

2017

Cattle Council of Australia *Yearbook*





HAULMARK TRAILERS

a symbol of quality

Keeping you in front... OUTBACK



**General
Trailer
Maintenance**

**Comprehensive
Range of
Spare Parts**

**Structural
& Accident
Repairs**

**Crash Repairs
Crash
Facilities**

**HEAD
OFFICE**

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

Mettam Rd, Berrimah Darwin Ph 08 8984 3533

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



RAMBO (3.5m³ - 10.5m³)



TWINNER (14m³)



MAGNUM SINGLE (9m³ - 17m³)



MAGNUM DOUBLE (12m³ - 30m³)



LEADER ECOMODE (26m³)



TRUCK MOUNT (20m³)

NSW
Coonamble
Dubbo
Inverell

Maclean
Moree
Warren
Rutherford
Taree

Wagga Wagga
Albury/Wodonga
Tamworth
Condobolin
Lake Cargellico

QLD
Beaudesert
Dalby
Goondiwindi

Loganholme
VIC
Mildura

SA
Loxton
Pinnaroo

WA
Esperance
Albany
Gnowangerup



Call the Faresin Team on
1300 FARESIN or 0427 700 422

Cattle Council of Australia

Contacts

President –	Howard Smith
Vice President –	Tony Hegarty
Chief Executive Officer –	Margo Andrae
Policy Officer –	Will Evans
PCAS and Policy Officer –	Verity Price
Office Manager –	Debbie Frater
Communications Officer –	Rowena Martin

Cattle Council of Australia Yearbook



w a l s h M E D I A

Published by Walsh Media Services
Level 3, 18-20 Grenfell Street, Adelaide, SA 5000
Phone: (08) 8221 5600
www.walshmedia.com.au


The views expressed 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 in advertisements.



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

Postal Address:
Locked Bag 9,
Kingston, ACT 2604

Telephone: +612 6269 5600
Facsimile: +612 6273 2397
Email: cca@cattlecouncil.com.au
www.cattlecouncil.com.au

 **Facebook**
[/CattleCouncilOfAustralia](https://www.facebook.com/CattleCouncilOfAustralia)

 **Twitter**
[@cattlecouncilau](https://twitter.com/cattlecouncilau)

 **Linkedin**
[Cattle Council Of Australia](https://www.linkedin.com/company/cattle-council-of-australia)

 **Youtube**
[Cattle Council Of Australia](https://www.youtube.com/CattleCouncilOfAustralia)

Cattle Council of Australia

2017 Yearbook Content

Cattle Council of Australia Directors	4	Northern Territory Cattlemen's Association	
Minister's Foreword		Tom Stockwell, President	38
Minister for Agriculture & Water Resources, The Hon. David Littleproud MP	8	Livestock SA	
President's Report		Joe Keynes, President	40
Howard Smith, President	10	WA Farmers	
Chief Executive Officer's Report		David Slade, President, Livestock Council	
Margo Andrae, CEO	14	Kim Haywood, Executive Officer, WA Farmers	42
Consultative Committees Overview	16	Tasmanian Farmers & Graziers Association	
Marketing, Market Access & Trade Report		Wayne Johnston, President	44
Verity Price, PCAS & Policy Officer	18	Red Meat Advisory Council	
Animal Health, Welfare & Biosecurity Report		Anna Campbell, CEO	45
Justin Toohey, Committee Secretariat	20	Pastoral & Graziers Association	
Research, Development & Adoption Report		Ian Randles, Policy Officer	46
Martin Amidy, Committee Secretariat	22	Australian Veterinary Association	
Industry Systems & Food Safety Report		Dr Paula Parker	48
Will Evans, Senior Policy Officer	24	Animal Health Australia	
Pasturefed Cattle Assurance System Report		Kathleen Plowman, CEO	49
Verity Price, PCAS & Policy Officer	25	Meat & Livestock Australia	
The Rural Awareness Tour		Richard Norton, Managing Director	50
Rowena Martin, Communications Officer	26	Australian Registered Cattle Breeders Association	
Rising Champion Initiative		Steven Skinner, Executive Director	52
Rowena Martin, Communications Officer	28	Livestock Biosecurity Network	
Rising Champion 2017		Duncan Rowland, CEO	53
Kirsty McCormack, 2017 NAB Agribusiness Rising Champion	30	National Australia Bank Agribusiness	
Rising Champion Initiative		Khan Horne, General Manager	54
Kylie Stretton, 2018 NAB Agribusiness Rising Champion	32	Australian Livestock Exporters' Council	
International Beef Alliance		Simon Westaway, CEO, ALEC	56
Will Evans, Senior Policy Officer	34	Australian Institute of Company Directors	
Victorian Farmers Federation		Rowena Martin, Communications Officer	58
Kate Phillips	35	Northern Australia Beef Research Council	
AgForce		Lee A. Fitzpatrick, Chairman	59
Renata Berglas	36	Kimberley Pilbara Cattlemen's Association	
NSW Farmers		David Stoate, Chairman & Emma White, CEO	60
Bill Stacy, Chair, Cattle Committee	37	Cattle Council Affiliates Contact Details	62

Cattle Council of Australia Directors

Cattle Council Directors are appointed by their respective State Farmers Organisations or are independently elected. Directors meet with Cattle Council staff and president through the year to progress policy issues of national significance and value to Australia's beef sector. Cattle Council also currently has two independent directors representing independent members across the north and south of Australia.



Howard Smith
President



David Hill
Independent Director North



Marc Greening
Independent Director South



Geoff Pearson
WA Farmers Director



David Lovelock
PGA of WA Director



Markus Rathsmann
NTCA Director



Amanda Giles
Livestock SA Director



Peter Hall
AgForce Director



Tony Hegarty
NSW Director and Vice President



Faye Tuchtan
VFF Director



Brett Hall
TFGA Director

State Farming Organisation members:

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

Associate Members

- Australian Registered Cattle Breeders Association
- Australian Cattle Veterinarians
- Kimberley Pilbara Cattlemen's Association

Stainless Steel Livestock Trailers

The latest game changer
from Byrne Trailers

It works

It makes sense



WAGGA WAGGA NSW

02 6923 7330

TOOWOOMBA QLD

07 4633 7402

www.byrnetrailers.com.au

\$13 billion beef industry supporting rural & regional communities

Hon. David Littleproud MP
Minister for Agriculture and Water Resources



It's a big business that has big impact across regional Australia. Beef businesses are owned and operated by thousands of families in rural and regional communities. Communities such as Dalby, Longreach, Darwin and Derby. More than \$13 billion dollars runs through regional cities and towns, thanks to the success of the beef and cattle industry – employing tens of thousands of people from the outback stations in the Kimberly, to regional cities such as Toowoomba on the Darling Downs.

When beef succeeds, we all succeed. This is the kind of industry the Coalition Government and The Nationals are proud to stand behind.

We can't promise the industry will always enjoy the strong prices and trading conditions we have today but we can create more opportunities for beef and cattle farmers to help limit the tough times and make the good times last longer.

Market access

One of the best things governments can do to bolster the beef industry and farming communities is to help farmers get their product into the hands of the customers who are willing to pay top dollar. Australian beef is clean and green - quite frankly it's the best the world has to offer.

More than half of the beef we produce is sold overseas. Opportunities in international markets are growing rapidly and we need to put ourselves in the position where we can grab them with both hands.

Since the beginning of 2016, the Coalition Government has struck trading deals with 62 markets across the globe. We've also improved our trading relationships with some 57 other countries. In many cases the beef industry has been a big winner out of these agreements.

Between now and 2028 bilateral deals with China, South Korea and Peru will see those countries eliminate all tariffs on Australian beef. This will happen through gradually phasing out the tariffs and year-on-year producers here in Australia will see their international markets grow.

The Trans-Pacific Partnership will give Australia vastly improved access to another ten global markets. Canada and Mexico have agreed to remove tariffs on all Australian beef products over the next ten years, while Japan has promised to slash the tariffs it has in place.

We are helping farmers get their product to market by investing \$100 million in the Northern Australia Beef Roads program, which is delivering practical results including the \$20 million Coalition Government investment to rebuild the 29 km road from Gracemere to the Rockhampton abattoirs, giving access to road trains. Works are expected to commence mid-year.

Market indicators

If you're in the live export business things are looking good and they'll improve steadily in the short term. Australian live feeder and slaughter cattle exports are forecast to increase by 4 per cent over the next twelve months. This comes right off the back of a 7 per cent increase this financial year. These increases have been driven by exports to Indonesia, Australia's largest market for live cattle.

We expect the industry to stabilise in the coming years, with exports expected to sit around 900,000 head a year from 2020. Exports to China and Vietnam should also be on the up and this is a good thing as it will mean we're not depending on a single market to do business. That will reduce risks for Aussie farmers who can be punished suddenly by swings in the exchange rate. Although we won't be as dependent on Indonesia it's still going to be our most important market with two-thirds of live beef stock going there in 2022-23.

Cattle pricing

The live export trade continues to be extremely valuable to rural and regional Australia and I stand by this industry and the returns it delivers across the country.

We have restored the northern cattle industry and exports for live steers out of Darwin hit record prices recently, topping \$3.70/kg. Now they've come back a bit but are still fetching \$3.20/kg with more than 350,000 cattle movements last year up from 276,000 in 2012-13.

In 2017-18 the average saleyard price of beef cattle is forecast to fall by 15 per cent to average 455 cents per kilogram. For the most part this is because of lower prices in our major export markets, particularly Japan and the United States where Australian beef is facing some stiff competition.

If we have reasonable seasons over the next 4 years, then strong competition in major export markets and an expansion in Australian cattle supply is expected to affect Australian saleyard prices. Prices are expected to rise in 2021-22 and 2022-23 when growth in world supplies slows, particularly in the United States, placing upward pressure on world beef prices.

Agricultural Competitiveness White Paper update

The Cattle industry has been enjoying good times but it is important we stay on the front foot by protecting an industry that underpins communities throughout Australia.

In Northern Australia the cattle industry is crucial to jobs and the wellbeing of the people who live there. That's why the Coalition Government recently adopted a series of recommendations in the Agricultural Competitiveness White Paper to secure our northern sea boarders from invading pests and diseases.

Diseases such as Screw-worm fly and Foot and Mouth Disease have the potential to tear the guts out of the Australian cattle industry. I am proud to put initiatives in place that will track the presence of such pests and diseases in neighbouring countries and boost our capacity to respond if they turn up in Australia.

The Northern Australia Biosecurity Surveillance Significant Disease Investigation Network is just one in a swag of biosecurity improvements the Coalition Government has introduced. We have injected an additional \$200 million into biosecurity to protect Australia from pests and diseases prevalent in other countries. By keeping Australia pest free we help to open up and retain access to premium markets.

This is one example of how the Coalition Government has carefully considered the recommendations of the \$4 billion Agricultural

Competitiveness White Paper and is implementing important changes.

We have already boosted the beef industry with other White Paper recommendations with increases in funding for research and development and the removal of trade barriers.

The government is committed to strengthening Australia's beef industry and ensuring it remains as competitive as possible. The White Paper will help us do that because a stronger industry means a stronger economy.

Conclusion




In short Australia's cattle producers and supply chain can be proud of the contribution they make to the country. While there might be some challenges ahead, farmers can have confidence they will see good returns over the coming years.

Beef is playing an important part in strengthening the national economy with beef cattle farmers behind nearly a quarter of Australia's farm production worth more than \$13 billion.

The settings put in place by the Coalition Government are helping the beef industry grow both at home and around the world and we will put our shoulder to the wheel to make sure that continues.

This is an industry that represents every ambition we have for rural and regional Australia as farmers, as communities and as a nation.

Paddock to Plate







Greenham has a long history of working alongside beef producers to promote Cape Grim Beef - widely regarded as the best grass fed beef product in Australia - if not the entire globe. The paddock to plate philosophy is one where butchers, chefs and ultimately consumers, understand and respect the origins of their food.

Discerning customers everywhere now demand visibility of the entire supply chain and expect that strict animal welfare standards are upheld.

With the advent of our natural programs, we are at the forefront of supplying consistent, safe and traceable meat products.

Greenham owns and operates three export accredited meat works at Tongala, Smithton and Moe. Join the program today and reap the rewards.





Greenham - Supporting local communities and organisations

1300 548 378

www.greenham.com.au

Industry strategic objectives met

The Cattle Council of Australia has had a strong year delivering against the strategic objectives of the Meat Industry Strategic Plan 2020.

By Howard Smith, Cattle Council President

Throughout the past twelve months the industry has remained committed to ensuring producers had a voice and that industry priorities were progressed. These priorities included:

- Effective grassfed producer representation,
- Trade and market access,
- Infrastructure for the future, and
- Increased productivity and profitability through R&D investment.

