crean and ALEC CEO Simon Westaway. Mr Westaway commenced as ALEC CEO in August, following the resignation of Alison Penfold who served in the role for four years.

importers are facing increase pressure to source more breeding stock from Australia.

ALEC is continuing to work with our counterparts in Indonesia towards a streamlined permit allocation system and a sustainable and effective breeder trade.

Of over 100 livestock trading nations, Australia remains the only country that has implemented a supply chain based welfare assurance system for live exports, and the only country investing directly in infrastructure and training in stock handling.

Australia also plays a lone hand in the research and development space. ▶

New approach to JD in cattle... what does it mean for me?

Producers are the cornerstone of the new biosecurity approach.

Ability to form Cooperative Biosecurity Groups to avoid disease.

Buyers encouraged to ask for livestock health information e.g. Cattle Health Declarations.

Producers integrate JD into their on-farm biosecurity planning.

JD in cattle still a notifiable disease.

At Riga Angus, the focus is to produce top quality yearling bulls, to allow for the introduction of superior genetic material into herds a year earlier than normal, resulting in more rapid genetic improvement for breeders.

Yearling Bull Sale
Wednesday 12 April, 2017

www.rigaangus.com.au

***riga** ANGUS STUD

Addressing concerns in the supply chain



Vietnamese abattoir owner Mr Minh Chanh and AUSTREX traceability officer Bao Quoc near Ho Chi Minh City in May.

In 2015/16, exporters and producers contributed to the \$6.95M which was invested by LiveCorp and MLA, with the Australian Government matching the contribution for R&D, in the promotion of animal welfare, supply chain efficiency and trade development. The major research project for 2015/16 was the Livestock Global Assurance Program (LGAP), which has been designed to provide assurances that animals continue to be treated in accordance with the Exporter Supply Chain Assurance System (ESCAS) from discharge up to and including the point of slaughter in-market.

Importantly, LGAP will be able to place requirements and consequences on in-market importers, auditors, feedlots and abattoirs – not just exporters.

This will go a long way to addressing the concerns about accountability in the livestock export supply chain, such as those raised in June with regard to the welfare of Australian cattle in Vietnam.

Other research projects over the past year have included animal welfare indicators; causes of cattle mortalities on long haul voyages; and improving the environment on vessels via bedding and air quality.

The Australian Livestock Exporters' Council (ALEC) is the peak industry body representing the livestock export sector. ALEC plays an active role in promoting the interests of the livestock export sector including industry's investment in improving animal welfare, encouraging the adoption of best practice across the industry and advising members on challenges and changes to the operating environment.

With this in mind, it is worth noting that mortality rates of cattle at sea have remained at historically low levels of 0.11–0.15 per cent since 2011.

The most important challenge for the livestock export trade is to continue to engage with all stakeholders to demonstrate the actions which reflect our vision and commitment to improving animal welfare practices.

A fundamental part of this engagement is the strong working relationship that ALEC enjoys with CCA and cattle producers around the country.

We are confident ongoing collaboration in the future will support further growth in the live cattle trade for the benefit all industry participants. ■

Leadership and direction for seedstock sector

ARCBA

The Australian Registered Cattle Breeders Association (ARCBA) is the peak industry body for the Australian beef cattle seedstock industry and represents 37 breed associations and nearly 7,000 stud members.

By Steven Skinner, Executive Director

As such it provides leadership, direction and education to its members, the individual breed associations.

It also works to improve the Australian seedstock industry environment and Australia's international beef cattle seedstock image.

ARCBA honoured John Griffiths with the prestigious RW Vincent Award in August 2016.

The award is intended to recognise outstanding contributions to the beef cattle breeding industry and is a prestigious acknowledgement of services to cattle breeding.

John Griffith has been a huge contributor to innovation in the Australian beef industry for over four decades.

One of ARCBA's regular activities is the collation and release of registration and membership statistics on an annual basis.

ARCBA members finished 2015 with lower total registration numbers and total membership.

Members have faced continuing challenges, including difficult seasonal and market conditions.

Beef cattle registrations totalled 135,689 in 2015, an increase of 1,809 registrations from 2014 levels, which represented the lowest number of registrations since 2004.

The number of animals recorded in secondary registers also increased in 2015.

The number of cattle in these registers increased from 62,129 in 2014 to 63,650 in 2015.

These animals indicate the number of non-herdbook animals bred for seedstock production. This category had increased from 57,966 in 2011.

The number of cattle exported in 2015 under the Australian Cattle Genetics Export Agency Standards was 28,344, down slightly from the previous year.

Exports in 2015 were mainly Angus heifers but included Fleckvieh for the first time.

The Executive Committee of ARCBA is continually addressing issues of importance to the beef seedstock industry.

ARCBA has been a long-term advocate for change with respect to the management of Bovine Johnes Disease Australia and was part of Animal Health Australia's extensive review into the rules and standards that governed the management of BJD.

ARCBA supports the final agreement that BJD should remain a notifiable disease but that management be handled through the implementation of biosecurity plans at an individual property level.

The Annual General Meeting in August was the final meeting for the President of ARCBA Malcolm Foster and Vice President John Croaker.

Malcolm Foster had served as the Association's President for the previous five years, having agreed to a two-year extension.

John Croaker had represented the Brahman breed on the Executive of ARCBA for over 25 years, most of which he served as one of the Association's Vice Presidents.

Their knowledge, input and assistance have been invaluable in providing ARCBA's services.

In 2016 ARCBA will continue efforts to support and educate our members and to improve the beef industry seedstock sector.

A major component beyond our regular activities will be the undertaking of a financial benchmarking survey that enables members to benchmark their breed society financial performance against similar operations.

ARCBA will also look to strengthening its industry ties by maintaining industry representation including on key Cattle Council subcommittees which have direct input to formulation of national policy. ■

Red meat sector to unlock \$7 billion in growth



A backdrop of political upheaval, exceptional business growth and organisational change makes the year ahead critical for our industry.

By Anna Campbell, CEO



As recently appointed CEO of the Red Meat Advisory Council (RMAC), I see great opportunities for our six members and the businesses and community we serve.

RMAC will work tirelessly with members, the industry and customers to make sure we get it right and make the most of a global and domestic economic and political climate that could see the red meat and livestock sector unlock \$7 billion in growth over the next few years.

For the past year, growing this value has meant facilitating the reform of the Australian Beef Language, continued advocacy for a trade reform for key target tariff and non-tariff markets and developing the Australian Beef Sustainability Framework.

It also means developing an agenda for an annual 'health check' of the Meat Industry Strategic Plan (MISP) 2020 and ensuring the settings for the Red Meat Memorandum of Understanding are the best they can be.

For our members, this meant continued investment and funding from the Red Meat Industry Fund, sponsoring a business development project through the Australian Farm Institute and providing ongoing member communications and co-ordination.

Policy settings as a whole continue to play a vital determinant in longevity and prosperity for all red meat and livestock players; and will form a core component of RMAC's agenda moving forward.

It is policy leadership and advising the Federal Minister for Agriculture through a solution based agenda that properly capitalises on key areas of influence—innovation, infrastructure, regulation and trade advocacy.

Trade alone highlights the importance of policy settings and meaningful partnerships with government at home and abroad.

This is from trade agreements entering force in Japan and China; the TPP remaining in the balance in light of the US election; and the 2016 Brexit vote leaving industry with a potential two new trade agreements to be negotiated.

\$1.2 billion in opportunity lost in technical barriers to trade in over 120 different export markets remain a very real frustration for Australian red meat and livestock businesses.

It is strategically targeting these cross sector transformational issues that will allow us to unlock \$7 billion dollars in growth for the Australian red meat and livestock industry beyond 2020.

From the RMAC headquarters, a particular thanks must go to Ross Keane, retiring after six years at the helm as Chair; and Angus Hobson moving on from Chief Executive Officer after five years.

I know the industry will join me in thanking them for their service; and the MISP 2020 as their lasting legacy.

Navigating the complex commercial and regulatory environment of the red meat and livestock sector is an immense task and a big thanks to all RMAC members, our government partners and customers for their ongoing support. May 2017 be bigger and better than ever. ■

RMAC represents the Australian red meat and livestock supply chain from 'paddock to plate' in partnership with our members.