Effective Grassfed Producer Representation

Cattle Council continues to strongly engage in activities that improve the representation model following both the 2014 Senate Inquiry into Grassfed Sector recommendations and the 2017 Senate Inquiry in the Red Meat Processing Sector recommendations. Changes to membership and the 2016 election of two independent Board Directors, combined with the implementation of the consultation framework, have already created significant change on behalf of producers.

In continuing on this path, the next step is to consult broadly with beef producers and provide them with an opportunity to engage and build the national body they want.

Whilst there are still a huge number of details to work out, Cattle Council will remain focused upon supporting the delivery of the restructured new body, and maintaining business as usual, to ensure that beef producers are represented strongly throughout the transition period into the future.

Trade and market access

Cattle Council continues to engage on the global stage through engagement with the International Beef Alliance. The Alliance provides the platform for the Australian beef industry to negotiate for trade liberalisation. The Alliance comprises Australia, Brazil, Canada, Mexico, New Zealand, Paraguay and the United States, representing 46 per cent of global beef exports. Members met in Paraguay in October 2017 with key discussions continuing to focus on ensuring the best trade and market access options are available and trade relations continue to be fostered.

Continuing on the global theme key Free Trade Agreement's (FTA) and protocol engagement activities continued throughout the past twelve months with progress being made on several negotiations. The Peru-FTA was signed off on the 10th of November, this will provide Australian exporters with a tariff reduction greater than that of the Trans Pacific Partnership (TPP). Work continues on the Indonesia-Australia Comprehensive Economic Partnership

Agreement (IA-CEPA) negotiations and the Japan Live Export Protocols.

MSA – Eating Quality Graded *EQG* cipher

A key outcome for Meat Standards Australia (MSA) is the progress in the transition to an 'outcomes' based language. The aim of the 'Outcomes' based language is to provide a whole of chain framework to increase transparency and to facilitate information transfer at all points of the supply chain, from paddock to plate. In this context, 'outcomes' are defined as tradeable descriptions directly describing a desirable product attribute which are likely to result in price differentials within trading environments. The implementation of MSA's *EQG* cipher is a significant step forward in this process. Cattle Council will continue to work with industry to promote a broad use of new elements of the meat industry's language.

The EQG Cipher will be utilised as a trade descriptor that prioritizes eating quality outcomes over traditional meat language terminology (like dentition). The Australian beef industry has been working towards changing attitudes towards carcass quality held by producers, processors, wholesalers, retailers and consumers alike. The traditional utilisation of dentition as an indicator of quality sends incorrect messages to producers about what to produce and why. Over the coming year we will hopefully see broader acceptance of EQG both here and in our export markets and better indicators sent back to producers about how to best fulfil market expectations for their product.

Meat Industry Strategic Plan

Cattle Council continues to be focused on the implementation of its *Beef Industry Strategic Plan 2020 (BISP)*. The *BISP* is Cattle Council's response to integrate the wider *Meat Industry Strategic Plan 2020* into our own agenda. The *BISP* supports the direction of industry resources allocated to the beef industry's service providers (Meat and Livestock Australia, Animal Health Australia and the National Residue Survey).

Led by the Red Meat Advisory Council (RMAC) the *MISP 2020* mid-term review is underway. The review will provide a measure of the progress achieved on the growth and value added to the beef industry. We are pleased to mention that significant progress has been made on critical items for our industry. These include the implementation of the Integrity Systems Company and the progress made on research and development of Objective Measurement Technologies.



This box produces about \$10,000 of world-class Australian beef*

It's easy to take things for granted. That's why we'd like to remind you that Compudose™ is proven to maximise growth rates in grassfed cattle. In fact, a single box of Compudose 400 can increase your profitability by about \$10,000*. Contact your Elanco Animal Health representative on **1800 226 324** and find out how Compudose can help you to increase the productivity and profitability of your beef business.



Tried. Proven. Trusted.

compudose.com.au

*Figures assume a 15.8% liveweight gain advantage in cattle gaining 0.5 kg/day over 400 days, \$3.17/kg liveweight and 100 implants per box. Results may vary according to seasonal and market conditions. ^Image for display purposes only. Please read and follow the instructions on the approved Compudose 400 label. Elanco, COMPUDOSE™ and the diagonal bar are trademarks owned or licensed by Eli Lilly and Company, its subsidiaries or affiliates. ©2016 Elanco Animal Health, A Division of Eli Lilly and Company Australia Pty Limited. EAH16176

President's Report *continued ...*

The *MISP 2020* mid-term review will also provide us with a basis to initiate the development of *MISP 2025*. In turn, the development of *MISP 2025* will provide us with an opportunity to consult with industry to optimise the allocation of the industry levy to service providers into the future. Cattle Council is excited about the future and the progression of the beef industry in Australia.

Integrity Systems Company

The Integrity Systems Company (ISC) represents a new era for the red meat industries in Australia. The Company will be responsible for the management of Australia's, world leading, red meat integrity programs – such as the National Livestock Identification System (NLIS), Livestock Production Assurance (LPA) program and National Vendor Declarations (NVDs).

Cattle Council has worked with industry stakeholders to see the implementation of the Integrity Systems Company. With industry's integrity programs housed under the one roof, Cattle Council will continue to work with the ISC to see constant improvement in both the services provided to beef producers and the efficacy of these programs themselves.

Objective Measurement Technologies

The beef industry opportunities from Objective Measurement (OM) Technologies are significant. OM Technologies are expected to create objectively measured data and ensure that transparent feedback systems are available through all stages of the beef value chain.

Getting OM Technologies right for the Australian red meat industry could yield more than \$420m in gross returns per annum by 2030. However, to achieve this there must be both the effective gathering of data, and the dissemination of meaningful information that enables producers to make informed decisions around the management of their cattle.

Dual-energy X-ray absorptiometry (DEXA) has been the technology recognised as offering the best return on investment for the immediate commercialisation of OM Technology. Cattle Council remains engaged through a number of different advisory structures on how these machines are being installed, the cost to industry both now and in the future and what information is going to be provided to producers to improve their businesses. This is a fast-moving area though is still in the early stages. We will remain a strong advocate for positive change and advocate for equal access to information once these machines are installed and working.

Beef imports to Australia

Australian beef producers, supported by our industry's integrity systems, have a great strong credentials within international markets. These credentials have allowed us to build strong

international relationships and access valuable markets around the world. As an export focused nation, it is critical for Australians to maintain these relationships.

For Australia to remain at the forefront of global beef trade, we have to accept that concessions have to be made to our trade allies. We cannot continue to negotiate for better market access for our beef globally, without exhibiting our support for other countries as well.

This does not involve exposing Australia to unnecessary risks and jeopardise the long-term success of our industry.

Global trends in beef production are cyclical. At the moment Australia is in a stable period of rebuilding the national herd after high turn-off in years of drought. However, other global beef producing countries are in a period of high production. With the increasing strength of the Australian dollar, we are becoming a more attractive market for countries that have previously had limited interest in exporting.

The position to support imports of beef to Australia was not made lightly. To ensure the continued safety of our industry and the beef consumed in Australia, we have been working closely with the Department of Agriculture and Water Resources (DAWR) to put in place processes and procedures that place a high standard upon exporting countries to prove they have the ability to exhibit food safety and traceability systems that are at least equivalent to our own. We are also working with Government to assess the ability of DAWR to effectively monitor and inspect imported beef.

Cattle Council will continue to advocate for strong food safety, production assurance and traceability systems for beef imported to Australia. But we also have faith in the Australian consumer. It is a fact that we produce the highest quality beef anywhere in the world, and we produce it for a reasonable price. We believe Australians will always want Australian beef and look forward to fulfilling this demand for years to come.

Australian Competition & Consumer Commission

Cattle Council is working, alongside other meat industry representative bodies, to ensure that any certified trademarks applications, that involve animal raising claims, are carefully considered by the Australian Competition & Consumer Commission (ACCC) in line with the Australian Meat Industry Language Standards. There is a significant opportunity for improvement in this space and Cattle Council is proposed to maintain its focus on this aspect in the foreseeable future.

The recent emphasis on the ACCC's 2016 Beef Market Study has also provided Cattle Council with a refocusing of priorities for Australian beef producers. Cattle Council is working closely with Meat and Livestock Australia to implement a number of

"It is a fact that we produce the highest quality beef anywhere in the world."

new projects aimed at increasing market transparency, as well as assisting Meat and Livestock Australia and our industry partners in improving the systems we already have in place.

Cattle Council is committed to continuing to improve competition policy setting to improve outcomes for beef producers across Australia.

Summary

Operationally Cattle Council delivered strong financial results for the 2016/17 financial year, a five-year policy review, increased

communication feedback processes to ensure policy translation and increased consultation direct with producers through the Consultation Committee Framework. The complimentary CEO's report will provide members more operational information.

On behalf of the Board and Cattle Council team we would like to acknowledge our members and Consultative Committee members whom volunteer their time and energy to support the Australian beef industry. We would also like to acknowledge our services providers Meat and Livestock Australia, Animal Health Australia and the National Residue Survey (NRS).

Online services tailored to you



myMLA

an online dashboard offering customised information, resources and the latest industry news

Single sign-on

one user name and password to access key red meat industry systems

Market information

more valuable and interactive online market information and analysis

➔ Available now at mla.com.au/mymla

Fostering prosperity



Ensuring a strong beef industry voice

The Cattle Council of Australia has three main priorities: Advocacy, Levy oversight and Policy development.

By Margo Andrae, Cattle Council Chief Executive Officer

The Cattle Council continues to ensure beef producers have a strong voice, both domestically and globally, through strategic advocacy and policy which supports producer and industry needs; overseeing grassfed levy spend and implementing the Meat Industry Strategic Plan 2020.

The Consultation Framework implemented in response to the 2014 Senate Inquiry into the grassfed sector of the Australian cattle industry, continues to provide a strong avenue for direct consultation with producers in support of policy development. The Cattle Council's four consultative committees are comprised of volunteers who generously donate their time to this work and we would like to acknowledge both our member State Farming Organisations and the individual producers for their time and effort.

The Cattle Council continues to focus on the strategic improvement of key industry programs that align with market and producer needs. Some of the industry programs that Cattle Council monitors include:

- Livestock Production Assurance
- National Livestock Identification System
- Meat Standards Australia
- National Residue Survey Cattle Programs
- Pasturefed Cattle Assurance System

The Cattle Council is passionate about building capacity in the beef sector. Annually the Council runs programs which promote the leadership and professional skill development of producers. These programs include:

- Cattle Council NAB Agribusiness Rising Champions Initiative – the program aims to develop current and future leaders of the Australian beef industry by providing opportunities to develop their skills around leadership, communication and advocacy.
- Australian Institute of Company Directors Course – in partnership with Meat and Livestock Australia, the five-day residential program not only ensures strong governance practices within the Council through the upskilling of current Directors but extends to members the opportunity to take part in the course.
- Annual Rural Awareness Tour – the tour is an opportunity for industry stakeholders, government officials and Cattle Council staff to tour the entire red meat supply chain from grass and grain fed production systems through to the processor, retail and food service sector.

Over the coming twelve months Cattle Council will extend these programs through additional short course offerings. In partnership

with Meat and Livestock Australia additional opportunities will be provided for members to upskill through communications and advocacy training.

A new alumni program focused on past consultative committee members and past Rising Champions will be implemented to ensure ongoing engagement and knowledge capture going forward.

The Beef Sustainability Framework, an initiative of the Red Meat Advisory Council (RMAC) of which the Cattle Council is a member, progressed significantly over the past year. RMAC has appointed a seven-person grassroots Sustainability Steering Group (SSG) to lead the implementation of the Framework. The Cattle Council Vice President, Tony Hegarty has been appointed to the SSG. Following talks with stakeholders, which included Cattle Council, a draft set of themes is proposed:

- o Livestock wellbeing (health & welfare)
- o Economic contribution & resilience
- o Environmental stewardship
- o Caring for our community

The Australian Beef Sustainability Framework report, published April 2017, is a product of this consultative process, of the valuable feedback provided, and of the consideration and expertise of the SSG. This Report is a starting point. The Australian beef industry has a clear action plan and strong governance framework to address and drive the risks and opportunities identified in this Report.

The Global Roundtable for Sustainable Beef (GRSB) held their semi-annual Board meeting in Canberra on 19-21 September 2017. As part of their time in Australia the GRSB Board toured two beef properties in New South Wales showcasing sustainable beef farming practices. Australia continues to demonstrate progression around sustainability and the meeting provided an opportunity to showcase the Australian Beef Sustainability Framework.

Cattle Council works within the framework of the International Beef Alliance to negotiate for trade liberalization. The alliance comprises Australia, Brazil, Canada, Mexico, New Zealand, Paraguay and the United States, representing 46 per cent of global beef exports. 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.

The Cattle Council program of continuous improvement internally extended to implementing a full review of all Cattle Council policies post the May 2017 meetings in line with the instigation of the



"The Cattle Council continues to ensure beef producers have a strong voice, both domestically and globally."

new Policy Register. The team have done a great job reviewing all Policies and creating a structured policy register. All policies have been reviewed from 2013.

In line with ensuring strong governance principles support the day to day activities of the Council a new financial management and reporting system has been implemented. The Council again delivered a balanced budget for the past financial year which included a small revenue surplus.

In summary it has been a strong year for the Cattle Council and we would like to acknowledge the time and commitment of the Cattle Council Board and Cattle Council members in ensuring a prosperous future for the Australian beef industry.

On behalf of the Board and Management, I would like to acknowledge the Cattle Council staff for their hard work and incredible drive to achieve results on behalf of industry over the past 12 months.

We all look forward to year ahead!



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
- 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 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 have 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 that the committees can provide effective oversight and feedback to ensure activities are focused on industry priorities.



Designed, engineered & built to perform!



HD50 Solar Pump



Fire Fighting Pumps



Multistage Pumps



Cast Iron Jet Pumps

Australian owned & operated, Established 1996
www.orange pumps.com Phone: 03 9426 3400

HARD WORK MADE EASY

**TRU-TEST
GROUP**

BY THE WORLD LEADERS IN WEIGHING & EID
 AND PREMIUM ELECTRIC FENCING
www.tru-testgroup.com



Tru-Test has been designing and manufacturing accurate, rugged weighing systems for over 30 years. They are also the game changers behind the innovative new Tru-Test Remote Walk Over Weighing Systems Powered by PPL.



With a reputation forged over 80 years in the field, Speedrite and Stafix by Tru-Test Group are world leaders in innovative electric fencing solutions.

TRU-TEST REMOTE WOW SYSTEMS.

POWERED BY PPL

GET THE POWER TO WEIGH,
 ANALYSE AND MANAGE
 YOUR LIVESTOCK FROM
 WHERE EVER YOU ARE.

ASK US HOW TODAY!
1800 641 324



Cattle Council of Australia Consultative Committee – Marketing, Market Access & Trade

By Verity Price, PCAS and Policy Officer, Cattle Council of Australia, MMAT Secretariat

2017 was a substantial year for the Marketing, Market Access and Trade Committee (MMAT), with key priorities including the Japan Protocol and Animal Raising Claims.

Japan Protocol – with a strong Live Animal skill set, the committee provided substantial input into the development of the Live Animal Protocol to Japan. Demonstrating freedom from Johnes Disease and understanding the variance in testing regimes was a key consideration of the Protocol. MMAT continues to engage with the Department of Agriculture and Water Resources and Industry to ensure a sustainable and practical protocol is agreed to.

Animal Raising Claims – 2017 saw an increase in the number of applications the Australian Competition and Consumer Commission (ACCC) received for Certified Trade Marks, which were not aligned with the production definitions which Industry had created. Through extensive consultation with the ACCC, it has been agreed that the legislative requirements surrounding certified trademarks needs to be changed to provide the necessary protection to producers differentiating their production systems. The MMAT Committee continues to engage with the ACCC to determine the appropriate mechanism to ensure the legislative changes reflect industry agreed definitions.

Bim Stuss, Ag Force Cattle President, continued to Chair the MMAT Committee in 2017 before stepping down into an independent role

on the Committee. We'd like to take this opportunity to thank Bim for his continued contributions to the Committee.

Committee Members MMAT:

- Anthony (Bim) Struss – Chair
- Geoff Pearson – Vice Chair
- Markus Rathsmann
- David Lovelock
- Murray Grey
- Peter Stock
- Allison Horswill
- Michael McCormack
- John Seccombe
- Dan Radel
- Marc Greening
- Hannah Marshall
- Alister McDonald
- David Foote
- Blair Angus
- Kirsty McCormack
- Geoff Birchnell

ENDURO TAGS DOUBLE GRIP

100% Australian Owned
100% Australian Made

03 9735 2844 / 0458 008 900

www.endurotags.com.au

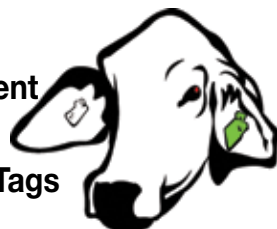
sales@endurotags.com.au

★ Save Time ★ Save Money ★ Expect +99% Retention

Our Flagship product: The
'Combo 30' NLIS Cattle Tag



- ★ NLIS Tags
- ★ Management Tags
- ★ Matching Tags



Request a sample pack

No other Ear Tag locks like this!

- ★ UV Stable
- ★ Snag Resistant
- ★ Robust, Tough, Twin Pin Design

TOGETHER FOREVER



More than just storage

Loading

Processing

Unloading

Milling

Conveying

Maintenance

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



KOTZUR
DESIGNING THE FUTURE

Cattle Council of Australia Consultative Committee – Animal Health, Welfare & Biosecurity

By Justin Toohey, AHW & B Advisor and Committee Secretariat

The Council's Animal Health, Welfare and Biosecurity (AHW&B) Consultative Committee advises the Board on issues of relevance to the Meat Industry Strategic Plan's (MISP2020) first pillar, Consumer and Community Support.

Of the five pillars in MISP2020, this is the pillar with the highest benefit/cost ratio (BCR), primarily resulting from avoiding downside risk should industry underperform against expectations.

To quote from MISP2020:

Industry benefits on successful achievement of [Pillar 1] objectives:

- By 2020: the estimated total gain is \$0.72 billion with a BCR 6:1
- By 2030: avoiding potential accumulated losses of \$3.90 billion and gaining an additional \$0.22 billion in benefits – a total gain of \$4.12 billion with a BCR 13:1

Major topics covered in 2016–17:

Livestock Biosecurity Network Pty Ltd

LBN is now a subsidiary company of Animal Health Australia Ltd and is jointly owned by Cattle Council of Australia. LBN is funded entirely by grants and contractual arrangements (i.e., not via the levy stream) to deliver extension services for its owners.

In partnership with a number of industry bodies, LBN ran a very successful series of regional workshops through the year to share knowledge around on-farm biosecurity planning and the new Johne's disease management arrangements.

Bovine Johne's Disease (BJD) Management Program

Following widespread agreement that BJD be a producer responsibility and managed along with other endemic diseases within the beef cattle sector, the year was spent bedding in the new arrangements.

A 'Johne's disease beef assurance score', or JBAS, was developed as the principal tool for use by producers with an interest in JD management. Other important tools include the Cattle Health Declaration and an on-farm biosecurity template.

Permanent identification of cattle vaccinated for JD

Silirum remains the only available vaccine against JD in cattle. The manufacturer has advised that, if tested, vaccinated cattle could yield false-positive results for JD and bovine tuberculosis (bTB) infection.

As JD-infected animals are not to be sent overseas, and Australia is recognised free from bTB, any false positive results overseas can jeopardise international market access.

Formal industry and government acceptance was given this year for the three-hole ear marker and NLIS database being accepted as the appropriate method for identifying vaccinates permanently to prevent accidental export of cattle vaccinated for JD.

Replacement of surgical procedures

This remains one of Cattle Council's highest priorities. Work with MLA is continuing as part of industry's long-running R&D into replacement methods for surgical dehorning, spaying and castration.

In the meantime, lay operators are gaining greater access to over-the-counter pain relief.

Topics of interest for 2017–18 will continue to revolve around meeting industry's obligations under *MISP2020*. 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.

Committee members:

- Melinee Leather, Chair
- Kathy Lovelock
- Amanda Giles
- Angus Atkinson
- Faye Tuchtan
- Lloyd Hick
- Blythe Calnan
- Kristy Lee Fogarty
- Kim Haywood
- Ross Peatling
- Brian Stewart
- Weldon Percy
- Alex McDonald
- Brian Radunz
- Scott Parry
- Catherine Marriott

FARMTALK

TT005-187



Increased Weight Gain in Weaners Using a Combination of Treatments



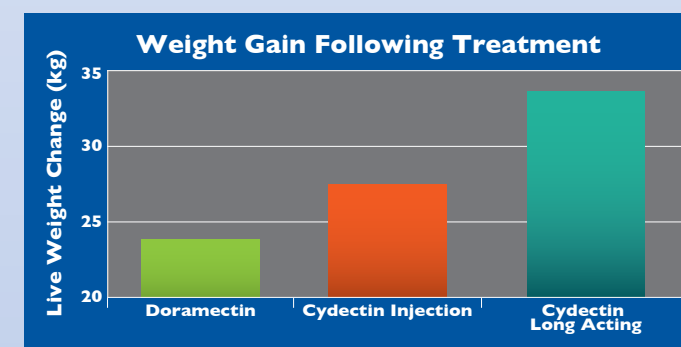
Jim Viner, Gympie, QLD

Running a Brahman cross herd in SE QLD comes with its challenges – particularly cattle tick. So to take a fresh look at the options available for his weaner steer operation, Jim recently conducted a trial to compare treatment options.

Cydectin® Long Acting Injection for Cattle, Cydectin Injection and a doramectin injection were compared on 9 month old cross bred female weaners with an average starting weight of 217 kg.

The trial results showed the difference highly potent and persistent products can offer over others in practical situations.

In particular, treatment with Cydectin Long Acting Injection for Cattle (LA) generated an additional 10.1 kg (42%) increase in weight gain over doramectin injection. Cydectin Injection also generated an additional 3.8 kg increase over doramectin injection during the 120 day trial period.



"We started using the LA on the weaners in the trial, and now use it on everything we can – we have seen such great results with increase in production and condition of our cattle, the extra 10 kg gain on the weaners is money in the bank."

Multimin® is also given at same time as the LA to all our cattle – the products work well together and the proof is in the sappy calves and well covered heifers, our breeders have never looked better".

"The condition of the cows and calves is outstanding with this combination."

Since implementing LA & Multimin on the back of the trial results there is no way we will stop using these products – they give the results we are looking for.



For more information on these products, contact your Area Sales Manager who can be found at au.virbac.com or by calling **Customer Support 1800 242 100.**

Cattle Council of Australia Consultative Committee – Research, Development & Adoption

By Martin Amidy, RD & A Committee Secretariat

Over the past 12 months the Cattle Council RD&A committee has worked with the Regional Advisory Councils (NARBC, SAMRC & WALRC) to ensure producer led R&D priorities are being met through MLAs investments in the Annual Project Call. Cattle Council continues to work with MLA and RD&A stakeholders to improve the effectiveness and efficiency of consultation framework in delivering RD&A outcomes for producers.

Cattle Council has also worked with MLA to deliver significant RD&A investments in the beef industry through the establishment of the Livestock Productivity Partnership and Animal Welfare Strategic Partnership research consortiums. Strategic research investment in these key priority areas are vital to realising the opportunities outlined in the *Meat Industry Strategic Plan (MISP2020)*, by delivering world class productivity and animal welfare outcomes for industry. This will ensure that producers have the tools available to increase their productivity and profitability, and continue to maintain the high levels of consumer and community support in industry's products and practices.

A key focus of the RD&A committee over the next 12 months will be improving regional engagement and consultation with producers in on-farm R&D activities and improving adoption outcomes. Cattle Council will continue to work with Meat and Livestock Australia and its research partners, to ensure producers needs are at the centre of all R&D programs. Improving adoption is critical to maximise the

return on levy R&D investments and driving on-farm profitability for beef producers and the beef value chain.

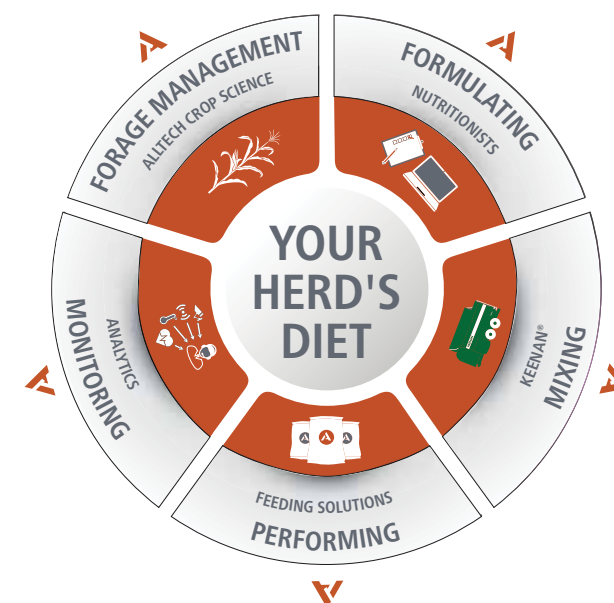
Committee members were:

- 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 Stoate
- Kevin Stark
- Dr Peter Parnell
- Hayley Goad
- Dr Paul Cusack



MAKE YOUR FEED WORK AS HARD AS YOU DO!