We deliver

- Industry coordination and communication
- Advocate government on key solutions for the Australian red meat and livestock industry
- Advise the Federal Agriculture Minister on key industry opportunities
- Co-ordinate the Meat Industry Plan 2020
- Manage the Red Meat Industry Fund

Ensuring high animal welfare practices



Australia's cattle vets are working with farmers to increase productivity and profitability while maintaining high animal welfare standards.

By Dr Robert Johnson, President

Last year, Australian Cattle Vets (ACV) gave its flagship accreditation reproduction schemes a brand new identity. Known as PREGCHECK and BULLCHECK since May 2015, the schemes have been going from strength to strength.

These schemes are growing, and giving producers assurance of accuracy, consistency and accountability and since the rebranding they have been increasingly recognised by cattle producers.

This year, the AVA made a submission to the Regulation of Australian Agriculture – Productivity Commission Inquiry and highlighted major barriers to productivity and profitability within the agricultural industries.

Key recommendations, included urging governments not to support deregulation of acts of veterinary science such as pregnancy testing and spaying of cattle, further improvements to agvet chemical regulation, and national harmonisation of animal welfare standards. ▶



Advocating for more vets on farms.

The AVA's advocacy work has focused on promoting the benefits of having more vets on farms to support the productivity of livestock industries as well as improve the nation's disease surveillance.

Early detection and response will be essential in the event of an emergency animal disease outbreak, and regular veterinary visits to farms are a key factor in early detection of disease.

On the issue of live export, the AVA has been actively calling for improvements to the Export Supply Chain Assurance Scheme and for an independent veterinarian to be on-board every vessel who can report accurately on animal health and welfare.



Our aims for the next 12 months are based on the AVA's five strategic priorities.

Improving animal welfare

The AVA remains committed to improving the welfare standards of Australia's production animals, particularly in supporting harmonised national welfare standards and guidelines.

Planning an effective veterinary workforce

Based on current trends, the profession is likely to be faced with an oversupply of veterinarians overall, but an undersupply of government vets. Our efforts in this area will be focused on improving funding to veterinary schools, maintaining a sustainable, quality veterinary public service, ensuring that veterinary student fees are maintained at a reasonable level and working to drive demand for services.

Ensuring economic sustainability

The AVA is focused on increasing the sustainability of rural veterinary practice by increasing demand for veterinary services by livestock producers. Promoting the role of veterinarians in enhancing farm profitability and productivity, animal welfare, food security and disease surveillance are critical parts of our efforts in this area.

The AVA is also collaborating with Animal Health Australia on an animal health alert app that will help producers connect with veterinarians over suspected disease hazards.

Better regulation

Current priorities within this area include advocating to the remaining jurisdictions that have not yet implemented national recognition of veterinary registration (ACT, NT and WA) to complete this process. This will assist with a more mobile veterinary workforce in the event of an emergency animal disease outbreak.

Fighting antimicrobial resistance

This year, the AVA embarked on a three-year project in partnership with Animal Medicines Australia to develop best-practice antibiotic prescribing guidelines for horses and the main livestock species, and this project will continue. ■

The Australian Veterinary Association (AVA) is the professional organisation that represents veterinarians across Australia. There are more than 9000 members, divisions in each state and territory, local branches and more than 20 special interest groups.

Veterinarians are active in livestock industries helping producers to increase production, promoting the welfare of farm animals, as well as detecting and responding to outbreaks of emergency animal diseases.

Engaging the beef industry's youth

An ongoing concern for the future of Australian Agriculture continues to be the awareness and interactions between the city and the country.



By Toby Locke, Executive Officer

To assist in bridging this gap Future Farmers Network will produce and distribute video content to showcase an array of young farmers working across all facets of Agriculture.

The goal is to put our young Agricultural leaders on a pedestal as well as provide an education on where our food and fibre is coming from.

FFN will once again deliver the Young Beef Producers Forum in November, 2016. This event continues to grow with a record 250 young beef producers, agribusiness professionals and industry representatives converging on Roma for an engaging, educational event covering all aspects of the beef industry.

As part of the extension of services and scope of work of FFN during the next three years, the organisation will be convening a Southern Young Red Meat Producers' Forum in 2017.

Using the successful YBPF model, the Southern Young Red Meat Producers' Forum will bring together beef, lamb and goat producers from around Australia. At this stage the event is proposed to be held in Victoria.

Future Farmers Network has appointed Toby Locke as the new Executive Officer.

Mr Locke grew up on a beef and lamb farm near Walcha NSW and has worked in cropping, dairy and pearl farming.

He brings to the role a wealth of experience and a passion for the future of Australian Agriculture.

Toby studied at The Scots College in Sydney followed by Bachelor of Business Marketing and Management at Charles Sturt University in Bathurst.

Toby's professional experience has been in Marketing and PR and is excited to be chasing his passion in supporting the future of Australian Agriculture.

Since Mr Locke's appointment, FFN has attended and contributed to as many relevant industry events as possible.

This includes vital youth events such as Innovation Generation, Inter-Collegiate Meat Judging and several tertiary career expos' as well as critical advocacy events such as the NFF Members Council Meetings and various networking events like Agribuzz.

As part of a Platinum Partnership with FFN, MLA have offered office space and resources to Mr Locke.

Alongside FFN, MLA also supports Australian Institute of Food Science and Technology, Cattle Council, GLRC and Nuffield with office space.

FFN is looking to raise money from a large number of people via a crowdfunding website from September 2016.

Donations will support the future of Australian Agriculture through bursaries, events and information for young Australians in Agriculture.

Donations can be stipulated as to whether they will go into FFN's core operations or into the FFN Foundation once established. ■

The Future Farmers Network is Australia's only National network that represents young people working in the agriculture industry. Future Farmers Network covers all aspects of the industry including those who work on farms to remote stations; stock and station agents; commodity traders; and those from banking and industry support roles located in our major cities.



Practical tools for livestock industry



Cattle Council of Australia committed industry funds to the Livestock Biosecurity Network pilot project from inception in 2012 until 30 June 2016.

By Dr Sarah-Jane Wilson, National Manager

GHD and the Haines Centre for Strategic Management were engaged in 2015 by Livestock Biosecurity Network Pty Ltd (LBN) to undertake a review of LBN's performance over the three-year pilot phase.

The review confirmed LBN has delivered a number of biosecurity and animal welfare outputs for each of the strategic imperatives over the period. Through a cost-benefit analysis they identified LBN delivering a 7:1 return on investments based on the activities and outcomes achieved.

The end-of-pilot review of LBN was an opportunity to assess the effectiveness of the operations delivered by the company under the three priority objectives set out in the LBN strategic plan.

On the positive side, the results reflect strong engagement and collaboration and a solid grounding in farm biosecurity management and extension into allied industries; additionally, there is scope for opportunities to participate more in emergency animal disease (EAD) preparedness and in relaying information to higher industry aggregations.

A broad array of public, private and commercial stakeholders has been engaged during the pilot period. Although there is a genuine interest in biosecurity, uptake of biosecurity practices is often associated with a regulatory need rather than recognition of cost-benefit.

This gives LBN some insight into where resource placement can have the greatest impact in the future.

Building upon the relationships forged, there is opportunity for delivery of key biosecurity messages, together with practical tools to assist the livestock industry in the assessment of biosecurity risk and implementation of practices to manage or mitigate biosecurity risk across Australia.

The allied livestock sectors such as saleyards, livestock agents and rural merchandisers are recognised as key sources of information for livestock producers and, as such, the continuation of engagement with these groups on biosecurity matters is vital.

National and jurisdictional programs and platforms such as the Farm Biosecurity website (www.farmbiosecurity.com.au), disease control and management programs and EAD preparedness programs are opportunities where LBN staff have the skills to deliver key extension messages and guide practice change.

The staff have been involved in a number of such programs over the pilot period and demonstrated initiative in driving biosecurity awareness.

Practice change to improve on-farm biosecurity is the ultimate goal; however, this process is a staged continuum beginning with awareness, finding motivation for change, providing the knowledge and tools to assist in adapting to the change and, finally, practice change.

This process can take many years. LBN's achievement in engagement, network building, collaborations and early extension are testament to the development of this process in a relatively short period of time.

A full report detailing the on-ground activities, partnerships, communication and media activities during the last three years since LBN's inception is available. ■



Representing the interests of NSW producers



The NSW Farmers' Association Cattle Committee consists of nine passionate producer members from around the state working to represent the interests of NSW cattle producers on issues affecting the industry.

Over 2015-16 the committee worked the senate inquiry into the red meat processing sector, the ACCC's beef market study to examine competition along the supply chain, and the continuation of the NSW Meat Industry Levy to ensure essential services continue to be provided to the NSW red meat sector.

Major changes to the management of BJD in NSW took effect from July 1, 2016.

NSW Farmers led an information and engagement process with members to ensure they were aware of the impact of the changes. Using both social and traditional media, the team also worked with DPI to increase livestock producers understanding of the new approach to BJD management.

Members of the committee participated in the development of the new Cattle Health Declaration (to replace the previous Cattle Health Statement) and the new cattle scoring system (John's Beef Assurance Score) to provide greater clarity around animal health status.

During the 2016 federal election, the Coalition Government committed to investing \$514,500 to research regarding the spread of the disease and its transmission to people.

NSW Farmers welcomed this announcement, but continues to call for immediate assistance to protect farmers from the disease through accessible and affordable vaccination.

NSW Farmers passed a motion at its 2016 Annual Conference renewing the call for government assistance to tackle the threat of Q-fever.

The motion reinforces existing Association policy calling for the vaccine to be put on the Pharmaceutical Benefits Scheme, and for a sufficient number of vaccines to be made available. Improving access to Q Fever vaccines is a key priority for the NSW Farmers Cattle Committee into 2016-17.

In September 2016, NSW Young Farmers ran a well-attended livestock careers event in conjunction with the Sydney University Agricultural Society.

Speakers included NSW Farmers president Derek Schoen, Andrews' Meats, Meat & Livestock Australia, Ausgreen Foods and Chapman Eastway Consulting.

The Cattle Committee looks forward to pursuing collaboration with young farmers in the future, including through its work with industry to up-skill young workers and improve succession planning.

Over the next year, the NSW Farmers Cattle Committee will be pursuing a number of priorities including increased collaboration with red meat industry bodies, better availability of Q Fever vaccines, improved extension services and industry training, and better uptake of animal health statements. ■



Cattle industry blueprint on the way

Livestock SA is the peak organisation representing beef cattle, sheep and goat producers in South Australia.



By Geoff Power, President

Livestock SA was pleased to work with Cattle Council on its Rural Awareness Tour to the South East. The tour is open to mostly government departmental staff to give them an insight into life in regional areas and operating rural businesses.

This year's tour attracted about 20 attendees who visited a range of businesses and tourism spots in the South East.

Andy Withers and Jack England represented Livestock SA and spoke about their own operations, as well as insights into rural financial counselling from Charlie Goode and an update on CCA from Jed Matz.

Livestock SA recently launched the South Australian Sheep Industry Blueprint, a strategy aimed at driving a 20 percent increase in SA Sheep Productivity by 2020.



At the South East Rural Awareness Tour were financial counsellor Charlie Goode with Cattle Council CEO Jed Matz and forum co-host Amanda Giles, Crower.

NAB Agribusiness' Matt O'Dea and Livestock SA's Jack England pictured with Lucindale Area School Year 11 students Joshua Murcott, Glencoe, Elinor Leake, Mt McIntyre, and Dana Clutterbuck, Edenhope.



Development of a Blueprint for the cattle industry is next.

It will have a focus on whole-of-chain engagement, similar to SASIB, and be developed alongside similar priorities as the CCA Beef Industry Strategic Plan, Meat & Livestock Australia's Strategic Plan, the Meat Industry Strategic Plan, and the SA Government's Premium Food and Wine from our Clean Environment strategic priorities.

It will have a focus on collaborative value chains, consistently meeting consumer and community expectations, and adoption of proof and practices to increase production. Importantly, this isn't just a strategic plan, its success will be measured on its actions and successful implementation in the SA beef industry.

Other cattle issues that Livestock SA has been working on include:

Anti-live export advertisements on Adelaide buses.

Following a request from a South East member, Livestock SA wrote to the Minister for Transport saying the advertisements were offensive and against the State's interest with the live export trade currently worth over \$70 million per annum to the State. The Minister agreed to remove the advertisements.

Brands Act

After much lobbying by Livestock SA and livestock producers around SA, the government committed to explore whether livestock brands could be attached to PICs.

PIRSA is investigating what technological and financial barriers may exist in attaching brand diagrams to PIC records and is working with Livestock SA on a process for inclusion of brands and earmarks in PIC database.

Drought

Livestock SA continued to push for meaningful drought support in the South East. New drought concessional loans were announced jointly by the Commonwealth and State Governments. Following a drought forum at Naracoorte in November 2015, SA Minister for Agriculture Leon Bignell provided a package of support.

Pastoral Board

The Northern Region has established a Pastoral Taskforce to consider changes that are required to make the Pastoral Act more workable.

Q fever

Following pressure from the Southern Region, Livestock SA wrote to the Federal Government asking for a new national Q Fever Management Program that would include subsidisation of Q fever vaccinations.

After this was rejected, Livestock SA asked the peak bodies to take up this issue, which came to prominence during the recent Federal Election campaign.

Red meat issues

Livestock SA made a submission to the Senate Inquiry on the "Effect of market consolidation on the red meat processing sector", highlighting the need for a voluntary prescribed industry code that provides an avenue for producers to seek recourse for instances of uncompetitive or unfair conduct.

A submission was also made to the Australian Competition and Consumer Commission cattle and beef markets study. ■

YOUR NATURAL CHOICE.

To join our Grasslands supply chain, or find out more information, contact your local buyer at teysaust.com.au/teys-australia/livestock/

AUSTRALIAN grasslands PREMIUM BEEF

Beef industry fundamentals remain strong



As Australia's largest agribusiness bank, National Australia Bank (NAB) has built its reputation on providing customers with banking solutions, tools and advice that match their individual circumstances.

By Khan Horne, General Manager



Khan Horne speaks at the NAB Agribusiness Rising Champions Initiative.

The skills and experience of our agribusiness bankers and specialist teams across the country allow them to work with businesses right along the supply chain to help them achieve their goals, and take advantage of opportunities presented by both domestic and international markets.

Recently, we've seen beef producers and agribusinesses of all sizes becoming increasingly sophisticated when it comes to trade and export programs.

More and more customers are seeking information on foreign currency strategies and how to connect with potential overseas partners, to take their businesses to the world.

While it's no secret that cattle prices are likely to come under pressure in 2017 in response to higher US supply and improved South American access, the fundamentals for the Australian beef industry remain strong.

Australia produces high quality beef, and more and more companies are using brands and targeting high-end, high-value markets to grow their businesses.

With many importers now demanding full traceability from paddock to plate, our strict food safety, animal welfare, and sustainability standards position us favourably.

Recent free trade agreements and tariff reductions are also supporting the Australian beef industry by opening new doors. NAB's forecast is for the AUD to hold up through the remainder of 2016 before easing to USD70c by the end of 2017, which will continue to support Australian exporters.

Australian inflation is expected to stay low, and NAB expects the RBA will cut the cash rate by 25 basis points in both May and August 2017, to reach a new low of 1 per cent.

We take our role supporting the industry seriously, and have sponsored the NAB Agribusiness Rising Champions Initiative since its inception.

For the Australian beef industry to remain strong we need smart and passionate leaders coming through, and it's a pleasure to see the next generation of leaders identified and nurtured by Cattle Council.

Indicative of the number of women now leading the way, NAB's Regional Agribusiness Manager in the Riverina, Nicole Killen, was one of the judges crowning Kirsty McCormack as the 2017 NAB Agribusiness Rising Champion.

NAB Agribusiness has been supporting Australian farmers for over 155 years and we will continue to do so for many more.

We have 550 specialist bankers in 112 locations across Australia who understand the dynamics of the different agricultural sectors.

I encourage customers to work closely with their local banker, who provide their own expertise and can also bring in other specialist agribusiness teams to provide a full range of services including risk management for interest rates, commodities and foreign exchange; inventory and asset finance; wealth and financial planning and access to Asian markets. ■

Identifying influential young leaders



The Young Farming Champions (YFC) Program identifies agriculture's youth ambassadors and future influencers and launches them on a path of constructive and positive engagement with community, industry and government.



Caption: 2017 Rising Beef Champion Kirsty McCormack is also a shining light for Art4Agriculture's Young Farming Champions.

As part of Art4Agriculture, participants in YFC undertake a series of workshops in communication, media relationships and personal professional development, and hone these skills by engaging with school students through the popular Archibull Prize.