#NutritionYourWay



Alltech Lienert Australia – cutting edge nutritional solutions and services such as the Blueprint program.

Alltech E-CO₂ – accredited and proven sustainability programs (e.g. Carbon Footprints) to increase performance and profitability.

Alltech KEENAN – increased yield, quality & greater returns from your herd.

Alltech IFM – an *in vitro* fermentation model to evaluate and troubleshoot rations in order to maximise efficiency.

Find out how we can increase your herds feed efficiency by contacting your local Alltech Lienert representative or by calling 1800 649 231

Alltech[®] LIENERT

Cattle Council of Australia Consultative Committee – Industry Systems & Food Safety (ISFS)

By Will Evans, Senior Policy Officer, Cattle Council of Australia, ISFS Committee Secretariat

The Industry Systems and Food Safety Committee oversees a broad area of policy and program management and a significant level of levy investment. The Meat and Livestock Australia pillars that the ISFS Committee is responsible for include Eating Quality, Integrity Systems, Objective Measurement and Value Chain Information and Efficiency. Levy investment in these areas for FY2017/18 is projected to be approximately \$9m.

Some of the programs that come under these pillars include, MSA, Livestock Data Link, DEXA/Project 150, Market Reporting (NLRs) and a variety of others.

The ISFS Committee is also responsible for overseeing the programs and investment run by the National Residue Survey (NRS) and Integrity Systems Company (ISC). NRS and the ISC are responsible for industry's food safety and traceability programs – which include LPA, NVDs and targeted and random monitoring programs to name a few.

Key areas of focus for the ISFS Committee for 2017 were the ongoing design of the DEXA Project area, continuing the implementation of recommendations from the Beef Language White Paper (including the implementation of the EQG Cipher) and implementation of the Animal Welfare and Biosecurity Modules for LPA.

The ISFS Committee underwent structural changes throughout 2017 to improve the management of its diverse policy areas. These will be continued throughout 2018 to ensure that the committee is best positioned to provide strong producer representation in these key policy and program areas.

Committee members were:

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



2017 saw a lot of movement for the Pasturefed Cattle Assurance System (PCAS) Program

By Verity Price, PCAS and Policy Officer, Cattle Council of Australia, MMAT Committee Secretariat

PCAS has been delighted to welcome Stanbroke Beef, Grantham QLD and Western Meat Packers Group WA in adopting grassfed programs which will utilise the PCAS Standards. With a total of 4 processors with licencing agreements with PCAS, the program has never seen this much diversity across processing facilities.

2017 also saw the formal acceptance of PCAS into Australia's Export Meat Language and Standards. This was a large stepping stone for the PCAS program in receiving recognition that the Standards represent the first of its kind, and as such represent the highest level of verification. As the industry evolves and the demand for grassfed beef increases, it is important that a single standard exists to ensure consistency across private programs, reducing any confusion amongst retailers and consumers.

Prior to PCAS it was unheard of for producers to receive a premium for grassfed cattle. Today over 20 brands utilise a grassfed standard which provide premiums to producers.

The growth of the verified and certified grassfed industry continues to deliver significant opportunities to producers and brand owners. Cattle Council is proud to have played a primary role in what has changed the face of Australia's beef sector.

In 2018, producers will notice some changes to the on-farm auditing process which aims to provide a fixed auditing structure, reducing the variability in costs of audits. PCAS has also worked with auditing companies to refine the process of the on-farm audit, reducing duplication and streamlining the audit process.

BOOST STOCK CONDITION

- Stimulates rumen microbes
- Improves feed utilisation and nutrient conversion
- Reduces digestive stress at weaning, feed change and pre-calving
- Reduces transport stress
- Nil withholding

Call Biostart 1800 359 559 biostart.com.au

biostart



Understanding beef industry challenges

The Rural Awareness Tour (RAT) 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 Rowena Martin, Communications Officer

This year the tour took representatives from the Department of Agriculture, Meat & Livestock Australia, U.S. Embassy through South-Eastern Victoria.

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 the diversity between beef, dairy and sheep and the connection with the environment. Participants explored the entire value chain from paddock to plate and were exposed to the beef live export industry through a tour of the live export yards and port facilities in Portland, Victoria.

A highlight of the tour was an afternoon spent with the Dunkeld Pastoral Company seeing first hand the benefits the beef industry can bring to a local community through employment and tourism.

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 planning next year's RAT



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 20TH FEB 2019

cheryltonangus.com.au

NAB 2017 Agribusiness Rising Champions Initiative

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

By Rowena Martin, Communications Officer

2017 saw six capable young leaders attend professional development and networking opportunities in Canberra and the National announcement gala dinner in Alice Springs to coincide with Cattle Council's board and policy committee meetings and RedMeat2017.

The finalists were:

- James Pitchford, South Australia
- Aaron Brown, Victoria
- Kylie Stretton, Queensland
- James Beale, Northern Territory
- Tom Heggarton, New South Wales
- Shaun Byrnes, Western Australia

The finalists attended a three-day program in Canberra in September, receiving professional development from Susan Wakeford including communication, leadership and media training.

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 Deputy Prime Minister and Minister for Agriculture and Water Resources Barnaby Joyce MP and Minister for Trade Steven Ciobo MP. The finalists also sat in during question time.

The program culminated in the annual Rising Champions Gala Dinner which once again proved itself to be one of the preeminent agricultural events of the year. The 2017 Gala Dinner was held during Meat and Livestock Australian Redmeat2017 program in Alice Springs.

At the end of the evening Kylie Stretton from Queensland was crowned the national Rising Champions winner.

As the national winner Kylie will attend the International Beef Alliance conference in Canada in September 2018.

Winner, Mrs Stretton 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 grassfed sector but in agriculture in general," she said.

All the finalists will be provided the opportunity to join one of the four Cattle Council consultative committees for a 12 month period, providing them with an insight into policy development.

The calibre of the finalists was extremely high and Cattle Council is delighted to support young beef industry leaders throughout 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 would like to 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

Cattle Council looks forward to the Rising Champions Initiative in 2018, making it bigger and better

Leaders in Service Delivery for the
Australian Cattle Industry



Your Industry Owned
Service Providers



(07) 3361 9200



PO Box 3403,
TINGALPA DC QLD 4173



ausmeat@ausmeat.com.au



LPA QA
Incorporating
CATTLECARE



EUCAS
European Union
Cattle Assurance
Scheme

PERFECT
WORKER
ACCOMMODATION



**Affordable accommodation
for your property**



\$38,800
ex Brisbane



**FROM A BRAND YOU
KNOW YOU CAN TRUST**
Speak to our team today!

Call 07 3382 6299 now!
www.atcosl-sale.com

Verandah & loose furniture are for display purposes only.

**ATCO Structures
& Logistics**

Opportunities about in beef

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

By Kirsty McCormack, 2017 NAB Agribusiness Rising Champion



Since beginning my journey with the Cattle Council of Australia in the Rising Champion's Initiative in August 2016 I've built my skills, knowledge and appetite for industry from being that of a young eager graduate to a contributing young professional. This has been enabled with the tools that have been provided by the Cattle Council and their training programs, moulded by the experiences I have been exposed to and a great majority have been from the people I have met, learned from and been mentored by along the way.

The exposure to peak industry bodies within the beef industry is something that producers, operators and even processors sometimes overlook. Through spending time in Canberra learning about this intricate web I now have a much deeper appreciation for the need for policy and for advocates to be passionate and vocal in implanting and pushing for policy and reform. This has been one of the biggest learnings for me personally from my Cattle Council experience, realising my own passion for making change and learning the channels in order to action it.

Cattle Council's involvement with the International Beef Alliance (IBA) gives grass fed producers a voice on an international stage, to compare their production methods, challenges and opportunities with others all over the world to work towards increasing global consumption of our natural raw product.

Being involved in this process has given me an insight into international trade and the need for global co-operation and competition. Attending New Zealand and Paraguay conferences has not only given me a network that now spans from Mato Grosso, Brazil to Alberta, Canada, Mt Hamilton, New Zealand and

Australia, but also the ability and knowledge to represent the Australian Beef industry as a whole.

The program has now grown to have a strong alumnus with active members involved in Cattle Council committees and the board. This is a credit to the program and connecting with these young leaders throughout my experience has strengthened my faith in the future of the industry and ability to be a part of the conversation.

Connecting with the current leaders of the subcommittees and utilising their experience and years of knowledge has also taught me to look at issues from differing perspectives. We often talk about generations in a secular way, but intergenerational learning and connection within Agriculture is what I value most. Learning where the industry was and how we have got to the position Cattle Council is in today is a crucial lesson in how to take it further.

Overall this experience has been a turning point in my career, having more direction on where I would like to specialise within industry and how to get there. I wish to express my immense gratitude to the sponsors and Cattle Council for enabling this program, I have seen things I never thought were possible and met some amazing lifelong friends along the way.

It has been a pleasure to represent both AgForce and Cattle Council and I wish the 2017 NAB Agribusiness Rising Champion Kylie Stretton and the other 2017 Rising Champions all the best. To the board and staff at Cattle Council thank you for keeping the organisation moving forward into 2018, the future is bright and I am looking forward to seeing a stronger and more united beef industry in my lifetime.

Rising Champion 2017

THE

PASSION · SCIENCE · FUTURE

HEREFORDS
AUSTRALIA
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.

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

Glendale Homes

VIEW OUR NEW WEBSITE

Building a Better Rural Australia

1973 - 2018

45 years

Australia's Finest Glendale

FREE CALL 1800 801 710

Website: www.glendalehomes.com.au

Glendale

6300

Homes

QCCC Licence: 42372

Glendale

HOMES

Australia's Finest

Factory Built Homes

1618077

Leaving the industry in a stronger position for the next generation

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

By Kylie Stretton, 2018 NAB Agribusiness Rising Champion

I first heard of the NAB Agribusiness Rising Champion Initiative in 2012 and even back then I thought it sounded like a great program and I wanted to be involved. The thought of getting a clearer insight into the inner workings of the policy and decision making of the grassfed beef industry as well as connecting with calibre of young people that the program attracts encouraged me to apply.

In 2012, I made it through to the short list of applicants and then participated in a telephone interview but was not successful in making it through as the Queensland Finalist. I saddled up and tried again in 2013 but didn't even make the shortlist for that year. Same with 2014 and 2015.

So 2017 rolls around and applications for the Rising Champion Initiative open, and I realise that this was my last chance to apply before I was deemed "too old" because I was about to hit 36! I thought, well why not, what have I got to lose. My last hurrah so to speak. I sat down and went through my previous unsuccessful applications and had a good think about what I wanted to achieve, and how a program such as this would help me get there. Also, having Margo Andrae as Acting CEO of CCA at the time was an added incentive, as I've always admired and respected Margo and the thought of learning from her was a driving force in how I applied.

I've been fortunate to have opportunities to be involved in programs run by NFF, AgForce and MLA, but CCA was still a bit mysterious to me and I wanted to be more involved and learn how and why decisions affecting my business were made.

I was shocked to find out that I had made it through to the short list and would be required to do a telephone interview with Agforce and NAB representatives. Unfortunately, my allocated interview time was going to clash with my son's school cricket match, but in true mum fashion, I sat on the sideline and conducted my interview and managed not to yell in excitement down the phone when the team was going well. And I must have done alright, because I made it through as Queensland finalist.

Our first commitment was a trip to Canberra where the state finalists went through a series of professional and personal development workshops, met with industry leaders and visited Parliament House to meet with leaders such as the Hon. Steven Ciabo and the Hon. Barnaby Joyce. We rounded the visit off by attending Question Time which was eye opening to put it mildly.

The second step of the process was presenting a five minute presentation and participating in a short interview with a panel of judges at the Red Meat Conference in Alice Springs. The only guidelines we had was that we had to present on a topic within the



grassfed beef industry that we felt passionately about, and it had to be five minutes, which was harder than what it sounds like.

My passion for the grassfed industry lies within the future, what did I want the industry look like in 20 years' time when my children are taking over? We talk about attracting youth into the industry (all of agriuculture, not just beef), and I think on a whole that's working really well. But what I'm finding is that we aren't retaining young families. So many of my peers have left the land to move to town to provide their young families better opportunities or give them reliable access to education and health services.

What do we need to do as an industry to retain our young families? What does our industry need to look like? In my brief five minutes, I spoke about how I wanted an industry that was proactive. That we identified and dealt with problems before they arose. I want us to be on the forefront, to take that metaphorical bull by the horns and shape our own future, not let someone else shape it for us.

I want us to be an industry that is collaborative. There are many organisations and people that are involved within the grassfed industry, and for most of the part, we want the same outcomes. We need to work together to ensure that our industry is strong and vibrant in many years to come.

I want an industry that is engaged, on all levels. Engaged with Government, engaged with other industries both here and overseas, and engaged with consumers.

I'm excited about my time as the 2018 Rising Champion and the opportunities it will bring. I'm looking forward to being involved in Consultative Committees to learn more as well as spending time with influencers of our industry, including the other state finalists.

I would like to thank NAB Agribusiness, McDonalds, Fairfax Media, Cattle Council Australia and AgForce Queensland for providing me with this opportunity.



Livestock Mats

Engineered for Australian Livestock and Production Systems

✓ ANTI SLIP ✓ EASY WASH ✓ LONG LIFE

MATOX PERFORMA

- 1800mm long x 900mm wide
- MPA quality rating 10+
- Thickness 25mm
- Long edge interlocking
- Top surface "feather channel pattern"
- Nylon interweave
- Stud underside surface
- Counter sunk screw fixing pattern
- Stainless Steel Fixings

MATOX MAXI GRIP

- 1800mm long x 1200mm wide
- MPA quality rating 8+
- Thickness 32mm
- No interlocking
- Top surface - rubber pegs, extreme grip
- Stainless Steel Fixings

MATOX MONTA

For steep passages with a slope of more than 6%, eg. ascents and descents, travel lanes, crossing passages, collecting yards. V-shaped, raised rib profile, gives the claw foothold. Tested in practice on up to 15% slope so far.

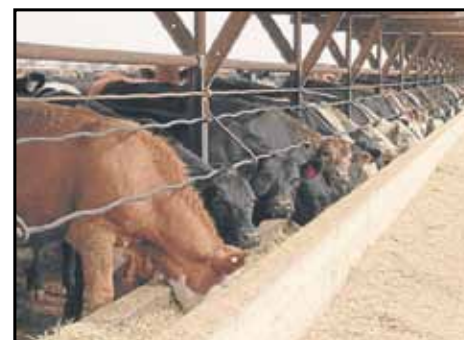
Dimensions: Thickness - 24mm Width - 65/130cm x 200 cm

BY PLASTAG

VIC/TAS/WA/SA
NSW/QLD

Contact: Lori - 0420 445 020
Contact: Chris - 0439 375 602

MAXIMISE THE POTENTIAL OF YOUR VALUABLE LIVESTOCK THIS SEASON WITH QUALITY SUPPLEMENTS FROM COMPASS FEEDS



- Ration Formulation
- All Weather Formula Stock Licks
- Feed Ingredients & Raw Materials
- Custom Blended Supplements & Premixes
- Feedlot Concentrates For Cattle, Sheep & Lambs
- High Magnesium Supplements Magforce & Tetmag



Contact: • Ross Waller 0427 186 943 • Emma Goode 0409 665 273



Ph: (08) 8556 8332 • Fax (08) 8556 8269

Email: cfeeds@bigpond.net.au

Web: www.compassfeeds.com.au

Victor Harbor Road, Mt Compass 5210

2017 International Beef Alliance Conference

By Will Evans, Senior Policy Officer, Cattle Council of Australia

Cattle Council is a foundation member of the International Beef Alliance, whose membership now includes, the United States, Canada, Mexico, New Zealand, Paraguay and state based representation from Brazil. The IBA's members represent 46% of the global production of beef and 63% of beef exports.

The 2017 meeting was held in Paraguay and saw the scope of the IBA expand to include discussions around pertinent issues effecting beef producers globally. Whereas traditionally the role of the IBA has been to discuss common approaches to trade negotiations, 2017 saw the appointment of a new Secretariat for IBA and the reinvigoration of the organisation.

Common to all members were concerns around increasing pressures from governments and interest groups in regard to community expectations of sustainable production systems and environmental management practices. The Australian beef industry is at the forefront of implementing protections for our producers and educating the government and community on the positive realities of beef production in Australia. Cattle Council provided a brief to members regarding the development of the Beef Sustainability Framework and how such a tool could be implemented in other countries as an avenue for communicating the positive practices common to many beef producing nations.

The Australian delegation also provided a presentation to members on issues around Non-tariff barriers and the costs they place upon the global industry. Rob Williams, International Business Manager for the United States' Meat and Livestock Australia Office, highlighted the benefits of beef producing nations coming together and working to reduce these barriers for the betterment of all nations. This was widely supported by the group and the IBA has since undertaken work to see this achieved.



What has become increasingly apparent from Cattle Council's involvement with the IBA, is the necessity of these international forums which provide the opportunity for representatives from beef producing nations to come together and develop common approaches to common issues.

In an increasingly globalised world, Australia, as one of the largest exporters of beef in the world, has a role to play in bringing these countries together and guiding global beef policy to ensure outcomes for our producers.

Delivering for industry in Victoria

Over the past 12 months, Victorian Farmers Federation (VFF) Livestock have led from the front on many issues, including investment in EID tag pricing, Q fever awareness campaign, the push to commercialise Kangaroo Pet Food Trial, safeguarding product integrity in the lamb industry, national representation priorities plus many more.

By Kate Phillips, Victorian Farmers Federation Livestock

Animal welfare continues to be a high priority for livestock farmers with the announcement of the Labor Governments Animal Welfare Action Plan. VFF Livestock have concerns that the recognition of animal sentience in law and the formation of the public body Animal Welfare Victoria will do nothing to improve farm animal welfare, only add more red tape, add cost to food production and jeopardise a number of production systems that will have a flow on effect to regional communities.

We welcomed the continual investment into the eID tag price as the State Government rolls out the new electronic tag system, ensuring eID tags in 2018 are available at a subsidy rate of 45 cents. This will help Victoria's sheep industry implement electronic identification along the supply chain to provide consumers with a lifetime traceability guarantee. The subsidy will extend to all tag colours for 2018 as opposed to the 'year by colour' subsidy in 2017 with positive grower uptake.

We represented Victorian sheep producers in consultation on the change of lamb definition stating implementation of chain speed objective carcass measurement technologies in all processing plants should be completed prior to any change of definition to allow industry to benefit from objective carcass management to improve livestock management, enhance and underpin eating quality and processing efficiency and therefore add value to the whole value chain.

Throughout the year we have raised the awareness of Q fever disease, an airborne disease carried by cattle, sheep and goats as well as other animals. The campaign saw a high rate of media attention across Victoria and even interstate as well as a rise in public awareness. We have extended our concern regarding the price of the vaccination to the Minister for Agriculture and we will continue to push for subsidised vaccination.

Before Christmas the Farmers in the East Gippsland shire triumphed against the General Local Law change for 2017. The council pushed to introduce a permit for farmers when moving Livestock which would include their Council charging a hefty fee for this right. The Livestock Group made a submission against this new Law which with great relief to our farmers was passed down.

The Group's extension team, Livestock Health & Biosecurity VICTORIA (LHBV), secured funding for a dedicated project to improve the awareness and understanding among peri-urban landholders of their requirements as livestock owners with the aim of protecting the commercial sector. LHBV is in an exciting position, led by producers, to deliver key animal health, welfare and biosecurity information and tools for the benefit of Victorian livestock industries.



VFF Livestock Group President with members, discussing what is important for their farming community at the VFF Omeo Farmer Forum.



Livestock Project Manager, Catherine James and VFF Livestock President, Leonard Vallance at Elmore Field Day.

Funding from the Sheep and Goat, and Cattle Compensation Funds also saw LHBV deliver events and present in collaboration with other industry stakeholders to over 2500 participants at 38 events in 2017. Events have provided relevant national R&D with a practical local focus, including: preventing exotic diseases, managing endemic diseases, importance of livestock welfare and using technology to assist traceable stock movements.

In the wake of the changes to the Livestock Production Assurance program, LHBV worked in collaboration with Sheep Producers Australia, Cattle Council of Australia and the Integrity Systems Company to deliver six interactive workshops, getting producers up to speed on the changes, helping them understand their role in the bigger picture of animal welfare, disease surveillance and traceability.

LHBV also continues to provide resources through social media and a website. Producers have access to current news and information, fact sheets, upcoming event information and link's to relevant industry material, as well as a hotline for any related questions.

Biosecurity on the agenda for Queensland

Biosecurity was high on the list of priorities for the AgForce Cattle Board in 2017 with ticks, Johne's Disease management, the use of Cattle Health Declaration, biosecurity planning workshops, LPA roll out, biosecurity strategy. QLD development, biosecurity fund research, and pregnancy testing reform.

By Renata Berglas, AgForce Queensland

Other important issues included; maintaining the livestock loading concessional scheme, cattle train services, delivering R&D field days, developing a pathway for eNVD, and supporting live export opportunities. The Cattle Board has been systematically working on these issues on behalf of members and greater industry.

Johne's disease (JD) management drove the debate in 2017 with the introduction of J-BAS and the need to manage JD under the new national framework and these issues looks set to continue in 2018. Bim Struss Cattle President praised the Board's swift response to J-BAS, in his address at the Annual General Meeting in October 2017.

"The Board showed leadership in managing the J-BAS and LPA program delivery and pursuing necessary policy amendments at the national level. More than 5000 producers attended workshops around Queensland lead by AgForce in partnership with LBN, Elders, and NRM groups and DAF. These workshops are the first step in a longer-term project, which aims to enable producers to identify risks and manage issues before they become a problem."

The Cattle Board has remained supportive of Cattle Council of Australia and will continue to work with Cattle Council on the new model for representation. It is extremely important that national industry representation is united and strong. AgForce members should be able to rely on national representatives to provide effective advocacy and hold the Government and the levy spend to account.

In 2018 the Cattle Board will continue to drive reform of the Vet Surgeons Act 1936 to enable lay pregnancy testing. The Board is proactively developing a training and accreditation program for lay pregnancy testers in conjunction with CCA's proposal to set a national standard for pregnancy testing. The process of amending legislation is long and there are many government departments and people to convince along the way. Cattle Board's persistence with this issue is starting to deliver and we are hoping a regulatory impact statement will be released for public consultation in 2018.

Planning is well underway for Beef Australia 2018 which looks set to be bigger and better than ever. AgForce will be there with the Grazing BMP team, Schools and Industry Partnership Program, WFI, AustSafe Super and other corporate partners.

2017 has also brought back into focus the impact regulation can have on stifling agricultural development. Amendments to the Vegetation Management Laws in Queensland will significantly reduce producer's ability to manage their land, grow food, harvest mulga during drought, and establish new developments. AgForce President Grant Maudsley said 'The laws will make it harder for farmers and won't deliver the best environmental outcomes either'. AgForce will be focused on holding the Queensland Government to account for these changes and ensuring regional voices are heard.



Animal health and welfare were priorities for NSW



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.

By Bill Stacy, Chair, Cattle Committee, NSW Farmers' Association

Animal welfare and Q fever were key priorities for the NSW Farmers Cattle Committee in 2017.

The Committee supported enhancements to animal cruelty legislation to ensure it meets agreed industry outcomes. The Australian Animal Welfare Standards and Guidelines for Cattle were listed under the NSW Prevention of Cruelty to Animals Act 1979 as guidelines that can be used as evidence in proceedings under the Act. This provides a level of assurance to the community about expected animal welfare practices, and also allows producers to continue to use necessary husbandry and management tools.

NSW Farmers has led a national campaign on better access for Q fever testing and vaccination, securing support from other state farming organisations, peak industry bodies and community groups, as well as the NSW opposition. Following increased media attention and intensive lobbying by NSW Farmers, NSW Minister for Health Brad Hazzard has confirmed that NSW Health will spend \$200,000 in 2017-18 on a Q fever awareness program, as well as developing online modules for GPs to improve their Q fever knowledge. We anticipate that this will lead to a greater number of

rural and regional GPs offering Q fever testing and vaccination. The program was officially launched at this year's Sydney Royal Easter Show.

As a result of rural industry bodies around Australia calling for action on Q fever, the Federal Government committed in the 2017-18 Budget to underwrite the continued production of the Q fever vaccine and test kits. NSW Farmers played a key role in securing a commitment from the Federal Government to fund research into Q fever, and will represent the Australian farming community on the steering committee overseeing this project.

We will continue to push state and federal governments to reduce vaccination and testing costs to ensure farmers, their families and other agricultural workers can access the best preventative measures possible.