2017 Rising Beef Champion Kirsty McCormack undertook the YFC program in 2013 while at university.

"YFC gave me a voice and a platform to speak and a wonderful foot in the door for making contacts and networking," Miss McCormack said.

"Going into schools was also challenging, the questions asked by the students and teachers, often in their innocence, made me really examine my own understanding of agriculture."

Miss McCormack has been developing her understanding of agriculture from a young age. She was brought up on the land in a mustering family at Inverell and in high school attended a PICSE (Primary Industries Centre for Scientific Education) camp.

"I realised there was a science behind the art of loving the land and that's when I decided I could be the driver of change in an industry I love," she said.

Embarking on her agricultural career, Kirsty studied rural science at university, winning a number of scholarships, before taking a position as sales and marketing executive with OBE Organic in Brisbane.

Miss McCormack believes it is important for young people to develop their skills to engage with others both within, and on the fringes, of agriculture, and to this end uses technology to deliver her message.

Photography, video and social media are all important methods of advocacy and influence as she helps the consumer connect with agriculture.

The YFC Program continues to develop the leaders of tomorrow and is complementary to Cattle Council initiatives.

2015 Rising Beef Champion runner-up Geoff Birchnell is another successful YFC and he values the support provided by the Cattle Council as he undertook the Australian Institute of Company Directors course.

"Farming in the 21st century transcends the paddock," Mr Birchnell said.

"Today many strategic decisions are made at the board room table with unprecedented level of sophistication.

"This is the future and as producers we must adapt and acquire skills to function effectively in this environment.

"The AICD course opened our minds to the responsibility we, as farmers, have in nurturing Australian agriculture into big business."

With support from industry Art4Agriculture is sponsoring another nine Young Farming Champions in 2016.

Since the program's inception in 2011, 70 young people have graduated and progressed as leaders in their field, including Young Farmer of the Year Anika Molesworth, and Josh Gilbert who was named in Pro Bono Australia's Impact 25, as one of the top 25 most influential people in Australia for his work in climate change and agriculture. ■

For your opportunity to sponsor a future Young Farming Champion in the beef industry please contact Lynne Strong, Art4Agriculture National Program Director, Mobile: 0407 740 446 lynnestrong@art4agriculture.com.au



Restockers drive surge in 2016 cattle market

The market momentum from 2015 carried right the way through 2016, with Australian cattle prices continuously finding new highs throughout the year.

By Ben Thomas, Market Analyst

However the big change this year was the shift from strong international demand driving the market, to extremely strong restocking interest in the wake of the greatest herd liquidation in over 35 years.

As a result, the 52-week rolling average eastern states cattle slaughter ventured from in excess of 160,000 head per week in the later stages of 2015, to below 130,000 over the course of 2016.

Considering the national cattle herd is now at a 20 year low, at 26.2 million head, expectations are for the numbers processed to average below 120,000 head for the duration of 2017.

The result will be a transition from record high eastern states cattle slaughter, to record lows.

Moving away from beef production and to beef prices, one of the best indicators of global movements is imported 90CL prices to the US (it's one of the largest traded beef items to the largest market).

As a result of the 5 per cent increase in US beef production during 2016, to 11,342 tonnes cwt (Australia is forecast to produce 2.2 million tonnes cwt in 2016), the market has softened considerably.

In fact, rolling monthly average imported 90CL prices have shifted from being in excess of 670A¢/kg FAS towards the end of 2015, to below 600A¢/kg FAS.

Expectations are for this market to keep moving lower as a result of a further three per cent increase in US beef production expected for 2016, on top of a 2.5 per cent rise in poultry and 2.7 per cent rise in pork production.

In other words, the US is forecast to have plenty more domestically produced protein.

The consequence of this is two-fold. Firstly it limits the demand for imported beef, which for 2017 is expected to be 12 per cent lower year-on-year at 1,179 tonnes swt, meaning weaker demand for Australian product.

Secondly, the greater US production will leave more available for export, resulting in stronger competition in markets like Japan and Korea.

Back at home, the widespread soaking winter rainfall across virtually all of Australia is set to provide southern producers with abundant feed and pasture for the remainder of the year.

The result has been strong restocking interest causing the market to surge. This momentum is likely to be carried through to the end of 2016 and first half of 2017, especially if northern Australia receives good summer rainfall.

In summary, the 2015 cattle market was remembered as the year when unprecedented cattle turnoff was matched with unprecedented prices as a result of 20 year low US beef production.

2016 will be remembered as the year restockers dug deep into their pockets bidding for the few cattle available to replenish drought depleted herds.

What to expect in 2017? The tight cattle availability will continue to underpin the market during 2017, but for those making investment decisions at such high prices need to be wary of the correction that may occur when Australian beef production eventually starts ramping up again. Especially now the trade environment is much weaker than it was in 2015. ■



The tight cattle availability will continue to underpin the market during 2017.

Opening opportunities for governance education

AUSTRALIAN INSTITUTE of COMPANY DIRECTORS

The Cattle Council of Australia is the peak producers' body representing Australia's beef cattle producers.

Established in 1979, Cattle Council brings together all farmer organisations whose members have beef cattle enterprises.

The main objective of the organisation is to represent and progress the interests of its members through consultation with, and policy advice to, key industry bodies as well as Federal Government departments and other stakeholders.

The Council is represented on over 60 industry committees covering areas such as trade and consumer marketing, research and development, animal health and welfare, economics, planning and corporate affairs.

The Council has 40 sub-committee members and staff and 10 board directors including representatives of state farmer organisations.

Jed Matz, the Council's CEO, is well aware of the importance of governance in developing any company.

Several years ago, he completed the Australian Institute of Company Directors (AICD) Course and was inspired to look at governance training for the Council's Board.

Furthermore, Mr Matz was also keen to open opportunities for governance education to the Council's members, looking at emerging and current leaders in the beef industry.

Fifteen Leadership and Development scholarships were set up for the first round of training with the AICD's Company Directors Course in April, 2016.

"We had 89 high-calibre applicants for the scholarships, which was very encouraging," Mr Matz said.

"We were particularly pleased to see so many talented young women apply."

They were all at different stages in their careers but they enjoyed the chance to network and discuss issues as a group.

"We had excellent feedback about the course," Mr Matz said.

"We have seen improvements in the decision-making and management skills of the participants."

The Council's governance journey will continue in 2017 with a second round of scholarships being offered.

It is also looking at changes in the governance framework at Board level. Roles can sometimes become blurred when Board directors are also involved in work at an operational level as is the case at the Council.

Mr Matz said governance training had assisted staff and Board Directors in clarifying their respective roles.

They are more aware of the Board's role in strategy and have a better understanding of the processes involved in decision-making.

The Council's support for youth can also be seen in a number of rural youth development initiatives which foster rising champions in the industry.

Mr Matz is pleased many more women are becoming involved in the organisation and hopes that this will transfer into more diverse representation at Board and committee level. ■

From across Australia, the scholarship recipients came together in the AICD's Canberra office to undertake the training, many of them meeting for the first time.



Future approach to BJD in WA under spotlight

Recent activity in the live export industry has focussed on the construction of the Livestock Global Assurance Program (LGAP).

By Ian Randles, Policy Officer, Grains & Livestock



David Lovelock, long serving PGA representative.



The Pastoralists and Graziers Association supports LGAP on the basis that it will be able to stop the supply of livestock to operators or facilities, whose certification has been suspended or withdrawn, rather than Australian exporters or whole markets.

The PGA notes the departure of Alison Penfold as CEO of the Australian Livestock Exporters Council (ALEC) and welcomes her recently announced replacement Mr Simon Westaway.

It is fair to say that Alison occupied the position during some of the most difficult of times, and the PGA commends her strength of purpose.

It is also apparent the Chairman of ALEC, the Hon Simon Crean contributed much to the recent management of the response to the mistreatment of cattle in Vietnam. As he sees it, the future of livestock export depends on bipartisanship.

Consequently, the PGA will continue to co-operate with all industry bodies to safeguard this important industry.

BJD

Since the rest of Australia has moved towards deregulation and the removal of zoning, whether WA remains a BJD Free Zone is a moot point.

To determine a proper course of action, the WA BJD Advisory Committee was formed.

The WA cattle Industry Funding Scheme has agreed to fund DAFWA to undertake a Cost Benefit Analysis (CBA) that would determine what amount of testing and where it needs to be done in order to assess with confidence the current situation and the future approach to BJD in WA.

The policy situation with respect to BJD in WA remains unresolved and further PGA movement will depend on the release of the BJD CBA and its findings on background testing and on-going surveillance.

Productivity Inquiry into Agricultural Regulation

The PGA made a submission in response to the Commission's issues paper.

Although other sections of the issues paper were covered, the main thrust of the PGA submission was animal welfare.

The Commission's draft report made a recommendation on the regulation of farm animal welfare that an independent body (responsible to the Australian Government) be tasked with developing national standards and guidelines for farm animal welfare should be established.

The PGA's long standing position is to reduce the regulatory burden on producers and therefore, not to support such an independent body.

Even the most cursory look at the policies, principles, rules and guidelines surrounding animal welfare will show it is already complicated, intricate and involved.

It is difficult to see how any more legislation, or legislative offices, or office holders, could be an improvement.

Over the next 12 months, the PGA would like to see some of the discussion about the reduction of red tape move to actual reduction.

Agricultural Levies Scoping Study

ACIL Allen Consulting and Minter Ellison Lawyers have been appointed to explore opportunities to improve the existing levy system.

During consultation, the PGA highlighted the hidden impacts of matching government funding. The conflicting nature of government and industry priorities can lead to a decrease in grower control of the disbursement of levy funds.

The PGA believes government priorities that are national issues should be researched by the nation's peak scientific bodies and not by rural RDCs. ■

The PGA was established in 1907 and represents progressive meat and wool producers in both the pastoral and agricultural regions of Western Australia.

The PGA works with industry through the Western Livestock Committee. Mr Digby Stretch, sheep and woolgrower of Kojonup, chairs this committee. Mr David Lovelock, specialist cattle producer of New Norcia, who also sits on this committee, is a long serving PGA representative to the Cattle Council of Australia.

NFF plays key role in global market place

The NFF consistently works across a range of policy and advocacy areas to strongly and comprehensively represent the farmers and agribusinesses of Australia and to ensure policy makers understand what is required for the sector to capitalise upon the unprecedented opportunities before the sector.



Our key areas of advocacy have included:

1. Leading the Global Marketplace

• Trade Agreements

The NFF has played a key role in providing policy input and supporting government in the negotiation and finalisation of important Free Trade Agreements (FTAs).

These have included the China–Australia Free Trade Agreement (ChAFTA), Korea–Australian FTA, Japan–Australia Economic Partnership Agreement and the Trans–Pacific Partnership (TPP).

Our president and CEO have travelled with Trade Ministers and other relevant government officials to meet with overseas representatives and impress upon them the importance of FTAs to agriculture. Furthermore, the NFF has been highly active helping to lead the campaign for FTAs on home soil so as to inform the Australian public of their advantages and counter anti-FTA attacks, particularly from some unions.

For the ChAFTA particularly, the NFF embarked upon a concerted and strategic communications campaign to balance the union–driven debate surrounding workplace issues and the overall value of the agreement.

The campaign successfully fought to help ensure the agreement was not delayed so that Australian farmers could take early advantage of the tariff reductions and capitalise upon the vast opportunities for Australian food and fibre in the Chinese market.

The NFF continues to provide input to Government on the development of a bilateral agreement with India so Australian farmers will have access to overseas markets providing solid returns.

The NFF has also assisted government in ongoing advocacy and co-ordination of the 'Team Australian Ag' initiative to promote the broader trade agenda.

Additionally, there is ongoing work on the Regional Comprehensive Economic Partnership (RCEP) to secure FTAs with nations including Brunei, Myanmar, Cambodia, Indonesia, Laos, Malaysia, the Philippines, Singapore, Thailand and Vietnam.

• Non-Tariff Barriers to Trade

Following on from the success of completing bilateral trade agreements, and with the recognition that a large proportion of the food and fibre produced in Australia is exported, the NFF has worked with other key industry associations across the supply chain to ensure non tariff barriers are addressed.

The NFF lead the call for a comprehensive across government strategy to reduce the barriers faced by exporters as a result of non-tariff measures.

These measures can be significant but require an official-to-official approach, which has been recognised and supported by government.

2. Supercharging Farm Business

• Effects Test to rebalance power for farmers

The NFF helped lead a campaign advocating for an 'effects test' to be included in section 46 of the Competition and Consumer Act 2010 as recommended by the Harper Review.

The test will replace the 'purpose test' to shift the onus of consideration from a company's purpose in undertaking conduct to the effects that conduct can have on competition. ▶

NFF plays key role in global market place

This has been the subject of significant advocacy efforts given its importance to building open and transparent marketplaces that facilitate high levels of competition and transparent marketplaces. While not a 'silver bullet' solution, the 'effects test' is an important tool to not only improve competitiveness but also to drive innovation, productivity and profitability across the sector.

• Free Range Eggs

After significant advocacy by the NFF and its members, the Minister for Small Business announced in May 2016 that the jurisdictional Consumer Affairs Ministers had agreed to a new definition of free range eggs.

This new definition requires that hens have meaningful and regular access to the outdoors, with outdoors stocking of no more than one hen per square metre at a maximum of 10,000 hens per hectare.

• Foreign Investment Screening Thresholds

The NFF worked closely with Government to amend the screening thresholds applied by the Foreign Investment Review Board (FIRB) to foreign investment applications.

The amended thresholds, \$15 million (cumulative) for agricultural land and \$55 million for agribusiness will provide greater scrutiny of inbound investment in the sector.

The NFF has also called for greater clarity surrounding the definition of 'national interest' so that both sellers and potential overseas buyers have clear guidelines surrounding potential transactions.

• ACCC Agricultural Consultative Committee

The NFF was successful in its efforts to establish an Agriculture Consultative Committee to provide advice to the Agriculture unit within the ACCC.

The Committee provides advice on key issues affecting agriculture that fall under the Competition and Consumer Act 2010, to ensure such matters can be investigated quickly and in the context for the agricultural sector.

• Expanding Eligibility for Concessional Loans

The NFF worked to highlight the shortcomings of the Bureau of Meteorology's Rainfall Deficiency Analyser.

As a result of this work, concessional loans are now open to all drought-affected farmers (subject to a financial impacts test).

This will extend the benefit of concessional loans to irrigation businesses, and farms in areas where official rainfall records are limited.

• Transport Infrastructure Paper

On behalf of the agriculture sector, the NFF developed a Transport Infrastructure Policy Discussion Paper. The paper was developed to ensure policy makers have adequate information on the unique needs of the agriculture sector with an aim to facilitate greater and more strategic infrastructure investment.

• Inland Rail

After strong lobbying efforts, the NFF was successful in securing further funding for the Inland Rail project in the 2016-17 Federal Budget. While more investment will be needed, this additional resourcing means the land acquisitions required for this critically important project may now occur.

• Fuel Tax Credits

The NFF has been at the forefront of the defence of fuel tax credits. Fuel tax credits are not a subsidy but are based on sound taxation principles. They help ensure that business inputs are not taxed – similar to GST input tax credits.

The NFF is a part of the Fuel Tax Credit Coalition which is an alliance of agricultural, mining, tourism and other industry groups and dedicated to busting the myth that fuel tax credits are a subsidy to industry.

The NFF also argued strongly in its pre-Budget submission for the retention of fuel tax credits and will continue to advocate for sound tax policy.

3. Investing in Innovation and Technology

• Mobile Blackspots Program

The NFF was successful in gaining a bi-partisan commitment of \$60 million towards funding a third round of the Mobile Blackspots Program to help address one of the most significant issues affecting farmers and rural and regional communities.

Leveraging co-investment from telecommunications companies, the program has taken steps to address the range of impacts of poor regional mobile communications including stifling innovation and production efficiencies as well as personal safety.



4. Building a Stronger Workforce

• Road Safety Remuneration Tribunal (RSRT)

The NFF joined with the Australian Rural Livestock Transporters Association and the Council of Small Business of Australia to campaign for the abolition of the RSRT.

This important campaign was launched following the RSRT's refusal to respond to concerns from more than 800 businesses which were placed under threat by its decision to introduce unworkably high farm transport costs and prohibitive red tape in the transport sector.

A successful social media strategy, comprehensive submissions to the RSRT and to Government assisted in achieving this overdue reform.

• Backpacker Tax

In the 2015 Federal Budget, the Government announced plans to tax working holiday makers (backpackers) as non-residents and at a rate of 32.5 per cent.

However, the agricultural community, led by a campaign orchestrated by the NFF, fought hard against this measure which would almost certainly decimate farmers' access to the much-needed temporary workforce.