Along with continued work on Q fever, in 2018 the NSW Farmers Cattle Committee is focusing on further improving animal welfare outcomes, improving the delivery and adoption of extension, and supporting producers to increase their on-farm biosecurity.



A busy year for NTCA

The Northern Territory Cattlemen's Association (NTCA) continues to advance and protect the interests of cattle producers in the Northern Territory and has been the state industry body for the past thirty-one years.

By Tom Stockwell, President, Northern Territory Cattlemen's Association

Representing cattle producers in the Northern Territory, the NTCA is a single commodity, state farmer organisation and a member of both the National Farmers Federation and Cattle Council of Australia since its inception 34 years ago in 1984. Representing over ninety per cent of the Territory's cattle herd, from small family pastoral businesses and Indigenous organisations to large corporate entities, its members are custodians of over 700,000km².

The season is mixed across the territory this year. Significant rain events have caused flooding in the Top End while much of the Territory is experiencing a below average season. Many are planning to reduce stock numbers and start mustering early.

The market situation is again volatile with season, the loss of processing facilities, and policy in export destinations all adding to the excitement. Adjustments in the Indonesian market continue while the Vietnam situation is performing solidly and the recent shipment of northern cattle to China may be a portent of significant things to come.

Tracey Hayes stepped down as CEO in September 2017. I would like to take this opportunity to acknowledge the significant contribution Tracey made to the organisation. Mr Paul Burke commenced in the role relocating from Northern Queensland in early October. It has been a very busy time for the NTCA team across a wide range of issues confronting members.



Despite the good season and stable market of 2017, pressures on our industry, enterprises, and people seem to appear with monotonous regularity. Strategically, proactively and reactively, the NTCA is there to protect and advance the interests of members from the issues of legislation, red tape and external opponents, while working to secure and enhance market and production opportunities.

Some of the major issues addressed over the past year or ongoing at present include:

- Mining and Petroleum Co-existence
- Land Tenure, Land Valuations and Pastoral Rent
- Native Title and Aboriginal Land Rights
- Northern Beef Industry Strategic Plan
- Trade and Market Development – including China
- Biosecurity and Animal Welfare Act Review
- Weed, Pest and Feral Animal Control
- Stock Theft and Trespassing
- NBN, UHF Radio Communications and ABC Shortwave Radio
- Livestock Transport and Heavy Vehicle Safety
- Roads, Rail and critical Infrastructure
- Rangelands and Natural Resource Management
- Water Allocation Planning and Licence Reviews
- Remote Health, Education and Services



Mustering on the Floodplain (NTCA).

"Representing over 90% of the Territory's cattle herd, from small family pastoral businesses and Indigenous organisations to large corporate entities, its members are custodians of over 700,000km²."

- LGAP – Livestock Global Assurance Program
- South East Asia relations – strengthening ties and market access
- Diversification on Pastoral Leases
- Industrial Relations and Workplace Health & Safety
- Working Holiday Maker Review
- Working partnerships with industry organisations and Federal & Territory Governments
- Industry Leadership, Community Extension and Awareness

As you can see the range of issues confronting the industry is significant and I dread to think of some of the deleterious outcomes for our industry if we did not have a strong NTCA membership and staff to act on our behalf.

Continued member support has enabled the NTCA to be recognised as one of the most influential and relevant state industry bodies in Australia. The strength of the NTCA is in its membership, united voice and consistent approach to addressing challenges and opportunities for our industry.

Our dedicated staff are the front line in achieving the Association's aims and I thank them one and all for the effort they put in during 2017.

On a national front, the NTCA is committed to supporting Cattle Council through the restructure process and ensuring that grassfed cattle producers have strong national leadership. The NTCA, as a founding member of Cattle Council, continues to fully support Cattle Council as Australia's peak nation body for grassfed producers.

To advance and protect the interests of our members the NTCA shall continue to remain engaged and informed at all levels, seeking at all times to enhance long-term productive relationships with our trading and supply chain partners, consumers, the broader community and other stakeholders.



Barkly Tablelands: Big Sky Country (Alison Haines).

Cattle industry blueprint under way

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



By Joe Keynes, President, Livestock SA

This year, the organisation celebrated four years of providing industry advocacy for sheep, cattle, goat and wool producers in South Australia, with our membership growing to more than 3300 members.

In 2017 Livestock SA celebrated 12-months of the SA Sheep Industry Blueprint (SASIB) with the project well on track to achieving its overarching aim to increase productivity by 20% by 2020. Development of a SA Beef Industry Blueprint is now also well underway.

The Beef Blueprint 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. Importantly, it isn't just a strategic plan, its success will be measured on its actions and successful implementation in the SA beef industry. Both the State and Federal Governments have committed funding to support the Beef Blueprint.

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

Livestock Brands app. Livestock SA is working with the State Government on a new online system for producers to register brands and earmarks, after the Brands Act 1933 was formally repealed on January 1, 2016. The app was launched in August and will streamline the way brands are registered.

Projects

Livestock SA continues to leverage funding for industry projects, including \$414,000 for an industry skills project to assist 44 students to obtain a Diploma of Agribusiness Management; \$100,000 to develop and implement a working, in-plant radio frequency identification (RFID) hook tracking system at the Bordertown abattoir; \$70,000 for portable real time tests for detection of sheep lice; \$60,000 to improve the financial literacy of farm operators and work with key groups to deliver a course targeted at improving the financial literacy and management skills of livestock producers; and \$12,100 to support 31 South Australian students to attend the National Merino Challenge. We have also recently commenced a project to support members with the installation of low flow bypasses for farm dams.



Joe Keynes: Livestock SA President Joe Keynes was elected at the inaugural Growing SA event which was held in conjunction with the Livestock SA AGM in August.

Biosecurity

Livestock SA has continued to work closely with Biosecurity SA on developing One Biosecurity. This is being highlighted by the need for on-farm biosecurity plans to show the management of BJD, and now for LPA.

Transport issues

Livestock SA has continued to work as part of the PPSA/PIRSA/DPTI transport project in addition to pushing for improvements in road transport in the pastoral region. Livestock SA participated in the First Ministers Forum between South Australia and Northern Territory. Livestock SA was able to push for Yorkey's Crossing to be upgraded with a pod to be established in early 2018 and is advocating for road train triples to be allowed to Dublin, and has since welcomed the State Government's announcement to provide funding towards this.

Water security

Livestock SA is advocating for water security as a statewide objective for livestock producers to deliver improved resilience and long-term viability to the South Australian livestock industry.

"This year, the organisation celebrated four years of providing industry advocacy for sheep, cattle, goat and wool producers in South Australia, with our membership growing to more than 3300 members."

November Disease

Cattle and sheep deaths in the Upper North during summer continue to be a huge concern for producers in the region. Livestock SA has been working with local producers in organising meetings and getting PIRSA Biosecurity SA to investigate. While it will take some time to understand what has been happening to cause these deaths, significant progress has been made so far.

March State election

Livestock SA released a SA election position paper highlighting six key focus areas that need to be addressed by the incoming SA Government to ensure the livestock industry continues to remain a leading contributor to the State's economy, in particular it asked all political parties and candidates to:

1. Commit to continuing the 90-Day Transport Project.
2. Improve the NRM framework.
3. Establish and implement a water security and accessibility program for livestock producers.
4. Improve engagement and reduce the impact of the State's mining, gas exploration and extraction sector.
5. Energise the implementation of One Biosecurity and commit to continued support. Recognise the benefit of the National Livestock Identification System (NLIS) to the broader community and commit to funding in partnership with industry.
6. Commit to investing in current and future research, development and adoption projects which underpin the South Australian livestock sector.



A century of representing the farming sector

WAFarmers has represented the interests of the agricultural sector in Western Australia for over one hundred years.

By President Livestock Council David Slade and Kim Haywood Executive Officer, WAFarmers

The Western Australian Farmers Federation (Inc.) (WAFarmers) welcomes the opportunity to comment on the Future National Management of Ovine Johnes disease discussion paper.

WAFarmers is the state's largest and most influential rural advocacy and service organisation, boasting a membership of over 3,500 primary production businesses and individual farmers including grain growers, meat and wool producers, horticulturalists, dairy farmers, commercial egg producers and beekeepers. Collectively our members are major contributors to the \$7.5 billion gross value of production that agriculture in its various forms contributes annually to Western Australia's economy.

Additionally, through differing forms of land tenure, our members own, control and capably manage millions of hectares of the State's land mass and as such are responsible for maintaining the productive capacity and environmental wellbeing of the land and animals that graze and live in it. Agriculture was the largest contributor to national GDP growth in 2016-17, and is the fastest growing industry, particularly driven by the grains and livestock industries.

Key Activities:

2017 was a good year for cattle producers as prices remained firm throughout the year despite increased global competition for our products and animals. There were considerable challenges for livestock producers regarding new protocols for bovine Johnes disease and the evolution of the traceability programs into Meat and Livestock Australia's (MLA) Integrity Systems Company (ISC).

WAFarmers welcomed and supported Australia's annual live export industry conference held in Perth in November, especially given our reputation as being a leader in the application of rigorous biosecurity and welfare systems all of which underpin our domestic and export market access.

Health and Welfare and Biosecurity

WAFarmers continues to contribute to the implementation of the Federal and State Biosecurity programs, particularly to reinforce the need for a collaborative approach to communication and surveillance activities to avoid duplication and unnecessary costs for cattle producers.

Part of this process is the development of Regional Biosecurity Groups (RBG) in the pastoral and agricultural areas, particularly to stimulate the control of wild dogs, as there is increasing incidents

of wild dog attacks on cattle causing significant losses to carcase values.

WAFarmers encouraged the Department of Primary Industries and Regional Development (DPIRD) to establish a Bovine Johnes Disease (BJD) Advisory Group tasked with recommending a framework for the management of BJD in WA. As a result, the Cattle Industry Funding Scheme management committee agreed to fund a targeted surveillance program to gather evidence to support existing border controls set up to protect the WA cattle herd. To date, high risk dairy and beef herds have tested negative to the disease. All cattle herd owners have until June 2019 to complete testing to maintain their J-BAS 8 status.

WAFarmers' policy on animal welfare firmly states farmers are the greatest advocates of best practice animal welfare. Our belief in our animal welfare credentials is supported by the National Farmers Federation. The implementation of any additional regulation would be an unnecessary duplication, creating more red tape for farmers. WAFarmers supports nationwide benchmarks to demonstrate best practice and continuous improvement and, in doing so, makes the case to government that additional regulation is unnecessary. WAFarmers is engaging on the proposed Animal Welfare Amendment Bill and the Review of the Animal Welfare Act that will continue into 2018.

WAFarmers act as project coordinator for Aglive's fully electronic NVD program. Aglive is the only licenced IT operator to provide this service for MLA. The system has been trialled successfully in WA and is in use by some integrated supply chains and direct suppliers with other processors to follow. Up to October 2017, more than 300 warning letters were issued for cattle sent without NLIS approved tags.

WAFarmers was instrumental in encouraging DPIRD to establish the cattle, sheep and goat biosecurity consultative group (CSGBCG). The forum offers the opportunity for industry delegates to bring key priorities and issues to the table.

The NLIS device standards continue to be a source of frustration, especially with the inability to improved retention rates. David Slade, WAFarmers Livestock Council President continues to advocate for possible reforms to the NLIS RFID Standards and the accreditation process to ensure that they are setting performance requirements and not stifling innovation in device design.



Research and Development

WAFarmers presented three project concepts to WA Livestock Research Council (WALRC), aimed at managing wild dogs to protect cattle productivity. This Council delivers WA's industry priorities in to MLA R&D structures for project funding.

WAFarmers supported the Cattle Council motion requesting funding support to enhance the conditions set for the HT-J PCR test for BJD for beef cattle. The high throughput Johnes Polymerase Chain Reaction (HT-J PCR) test collects a faecal sample from up to five animals in one pool as a herd screening test. Increasing the number of animals permitted in the pooled sample will greatly reduce testing costs for cattle producers.

WAFarmers in collaboration with United Beef Breeders Association (UBBA) have requested MLA/DPIRD consider funding to establish an epidemiological study into the distribution of the relevant vector and parasite in WA for the prevention and treatment of Theileria.

Food safety and Industry Systems

The biggest upheaval for cattle producers over the latter part of 2017 was the sudden introduction of Livestock Production Assurance accreditation changes. A huge amount of time was dedicated to dealing with a large volume of phone calls from producers by the WAFarmers Executive Officer.



"Collectively our members are major contributors to the \$7.5 billion gross value of production that agriculture in its various forms contributes annually to Western Australia's economy."

Exports

Geoff Pearson our representative on Cattle Council's Market Access Committee has been actively involved with the development of the national trade advocacy strategy. A major concern in WA is the restrictions on trade with Indonesia and the impact of imported cattle and buffalo from South America into Asian markets and the possible disease implications for the Australian cattle herd.