This comprehensive and proactive campaign included extensive media coverage, a targeted social media campaign, direct advocacy to politicians and decision makers and a petition which attracted almost 50,000 signatures.

As a result of this work, and after an initial Government review, and confusing political debate, the Government announced a six-month delay in the commencement of the tax pending a second review of issues affecting supply and taxation of working holiday maker visas.

However, with pressure from the NFF and its members relentless, the Federal Government announced in September 2016 it would reduce the tax rate to 19 per cent – the rate originally proposed by the NFF as a fair and reasonable measure.

This highly successful campaign united the agriculture, meat and tourism sectors and was a clear demonstration of the power of a cohesive industry and advocacy efforts.

• Seasonal Worker Program

In February 2016, the NFF welcomed the Government's announcement of an expansion of the Seasonal Worker Program to all agricultural industries, lifting existing restrictions to horticulture, cotton, sugarcane and aquaculture and removing the minimum period of employment.

Expanding the program in this way has been a key priority of the NFF since it was adopted as part of a 10-point plan in the National Agricultural Workforce Development Plan in June 2014.

• Pastoral Award

The four-yearly modern award review in the Fair Work Commission (FWC) has created significant risk for the agriculture sector by encouraging union claims for changes in award wages and conditions.

One such claim made by the Australian Workers Union (AWU) would have removed access to the averaging of hours in the Pastoral Award for the poultry industry (commonly known as the 152/4).

Managing hours of work in the agriculture sector by averaging over a four-week period is critical to the sector's competitiveness, because it creates capacity to manage labour costs in an industry vulnerable to seasonal and market fluctuations.

The NFF settled a range of claims affecting the Pastoral Award, resulting in this claim being withdrawn by the AWU. In this way, the NFF was able to protect flexibility in the award.

The NFF continues to act on behalf of the sector in the FWC in casual and part time proceedings, seeking a reduction in the three-hour minimum for dairy operators and advocating against claims to introduce overtime and weekend penalties for casuals in the horticulture industry.

5. Balancing Agriculture and the Environment

• Murray Darling Basin

The NFF's advocacy efforts assisted in securing \$15 million to progress planning for the release of the Carp Herpes virus to control carp in the Murray Darling Basin and recognition that non-water measures like carp control are important for achieving environmental outcomes.

The NFF also helped encourage commitments by the Murray Darling Basin Ministerial Council to spend more time to fully investigate projects that will reduce the amount of water needing to be recovered from irrigators to implement the Murray Darling Basin Plan by up to 650 GL.

Through its lobbying, the NFF assisted in bringing sensible amendments to the Water Act 2007 that will enable the Commonwealth Environmental Water Holder to be more flexible in the management of the environmental water, and to use the proceeds of trade to invest in works and projects delivering better environmental outcomes with less water. ▶

NFF plays key role in global market place



Another key achievement of the organisation was helping secure amendments to the Water Act that cap the straight buyback of irrigation water entitlements at 1500GL, and require the Murray Darling Basin Authority to clearly examine and report on the social and economic impacts of implementing the plan.

• More than Flow Campaign

In the lead up to the Murray Darling Basin Authority's (MDBA) decision on the future of the Murray Darling Basin Plan (MDBP) and water recovery in the northern half of the Basin, the NFF led a coordinated campaign to stop water buybacks.

The #MoreThanFlow campaign, supported by a range of local irrigator, state or commodity-specific groups, sought to highlight the damage already suffered by communities within the Northern Murray-Darling Basin at the hands of the MDBP.

It also strongly advocated for a range of alternative, complementary measure to the 'just add water' approach that could achieve environmental outcomes without sacrificing the wellbeing of Basin communities. It was estimated some of these communities were at risk of 35 per cent job losses if the MDBP went ahead in its existing form.

#MoreThanFlow used the Australian Farmers website's online campaign capabilities and included strategic media coverage, a comprehensive social media plan, videos and community-specific case studies.

• Emissions Reduction

Development, by the Clean Energy Regulator and the Department of the Environment, of information resources for farmers to enable them to better understand the opportunities available to the farm sector of the Emissions Reduction Fund.

• Federal Environmental Law

Secured commitments from the Federal Environment Department for a formal process to consider the Department's internal policies on:

- Clearing isolated paddock trees
- Vegetation offsets for agricultural developments
- Proactive communication with farmers and the agriculture sector about the Environment Protection and Biodiversity Conservation Act 1999

Federal Election Campaign 2016

The NFF developed and lead a comprehensive campaign 'Accelerate Agriculture' demonstrating the key policy requirements of the agriculture industry throughout the Federal Election Campaign in 2016.

Accelerate Agriculture identified five key policy priority areas and clearly outlined, to political candidates across the country, the specific asks of the agriculture sector to help address policy and investment shortfalls.

The campaign communicated the NFF's key messages and asks through a thorough media campaign and associated communications collateral including the development of the NFF Election Manifesto, the AccelerateAg.com website, social media, Election Podcasts, case studies and interviews with national, metropolitan, rural and regional media.

NFF members were also provided with resources and messaging to further tailor their campaign to their state or commodity-specific requirements. ■

Mandatory land access agreements win for NTCA

Protecting and advancing the interests of cattle producers in the NT – it has been the mission of the Northern Territory Cattlemen's Association since its inception in 1984, and a mission that remains just as important today.



With a membership representing over 90% of the NT's cattle herd, a united voice remains the pillar of the NTCA's influence and underpins all of its successes for its members and that of the cattle industry.

One of the critical achievements of 2016 for NT producers was the introduction of mandatory land access agreements for mining, oil and gas explorers operating on pastoral land. The new agreement process is designed to reduce conflict between the two parties over shared land use arrangements, promote best practice behaviour, and ensure that both industries are sustainable in the long term. Prior to this arrangement, pastoralists in the NT had little rights whatsoever under shared land use arrangements with mineral and petroleum companies.



Markus Rathsmann, NTCA Director

The first chapter of the 2016 NTCA Indonesia Australia Pastoral Program (NIAPP) was completed in June, with 20 Indonesian university students fulfilling a ten-week rigorous learning journey in the north Australian cattle industry. This year for the first time, an equal number of female and male students were selected, demonstrating the growth and demographic trend of animal husbandry undergraduate study in Indonesia. Mulawarman University in East Kalimantan was added to the recruitment roll, increasing the program breadth to 16 universities in 11 provinces.

The 32nd Annual NTCA AGM, Conference and Gala Dinner, themed "The Business of Balance", was held in Alice Springs, and once again proved to be the premier agricultural conference in Northern Australia. Delegates heard from speakers such as David Williams (Kidder Williams), Dr Tina Hunter (University of Edinburgh) and Richard Norton (MLA) on a range of topics currently important to the industry and its members. Over 450 hundred people attended the conference, and over 600 guests joined NTCA members at the Gala Dinner.

At the dinner, Brian Radunz (former NT Chief Veterinary Officer) was awarded the NTCA Life Members Medal in recognition of his service to the NT pastoral industry and the NTCA over many years.

In 2017, the NTCA will look to further strengthen the regulatory controls of petroleum exploration ensuring the integrity of our pastures, water and livelihoods. With a recent moratorium introduced by the new Labor Government in the NT, the next few months will be an ideal time to thoroughly examine the regulatory controls in order to make both industries sustainable in the long term.

Securing vital and ongoing funding for the beef roads of Northern Australia will continue to be a focus for the NTCA, having recently called on the Federal Government to make the 2015 Beef Roads Roundtable an annual program. ■

With early signs of a good wet season approaching and strong demand for Australian cattle, the NTCA is confident 2017 will be a positive and productive year for the Northern cattle industry.

Feed and fodder register for Tasmania

It has been a particularly tough year for the farming community in Tasmania. Firstly, we endured an extended dry period that spanned nearly five seasons, the results of which will be felt for the next year at least.

By Wayne Johnston, President



This season's dry conditions hit Tasmanian farmers where it hurt. The emotional and physical ramifications were far-reaching, and the pain in the back pocket from the extra expenditure, for the likes of water and feed, was a compounding factor.

The TFGA launched its feed and fodder register in the midst of these trying conditions in an effort to provide a one-stop shop for farmers who were trying to fill a gap in fodder production (www.tasfodder.com.au).

At one stage we were fielding calls on almost a daily basis from people looking for emergency feed for their stock.

We pointed many of them in the right direction.

In many cases, especially in the south of the State, farmers were forced to reduce cattle numbers due to the cost of feeding. Since June the State has had a record rainfall in many areas. While, for some around the State this came as a blessing – dams were filled and previously barren pastures turned green.

For many others however, the results were devastating – stock losses, major infrastructure losses, incomes streams devastated and masses of debris across their farms.

Cattle producer losses included whole herds of valuable stock and thus generations of priceless genetics, irreparable damage to many improved pastures, also millions of dollars in damage

to both private and public infrastructure including roads, bridges, irrigation investments, farm machinery.

Since the floods it has been impressive to see how well Tasmanian and national industry bodies have worked together in an effort to ensure a prosperous future for the industry.

Flood recovery will take some time and the effects will remain for years, not months, nevertheless the TFGA will continue to be confronted with a range of other issues that will require our action, comment and advocacy on behalf of our members.

Cattle prices

Cattle prices have been at a record high in the State due to international demand. Autumn calf prices were good, however calf weights and conditions were below what would usually be desired, due to seasonal conditions.

Processors and feedlots have also been finding it hard to get a constant supply also due to the seasonal conditions.

The gross value of food production in Tasmania increased by \$155 million in 2014–15. Beef accounted for 14.8 per cent of this, also thanks to strong prices.

Beef Trust:

The Tasmanian Beef Industry Research and Development Fund was established by an Act of Parliament in 1990.

The trust manages these funds to benefit the Tasmanian beef industry. The TFGA is the legislated secretariat of the Trust, and each year coordinates the call out for projects to benefit the Tasmanian beef sector.

In the past projects have facilitated training, research and industry development.

There have been a record number of applications for Beef Trust project money this year. High prices have renewed a sense of interest and vigour in the industry. ■

The Tasmanian Farmers and Graziers Association (TFGA) is an active and powerful advocacy organisation dedicated to the best interests of farmers and making a difference to agricultural communities in Tasmania. TFGA members are responsible for generating approximately 80 per cent of the value created by the Tasmanian agricultural sector.

Representing interests of farming sector



For more than a century, WAFarmers has represented the interests of the agricultural sector in Western Australia, and we have used our voice to be active in pursuing members' interests on both state and federal platforms over the last year, with some real wins having been achieved.

By Stephen Brown, CEO

Some of these key wins and issues are detailed below.

General

- WAFarmers provided comment to the inquiries into the Esperance and Waroona fires and adopted a fire mitigation policy.
- WAFarmers stood alongside the NFF, state farming organisations and other industry bodies in the 'backpacker tax' campaign.
- Commented on the Review of the Firearms Act 1973 (WA).

Livestock

- Continued focus on biosecurity, disease management, and animal welfare.
- WAFarmers has worked on safeguarding the red meat supply chain through collaboration with national peak bodies.
- Submissions include: the Western Australian Draft Wild Dog Action 2016–2021; the AusVet Plan compensation and valuations for livestock and livestock products; and the Primary Industries Levies and Charges Collection Amendment Bill 2016.

Grains

- Our primary concerns surrounding the proposed acquisition of Asciano by Brookfield remain around the long-term implications of vertical integration of the Asciano assets in a restricted, monopoly market.
- Following on from the Grains Industry Association of WA 2015 review of barley standards, WAFarmers provided comment on the proposed changes to receival standards.

Bees

- Continued consultation with the Department of Parks and Wildlife to ensure that any fire prevention activities will result in minimal disruption to apiary activities in jarrah-flow years.
- WAFarmers Beekeepers Section commented on the proposed implementation of the Biosecurity Act 2015, citing multiple concerns. ▶



Have our free daily beef news delivered to your email inbox. Visit BeefCentral.com

WAFarmers growing membership base



Top left: WAFarmers CEO Stephen Brown, Ashley McPhail from Budget Stockfeeds, Donna Walmsley from the Waroona Farmers Reference Group, and Mike Walmsley. This was taken at Budget Stockfeeds when 80 galvanised farm gates were picked up, ready to be distributed to those farmers who lost fencing during the Waroona fire in January. The gates were funded through the WAFarmers Fire Appeal.

Top right: Laura Grubb, 2015 Young AgSummit Delegate, speaking at the 2016 Dairy Conference.

Bottom left: Attendees at a Multi Peril Crop Insurance workshop WAFarmers held in conjunction with GRDC (February).

Bottom right: Heart of WA MC Choyce Creedy, AgConnectWA President Wes Lefroy and WAFarmers President Tony York. They were having a "couch-side chat" at Heart of WA in September this year, and were speaking about their respective roles.

Dairy

- Sales of WAFarmersFirst Milk have continued to rise.
- Launch of the Dairy Industry Fund.
- Dairy farmers and their families were assisted in their recovery from the devastating Waroona bushfires through the WA Farmers Fire Appeal.
- Continued focus on obtaining a sustainable dairy price, which is key to industry development.

Priorities for the Year Ahead

Over the next 12 months, WAFarmers will have a renewed focus on improving advocacy efforts as we pursue members' interests on state and national issues.

This will be supported by the appointment of additional staff and the ongoing development of our current team.

In keeping with Project Re-charge, Re-connect, our five year business plan, WAFarmers will maintain a strong focus on increasing income from all areas, and will build on our recent successes of increasing our membership base.



Top left: Tony York speaking at the 2016 WAFarmers Annual Conference Gala Dinner and Awards Night, thanking Immediate Past President Dale Park for his dedication and hard work during his tenure. Dale's wife Marion Park stands by his side. Tony took over the Presidency at the Annual Conference, with Dale having serviced the maximum number of terms in the role.

Top right: a panel discussion during the 2016 WAFarmers Annual Conference with David Lock (Managing Director, Maretarram) and Andrew Forrest (Chairman, Munderoo Group).

Bottom left: Senator Anne Ruston (Assistant Minister for Agriculture and Water Resources) speaking at the 2016 WAFarmers Annual Conference.

Bottom right: Award winners from the 2016 WAFarmers Annual Conference Gala Dinner and Awards Night.

To support this goal, we will continue to improve our services and provide greater benefits for members. We also seek to relocate our head office to a site that is more conducive to our advocacy efforts.

We will continue to back the efforts of AgConnectWA, the state's largest group for farmers and agribusiness professionals between the ages of 18 and 35 years, as they support young people throughout the agricultural industry and communities, in order to address challenges they face, and harness opportunities available to them.

Finally, as our reputation and membership base continues to grow, WAFarmers will hold bigger and better events than ever before, including our signature Heart of WA event and the WAFarmers Annual Conference.

We will meet with members and industry representatives more than ever before as we seek to expand our reach and diversify our services. ■

The Western Australian Farmers Federation (Inc) (WAFarmers) is the largest and most influential agricultural advocacy group in Western Australia.

WAFarmers represents the voice of over 3,500 farmers throughout Western Australia and is continually working towards a more viable, profitable and sustainable future for the agricultural industry by working directly with farmers on issues related to their on-farm business.

VFF calls for nationally consistent eID system



The VFF Livestock Group is the peak representative body for livestock producers in Victoria. Victoria is currently home to 16 per cent of Australia's cattle herd, 20 per cent of the Australian sheep flock and about a quarter of the Australian goat population.

By Ashley Mackinnon, Public Affairs Officer

VFF Livestock plays an influential role in determining the priorities and direction of this major Australian sector.

During the past 12 months, VFF Livestock has led many initiatives. We have fought against the Victorian Government's push to transfer responsibility for oversight of meat going to farmers' markets from PrimeSafe to local councils.

The VFF is concerned at the risks to food safety and the meat industries' reputations.

The Government has backed down from further deregulation at this stage.

We led an ongoing campaign for improved supply chain transparency and accountability following the Barnawartha boycott leading to a Senate Inquiry.

The Livestock Group presented to the ACCC's study into the cattle and beef industry.

The VFF will push to have endorsed recommendations implemented following the handing down of the final reports in December.

The VFF is seeking state and federal government support for subsidised Q-Fever vaccination.

The VFF will continue pushing this policy area with an awareness campaign to be rolled out in 2017.

The VFF Livestock Group is the key stakeholder for sheep and goat producers in Victoria regarding electronic identification.

The VFF call for a five year investment by government ensures the cost of eID tags to producers is kept at 40 cents or lower for this period with realistic action levels initially and zero financial impact on farm as the eID system matures. ▶



VFF calls for nationally consistent eID system



The VFF also believe any livestock identification system should be nationally consistent. The VFF will be working hard on behalf of producers in negotiations with government to ensure the best possible outcome.