National Representation

WAFarmers and NAB selected the WA representative for the Rising Champions initiative. The winner was Shaun Byrnes currently employed as a lecturer at the Cunderdin Ag College.

Key Priorities:

WA's key priority areas for 2018 are:

- Animal welfare legislation
- Trade Access and flow on into China
- Import biosecurity protocols

Tasmania a year in review

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.



By Wayne Johnston, President, Tasmanian Farmers and Graziers Association

Livestock Production Assurance System:

Livestock Biosecurity Network hosted a biosecurity planning workshop for cattle producers in conjunction with key partners and stakeholders, in Launceston in September 2017. TFGA assisted with the event by making information available where and when possible and played a key role in facilitating a very well attended event.

Information at the workshop was on John's Beef Assurance Score (J-BAS) and Livestock Production Assurance (LPA) program, along with a workshop on producing an on-farm biosecurity plan.

The LPA's continuing development encapsulates biosecurity, animal welfare and human health, which are increasingly becoming key matters for the production sector. In adding to the old LPA, we only strengthen our ability to trade and compete in a global market place. The LPA is a tangible way in which we can prove the value of our commodity.

Truck Wash:

TFGA has been part of a Federal and State Government funded project to develop a truck wash facility in the northern Midlands of the state. The purpose of this facility will be to improve biosecurity and farm hygiene, by disposing of waste, reduce potential spread of disease and weeds, and improve road safety. The facility should be built and operational by mid-2018.

TFGA Animal Welfare Policy:

In 2017 the TFGA reviewed its Animal Welfare Policy. The TFGA is of the firm belief that there is a moral obligation to treat animals humanely. It is not acceptable to allow animals to suffer because

of deliberate ill treatment, neglect or poor management practices. Tasmanian livestock producers take their responsibilities for welfare issues seriously. They are committed to the delivery of good animal welfare outcomes through a national framework approach.

Animal welfare is an emotive issue that requires careful management:

This management should be carried out by professionals with an understanding of the animals, community, culture and systems in question.

King Island Visit and 20 Year Anniversary of King Island Beef Producers Group:

In October 2017 Wayne Johnston and John Garwood of TFGA visited King Island attending the King Island Beef Producers Group Annual Conference and the celebration dinner.

They had the opportunity to meet with many prominent King Island producers and to reinforce the key role that the TFGA plays in establishing and protecting crucial transport and freight infrastructure for the people of King Island.

It was an excellent way to build rapport with members and non-members of TFGA with the visit very well received by locals. TFGA members Rod Graham and Roger Clemons were honoured with life membership of the King Island Beef Producers Association at the dinner.

TFGA President Wayne Johnston was able to address the group at the conference on the role and importance of TFGA on King Island.

Red Meat looks ahead in 2018

In Australia we are a nation of red meat lovers. We eat red meat, we work in red meat and we supply red meat to millions of customers around the world. Australians eat four times more beef and six times more sheepmeat when compared to the rest of the world.

By Anna Campbell, CEO, Red Meat Advisory Council

Despite mounting production costs and increasing challenges from our global red meat producing colleagues, we are a unique and iconic industry that has strong economic credentials. We employ 405,000 Australians directly and indirectly, contribute \$18 billion to the GDP, are growing a rate of 11 per cent and are a network of 75,000 businesses from paddock to plate. Our success story is Australia's success story; and vice versa.

At the Red Meat Advisory Council (RMAC), it is our belief that things that define a great and vibrant industry are being prepared to constantly examine your business, recognise shortcomings, make changes, look for constant improvement, know what your customers want now and consider what they will want in the future.

As an industry we must always plan ahead and despite prices consolidating across beef, sheep and goatmeat commodities, in 2018 we must examine the next new wave of opportunity.

Through the *Meat Industry Strategic Plan 2020 (MISP2020)* – launched in 2015 – a \$7 billion-dollar growth opportunity for Australia's 75,000 red meat businesses was identified. The delivery of this is via an ambitious partnership of nine industry players and strategic investment of industry led research, marketing, policy and engagement to achieve our collective \$7 billion-dollar goal.

The MISP2020 Mid-Term Progress Report showed us that we are on track to achieve \$6.5 billion – or 85 per cent – of these growth targets. It is a reminder that we must focus on bang-for-buck investment and be constantly looking towards future drivers for growth and product sophistication.

Cattle Council, as one of RMAC's six members, together with our industries three service providers the Australian Meat Processing Corporation, LiveCorp and Meat & Livestock Australia, are committed to the plan and have been fundamental to delivering on the *MISP2020*.

At a time when total industry expenditure on research, development, marketing and advocacy has reached \$230 million (2016-17), 24 percent of Australian consumers would pay more for beef and lamb, 24 percent of international customers rank Australian beef as their first preference and the industry is achieving \$60 billion in turnover.

More needs to be done for us to achieve our collective goal of unlocking \$7-billion in growth. Real gains in commercialisation, extension and adoption across the supply chain must be made as an industry-government collective; as well as a focus on supply chain efficiency. In 2018 RMAC launched *Feeding Our Nation 2018*



that identifies in 26 key actions how the Federal Government can help deliver on these growth targets from 'gate to plate' in 2018 and beyond.

RMAC remains committed to providing strong leadership for our six-member bodies and all members of this great industry. But we must talk about real opportunities and risks and shape our industry systems and structures to meet these needs, rather than talk about representation itself.

In 2018, RMAC will be collaborating with the whole of industry to develop our next strategic plan which will provide a roadmap for growth out to 2030 and beyond for government affairs and industry investment. Our target now is \$7 billion dollars in growth; let's see what are the new gains that can be made moving forward. We encourage all "steakholders" to get involved in our next strategic roadmap by registering their interest at beyond2030@rmac.com.au.

Live export, BJD, LPA and wild dogs the focus in WA

The Pastoralist and Grazier's Association of Western Australia (PGA) was established in 1907 and represents progressive meat, wool and grain producers in both the pastoral and agricultural regions of Western Australia.



By Ian Randles, Policy Officer – Grains & Livestock, Pastoralists and Graziers' Association of Western Australia

The PGA works with industry through the Western Beef and Sheep Producers Committee. Mr Chris Patmore, sheep producer and woolgrower of Eneabba, 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.

Live Export

Western Australian cattle producers have continued to benefit from consistently high cattle prices. However, it appears that export demand for live cattle is becoming muted, with both Indonesia and Vietnam showing year on year decreases in imports.

Domestic processors have been affected by higher prices driven by tight supply with some implementing shut downs due to shortages of stock, or recording trading losses.

Live export ships are being filled with cattle from several different customers, increasing the complexity and cost for shippers.

While Broome has only experienced a small dip in export numbers, year to date cattle exports through Fremantle have dropped by 51%.

Experimental exports of live cattle to China have proven the concept, and if on-going access to Chinese markets can be maintained, it may prove to be one of the keys to the prosperity of Australia's cattle industry.

Bovine Johnes Disease

Bovine Johnes Disease (BJD) has been a challenging issue for the PGA over the past 12 months.

Management of BJD has undergone a significant amount of change at both State and National levels, with Western Australia (WA) seeking to manage the disease within a regulated framework despite BJD management being deregulated nationally on 30 June 2017. The WA cattle Industry Funding Scheme is funding a testing program in order to assess with confidence the current situation and the future approach to BJD in WA.

It is the PGA's position that proper responses must be formulated to possible detection scenarios, such as;

- BJD is found in a small number of isolated herds,
- BJD is found in small geographic pockets of the State,
- BJD is found widely distributed through multiple herds.



David Lovelock.

Further, if BJD is deemed by independent experts as being endemic in WA, the testing program must cease, and WA must move to adopt the national framework.

Additionally, the PGA will not support the quarantining and associated compensation requirements unless there is a definite

"Western Australian cattle producers have continued to benefit consistently high cattle prices."

prospect that BJD is not endemic and can be eradicated within a short timeframe.

Livestock Production Assurance

Significant changes were made to the Livestock Production Assurance (LPA) program requirements that introduced an accreditation fee, added new learning modules for on-farm biosecurity and animal welfare practices, and required LPA accredited producers to complete an on-line assessment.

Of primary concern to the PGA was the inclusion of mandatory biosecurity planning and animal welfare modules.

The PGA assisted with these changes by developing a quick reference guide for producers, providing over the phone advice and assisting in coordinating a number of workshops for farmers.

Wild Dogs

Wild dog control continues to be a key area of focus for the PGA. As ever, the main stumbling block is adequate and on-going funding. Consequently, there has been a move in WA to use the Industry Funding Schemes (IFS) to raise a contribution for wild dog control and the maintenance of the State Barrier Fence.

The PGA does not believe that the IFSs are the appropriate mechanism to fund the answer to these issues when there is a system of Recognised Biosecurity Groups that attract matching government funding and disburse the funds locally.

Kojonup Livestock Forum

The PGA, in conjunction with Meat and Livestock Australia (MLA), held a livestock forum in Kojonup on 20 July 2017. The event was well supported and sought to focus specifically on high-level policy issues that are not usually covered by local producer groups.

The Minister for Primary Industries and Regional Development the Hon. Alannah MacTiernan MLC spoke to her vision for Western Australian agriculture. Other presenters included Meat and Livestock Australia and Livestock Biosecurity Network, and the CEO of Origo Information Systems.



Chris Patmore.

Ensuring high animal welfare and biosecurity practices

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 a range of special interest groups.

By Dr Paula Parker, Australian Veterinary Association

Healthy and productive animals are essential to producers' sustainability, and veterinarians are a crucial part of the supply chain, providing services to support the agricultural sector. Importantly, veterinarians also play a key role in disease surveillance, supporting our national biosecurity system, protecting the clean, green status essential for exports and supporting ongoing productivity.

In all herds, reproductive management is pivotal to profitability. The Australian Cattle Veterinarians (ACV) accredited reproductive schemes PREgCHECK™ and BULLCHECK® have continued to be widely utilised and recognised as the industry standard by the livestock industry in the past year. The two accredited schemes give producers reassurance regarding accurate pregnancy diagnoses and they provide breeders, vendors and buyers with assurance that bulls have a high probability of being fertile at the point of sale.

In 2017, ACV launched a new program that is designed to improve on-farm biosecurity. A disease outbreak in a heard or flock comes at enormous short- and long-term costs to agricultural businesses. Prevention and risk management is essential to protecting livestock against disease. The newly launched BIOCHECK® program enables veterinarians to work closely with their farmer clients to identify major risks to their farm and develop plans to mitigate them.

Improving animal welfare in Australia remains a key priority for the AVA. While the control of pest animals helps to limit their impact on Australia's agricultural industry, it's critical that animal welfare is a focus in management plans. In October 2016, the AVA made a submission to the Australian government raising animal welfare concerns associated with its Australian Pest Animal Strategy 2017-2027. It highlighted animal welfare implications around current pest animal control methods and a need for the strategy to promote ongoing research into the development of more humane alternatives for pest animal management.

Education was high on the agenda again this year for cattle vets. The industry's major continuing education event, Australian Cattle and Reproductive Veterinarians 2017 'Brilliance and Bull' conference was held in April in Sydney and featured 30 speakers covering the latest in bovine veterinary practice and multi-species reproduction. Following that, in June the AVA Conference was held in Melbourne and had a dedicated cattle stream with experts in cattle medicine from across the globe coming together to share the latest in bovine medicine.



Priorities for the Year Ahead

In 2018, ACV will be launching a new program called WELFARECHECK™. It's a tool that veterinarians can use with their producer clients to develop welfare plans on the farm, which will assist farmers to meet the requirements of Livestock Production Assurance, Dairy Food Safety and dairy factories, and provide general assurance of high welfare standards on Australian farms.

Antibiotic resistance and the emergence of 'superbugs' is a global concern and one that veterinarians are working alongside human health professionals to fight. Australian veterinarians have judicious use guidelines in place that inform their use of antibiotics. These guidelines help to ensure that veterinarians are not overprescribing or misusing antibiotics. The AVA has commenced a major 3-year project in partnership with Animal Medicines Australia to develop best-practice antibiotic prescribing guidelines for horses and the main livestock species.

For farmers to continue to operate productive and profitable businesses, it's essential that they work closely with their veterinarian who works to enhance productivity, animal welfare and disease surveillance. Currently, the AVA is working in collaboration with Animal Health Australia on an animal health alert app that will help producers connect with veterinarians over suspected disease hazards. Training for veterinarians in emergency animal disease surveillance and response is also part of the AVA's activities in the coming year.