The VFF Livestock Group called and won a \$20m Federal Government commitment to on-going funding of the Invasive Animals Cooperative Research Centre program, which was due to run out of funding in June next year.

The funding will be used to continue the CRC's role of co-ordinating Australia's battle to control the rabbit, carp, wild dog, fox and other damaging pest control programs.

We will continue to highlight the importance of this research and the impact of invasive species on farm production.

Livestock health & Biosecurity Victoria project provided events and information for all Victorian livestock producers through our Bendigo based extension team.

The VFF will look to grow this project in 2017 taking on management of further livestock industry health and welfare initiatives.

VFF Livestock is working with the State Government on a communications strategy for potential outbreaks of exotic diseases, and is pushing to have standstill protocols delivered.

Further to this, VFF Livestock is seeking a longer term State Government commitment to the state's biosecurity funding.



Incoming VFF Livestock President Leonard Vallance presents outgoing President Ian Feldtmann with a parting gift

The 2016 State Budget lifted biosecurity funding from \$60m to \$80m, but only for one year.

VFF Livestock is working with industry in pushing to engage the whole supply chain in ensuring a coherent approach to animal welfare.

The state government's initiative for updated animal welfare legislation is a concern for producers and the VFF will ensure the outcome of this work will be practical and cost effective.

The VFF Livestock Group is the peak representative body for livestock producers in Victoria. Victoria is currently home to 16 per cent of Australia's cattle herd, 20 per cent of the Australian sheep flock and about a quarter of the Australian goat population; and VFF Livestock plays an influential role in determining the priorities and direction of this major Australian sector. ■



L-R: Mark Ritchie, VFF Livestock Council; Maureen Cottam, VFF Member and livestock producer; Unidentified Technician; Richard Apps, MLA Program Manager Genetics.

Council Affiliates

Cattle Council Of Australia
Ground Floor, NFF House
14-16 Brisbane Avenue,
Barton, ACT 2600
Postal: Locked Bag 9, Kingston, ACT 2604
P: 02 6269 5600
F: 02 6273 4479
cca@cattlecouncil.com.au
www.cattlecouncil.com.au

National Farmers Federation
Level 3, NFF House
14-16 Brisbane Avenue,
Barton, ACT 2600
Postal: Locked Bag 9, Kingston, ACT 2604
P: 02 6269 5666
F: 02 6273 2331
www.nff.org.au

Sheepmeat Council of Australia
Ground Floor, NFF House
14-16 Brisbane Avenue,
Barton, ACT 2600
Postal: Locked Bag 9, Kingston, ACT 2604
P: 02 6269 5610
F: 02 6273 4479
sca@sheepmeatcouncil.com.au
www.sheepmeatcouncil.com.au

Australian Livestock Exporters Council
Ground Floor, NFF House
14-16 Brisbane Avenue,
Barton, ACT 2600
Postal: PO Box 5552,
Kingston, ACT 2604
P: 02 6269 5690
F: 02 6108 3534
ceo@livexcouncil.com.au
www.livexcouncil.com.au

LIVECORP
Level 1, 40 Mount Street
North Sydney NSW 2060
P: 02 9929 6755
F: 02 9929 6733
www.livecorp.com.au

Red Meat Advisory Council
Level 3, NFF House
14-16 Brisbane Avenue,
Barton, ACT 2600
Postal: Locked Bag 9, Kingston, ACT 2604
P: 02 6269 5606
www.rmac.com.au

Australian Meat Industry Council
Level 2, 460 Pacific Highway
St Leonards NSW 2065
Postal: PO Box 1208, Crows Nest,
NSW 1585
www.amic.org.au

National Residue Survey
Postal: PO Box 858
Canberra ACT 2601
P: 02 6272 5668
F: 02 6272 4023
www.daff.gov.au/agriculturefood/nrs

Animal Health Australia
95 Northbourne Avenue,
Turner ACT 2612
P: 02 6232 5522
animalhealthaustralia.com.au
www.farmbiosecurity.com.au

Meat & Livestock Australia
Level 1, 40 Mount Street
North Sydney NSW 2060
P: 02 9463 9333
F: 02 9463 9393
Freecall: 1800 023 100
info@mla.com.au
www.mla.com.au

State Farming Organisations

AgForce Queensland
110 Mary Street,
Brisbane QLD 4000
Postal: PO Box 13186,
George Street, Brisbane QLD 4003
P: 07 3236 3100
F: 07 3236 3077
agforce@agforceqld.org.au
www.agforceqld.org.au

NSW Farmers' Association
Level 6, 35 Chandos Street,
St Leonards NSW 2065
P: 02 9478 1000
F: 02 8282 4500
emailus@nswfarmers.org.au
www.nswfarmers.org.au

Livestock SA
Level 5, 780 South Road,
Glandore SA 5037
P: 08 8297 2299
admin@livestocksa.org.au
www.livestocksa.org.au

Pastoralists & Graziers Association of WA
Ground Floor, 28-42 Ventnor Avenue,
West Perth, WA 6005
P: 08 9212 6900
F: 08 9485 0299
pga@pgaofwa.org.au
www.pgaofwa.org.au

Western Australian Farmers Federation
12 James Street,
Guildford WA 6935
Postal: PO Box 68, Guildford WA 6935
P: 08 9486 2100
F: 08 9279 1188
reception@wafarmers.org.au
www.wafarmers.org.au

Tasmanian Farmers' & Graziers' Association
TFGA House
Cnr Charles & Cimitiere Streets,
Launceston TAS 7250
P: 03 6332 1800
F: 03 6331 4344
reception@tfga.com.au
www.tfga.com.au

Victorian Farmers' Federation
Level 5, Farrer House
24 Collins Street,
Melbourne VIC 3000
P: 1300 882 833
F: 03 9207 5550
livestock@vff.org.au
www.vff.org.au

KICK DUST WITH US.

Australia's leading specialists
in primary industry development.

**We can help
your business grow.**

Oga
creative agency

ogacreative.com.au

STRATEGY | CREATIVE | MEDIA

OGA CREATIVE AGENCY 11111111111111111111



Italian quality comes to farmers in Australia.

Faresin Industries Australia

Faresin Industries in Breganze, Italy manufacture a range of high quality telehandlers and feed mixers. An import partnership has been developed with Faresin Industries Australia which is part of the Chesterfield Australia Group, with distribution into Australia and New Zealand through an expanding dealer network.

Chesterfield imports a diverse range of Faresin products to support the Agricultural and Industrial business sectors, with both Faresin Telescopic Handlers and Vertical Feed Mixers Wagons for the livestock industry.

The Faresin Industries Australia recently expanded their product offering specifically with the feed mixer range. By listening to customers who wanted a greater range to select from, a focus on quality and technology used to enhance on-farm production, there is now an even wider selection to choose from. Whether you

are a small producer or a large commercial operation, Faresin Industries Australia can offer a machine suitable to specific customer needs.

From 3.5 to 46 cubic meter trailer versions, to the complete self-propelled, self-loading, Leader 'Ecomode' mixer.

The Leader Ecomode self-propelled mixer wagon is a 247 horsepower machine which uses an innovative milling arm to gather all materials from ground level, fed into the mixer unit at a rate of 3.5 cubic meters per minute. A very capable and manoeuvrable unit, all units in the Ecomode Series are four wheel drive with three steering modes (front steer only, four wheel steer or crab steer), which gives the operator full control of all aspects of the machine from the comfort of a deluxe air-conditioned cabin. All controls are laid out in an ergonomic fashion giving the

operator precise control over the machine's propulsion, milling arm, mixer and unload elevators.

Quality is paramount in the design and construction of every unit built at the factory in Breganze, Italy.

Using S355 grade steel as its foundation ensures integrity and longevity in all Faresin feed mixers.

To support the range of Faresin mixers and further enhance the technology available to growers is the Polispes NIR system. The Polispes NIR system uses infrared technology to read information from grey matter (feed ration) which provides producers analytical information in completing a total mix ration for their herd. This nutritional information provides producers in-the-field ability to determine the most effective total mix ration for livestock in real time.



For more information on the range of Faresin Telehandlers or Feed Mixer Wagons, contact the team today!

1300 FARESIN or visit www.faresinindustries.com.au

RB SELLARS



RBSELLARS.COM.AU
TOLL FREE 1300 727 355