The Sheep, Camelid and Goat Veterinarians (SCGV) are developing species specific biosecurity templates to assist producers of those species to develop biosecurity plans for Livestock Production Assurance requirements.



Animal Health Australia

Animal Health Australia (AHA) is the trusted national coordinator, brokering arrangements for government and industry partnerships and collaborations to strengthen animal health and biosecurity in Australia.

By Kathleen Plowman, Chief Executive Officer

It is these government and industry partnerships that are successfully delivering a world-class system for the management of livestock biosecurity risks, which helps Australia maintain its enviable disease-free status, improving industry productivity, sustainability, and enhancing market access.

Animal Health Australia (AHA) has continued to align with its ethos - Working together for animal health - when delivering our services, projects and programs. 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 Cattle Council, continue to underpin the success of AHA activities.

An important change in late 2016 was the Livestock Biosecurity Network (LBN) becoming a subsidiary company of AHA. LBN works closely with producers, the livestock industry and supply chain participants to provide tools and information which help safeguard biosecurity, livestock health and welfare, productivity, market access and food safety. For more information, visit the LBN website.

Other key AHA news from the past 12 months include:

Good biosecurity practices protect all livestock producers

Transitional arrangements for the Johne's Beef Assurance Score (J-BAS) ended on 1 July 2017 and cattle producers across Australia were urged to implement an on-farm biosecurity plan in order to maintain their current J-BAS.

The changes to the management of Johne's disease (JD) reinforced the importance of having robust farm biosecurity protocols and practices in place, regardless of the species of livestock you run on your property. This was backed up by the inclusion of a biosecurity module for Livestock Production Assurance later in the year.

A farm biosecurity plan is the first line of defence for all livestock producers in ensuring their livestock are protected against endemic and exotic diseases and pests.

Other resources to help producers manage JD in cattle can be found on the AHA website. General biosecurity advice can be found on the Farm Biosecurity website.

Biosecurity planning at your fingertips

Organic beef producer Melinee Leather had nothing but positivity surrounding the FarmBiosecurity app which has reached over 4000 producers since its launch.

When asked what she enjoys most about the app, her first response



was just what we love to hear: it's free, easy to use, it works without mobile service and does everything she needs.

For farmers looking to create a plan in order to meet biosecurity requirements for J-BAS or the Livestock Production Assurance program, or simply to improve biosecurity management, the FarmBiosecurity app can help identify high risk areas and provide recommended actions. It will also allow producers to attach their own photos and notes or create their own action list, enabling them to keep a comprehensive record of their activities.

"The FarmBiosecurity app is always useful during audits to demonstrate our on-farm management and monitoring of biosecurity," Melinee explained. "Apps such as this underpin the integrity of our systems."

The app can be downloaded from the iOS App Store or the Google Play Store. More information can be found on the Farm Biosecurity website.

EAD Foundation Online Course

A great way to gain an understanding of Australia's Emergency Animal Disease (EAD) preparedness and response plans is to enroll in the EAD Foundation Online course. Designed as a generic introduction, the course can increase producers' awareness about how Australia responds to an EAD outbreak and provides information on what to do if an outbreak affects their property.

More information can be found on the AHA website animalhealthaustralia.com.au.



2017 – a great year for Australian beef!

Meat & Livestock Australia Limited (MLA) delivers marketing, research and development services for Australia's cattle, sheep and goat producers, creating opportunities to build demand and productivity across the red meat and livestock industry. Funding comes from transaction levies paid on livestock sales, the Australian government and voluntary contributions from industry partners.

By Richard Norton, Managing Director, Meat & Livestock Australia

The Australian beef industry continued to raise the bar in 2017, both domestically and in our high-value export markets.

In Australia, beef remains the clear market leader, capturing 35% of the value share of all fresh meat sold in retail stores across the nation.

On the export front, tonnes of beef sold to Japan during 2017 are up 11.4% and exports to China increased 13.9% against aggressive competition from South America and the United States.

Australian beef is rated highly because of our industry's investment in representation in-market, integrity systems and product quality.

Meat & Livestock Australia has pursued and will continue to secure its vision to be the recognised global leader in delivering world-class research, development and marketing outcomes that benefit the Australian red meat and livestock industry.

In this pursuit, our renowned eating quality grading system, Meat Standards Australia (MSA) celebrates its 20th anniversary in 2018. In 2016/17, MSA delivered an extra \$130m to the farm gate. As at 30 December 2017, there were over 48,000 registered MSA producers supplying over 40% of our national production for MSA grading. And we're now exporting Australian beef under an eating quality graded cypher, as a result of enhancements to the Australian Beef language.

The eating quality of our beef is also on the rise with the national average MSA Index reaching 57.56 in 2015-17 to be 0.84 points ahead of the 2010-11 grading.

To further help producers, MLA launched the new online myMSA benchmarking function in 2017. This enables producers to benchmark the performance of their herd over time against their region, state or national herd by selecting for production factors such as HGP status and feed type. Producers can use the benchmarking tool and view their average MSA Index at www.mymssa.com.au

In 2017, MLA continued to fast track the adoption of DEXA objective measurement technology in red meat processing plants as an enabler to value based marketing. This is critical to achieving the KPI set out in your *Meat Industry Strategic Plan*. That is, by 2030, 35% of all cattle and sheep supplied direct to works are paid on quality and yield.

MLA has a continued commitment to 'grassroots' consultation to ensure our research investment is guided by red meat producers.



All producers are encouraged to participate in MLA's ongoing regional consultation process in 2018 and help direct where your industry's R&D levies are invested.

In my own discussions with the 24,000 plus MLA levy payers I've met as Managing Director of MLA in the past three years, common themes continue to arise. One is a close interest in the contribution our red meat and livestock industry is making to feeding people all over the world.

MLA has worked hard to better understand our consumers and inform our producers – this will continue into 2018 and beyond. After all, the consumer is king.

Right now, our industry's reputation is second to none among global consumers, but the industry must keep focus on changing consumer demands and act on emerging threats and market disruptors to prosper into the future. There are clear market signals in our high value international markets that emissions from livestock production are an issue for consumers who are also increasingly interested in the provenance of their food.

MLA believes the Australian red meat industry can be carbon neutral by 2030 – and increase productivity in the process. An MLA

"On the export front, tonnes of beef sold to Japan during 2017 are up 11.4% and exports to China increased 13.9% against aggressive competition from South America and the United States."



project with CSIRO identifies potential pathways for the red meat industry, and we're working on those with industry from the farm to the processor.

Achieving this goal would put Australia head and shoulders above its global competitors and give consumers even more confidence in the quality and integrity of Australian red meat.

MLA is also embracing a world where investment is increasingly coming from businesses that understand innovation needs to be 'fast-tracked' to remain competitive. We are doing so by increasing the scope of the MLA Donor Company's annual investment portfolio, which has in the last few years increased from some \$30 million to almost \$100 million. In 2018, only 20% of MLA's total research spend will come from producer levies and over \$53 million

of our research funding will come from entities outside the Federal Government.

As an export industry, facilitating trade and improving market access will remain a high priority, including the pursuit of new trade agreements with the European Union and United Kingdom. Removing trade impediments not only cuts cost from the supply chain, but importantly allows our sector to respond to growing global demand for red meat.

MLA celebrates its 20th anniversary this year with our Red Meat 2018 event and AGM to be held in Canberra in November. Also on the calendar is Beef Australia 2018 in May in Rockhampton of which MLA is a principle partner. I hope you can join us at these important industry events.

Youth a focus in 2017

The Australian Registered Cattle Breeders Association (ARCBA) is the peak industry body for the Australian beef cattle seedstock industry and currently represents 38 breed associations and nearly 7,000 stud members.



By Steven Skinner, Executive Director, Australian Registered Cattle Breeders Association

ARCBA provides a range of services and opportunities for its members including policy issues, representation, operational services, new concepts, information services, education, a national forum and awards. Some of the highlights of ARCBA's activities in these areas during 2017 are summarised below.

ARCBA's President, Dr Arthur Rickards OAM has been a forceful advocate of the needs of the registered cattle industry over the last 40 years. He believes that ARCBA and its members have a key role to play in helping build the groundwork to ensure that Australia achieves its potential as the world's leading exporter of bovine genetic material. This issue has been an ongoing concern for ARCBA. In 2017 Dr Rickards convened a working group to investigate options for taking action to improve the infrastructure for exporting beef cattle semen and embryos.

In July 2017 ARCBA ran a Young Breed Leaders workshop targeting young breeders in the age range of 20-35 years of age to help inspire and prepare them for senior management roles within the beef breeding industry. The underlying theme was "What is the role of genetics in a modern Australian beef industry". This Workshop is an important component of ARCBA's efforts to assist in developing a more modern and productive beef industry. Feedback from the Workshop will be used to provide pointers on how ARCBA should further assist the aspirations of young breed leaders.

The Workshop was scheduled to immediately precede a Genomics Conference so that attendees had an opportunity to participate in both events. The conference included a number of international speakers and was over-subscribed.

ARCBA has established a Youth Scholarship for a study tour to investigate the latest cattle breeding trends in the USA. The scholarship is scheduled in and around the Beef Improvement Federation Conference. The inaugural winner of the Scholarship is Brad Cavanagh. Brad's passion for agriculture began through showing cattle at school, which progressed to working for numerous cattle studs at the major shows. Keen for exposure to international seedstock operations, Brad travelled to the USA and was employed by Sinclair Cattle Company; a large stud Angus herd based in Pennsylvania. In 2011 Brad returned home to pursue his dream to create one of the leading Angus herds in Australia. He is committed to making it a successful business enterprise.

One of ARCBA's regular activities is the collation and release of registration and membership statistics on an annual basis. ARCBA members finished 2016 with higher total registration numbers. For the 2016 year total beef cattle registrations were 211,781. This was 12,442 registrations higher than in 2015, representing an increase of over 6%. Total membership amongst ARCBA members also increased in 2016 to nearly 7100 stud members.



Moving from a pilot program to an effective organisation

Livestock Biosecurity Network (LBN) works closely with producers, the livestock industry and supply chain participants to provide tools and information which help safeguard biosecurity, livestock health, welfare and food safety, whilst maximising market access.

By Duncan Rowland, CEO, Livestock Biosecurity Network

The past year has been one of great change within Livestock Biosecurity Network. Our transition from pilot program to fully realised initiative required an overhaul of governance arrangements and company structure, the appointment of a new Board and Chair, and the recruitment of a new staff team, all of which we have finalised in the past 12 months.

With a new *Strategic Plan* in place, 2017 was also the time to begin delivering against a fresh set of goals. Our commitment to building a network of both public and private collaborators, delivering communications and extension activities focused on biosecurity, animal health and welfare, saw us deliver a vast range of events in conjunction with state farming organisations, state and local governments, Landcare, stock agents and private veterinarians.

These events included workshops, webinars and field days, and were held across a vast number of regional and rural centres in all states and territories except South Australia. The focus of each event was to enhance the capability of our industries to respond to a disease incursion, through biosecurity planning, surveillance, early detection and reporting, record keeping and traceability.

Supporting the information delivered on the ground was a coordinated communications campaign, featuring newsletters, editorial, media releases and social media content. This campaign has helped to fulfil our goal of identifying and closing gaps in knowledge and resources among producers and the livestock supply chain.

Throughout 2017 we saw a huge rise in interest in biosecurity and animal welfare among livestock producers, driven largely by changes to Johnne's disease management and Livestock Production Assurance. This led to unprecedented participation in biosecurity planning workshops, run in partnership with industry groups, governments, state farming organisations, veterinarians and stock agents. A key priority for 2018 and beyond is to continue to build upon those relationships, leading to stronger partnerships and more effective collaborations.

During the past year we also experienced a great response to our communications materials across a range of platforms. Our communications strategy for 2018 aims to capitalise on this momentum and continue to build our audiences across our core channels. Two-way communication and engagement is vital, and these channels allow us to reach our audience in a way which is both incredibly powerful and extremely cost effective.

Looking forward, we will continue to build upon our suite of resources and information for producers, stock agents and



LBN staff at the 2017 Cattle Council Rising Champions Gala" (Left to Right) Bonnie Skinner, Rachael O'Brien, Jess Rummery, Duncan Rowland, Anna Mukojima, Frances Gartrell.



LBN staff present at the 2017 Annual General Meeting (Left to Right) Frances Gartrell, Rachael O'Brien, Jess Rummery, Bonnie Skinner and Duncan Rowland.

veterinarians and continue to meet with them on the ground, helping to develop their understanding of their place in the national biosecurity system and how they can improve outcomes on their farms.

We will also be targeting universities and schools with a view to mould the next generation of farmers, working with small landholders and peri-urban producers to help them understand and meet legislative requirements, and building networks and partnerships between players at all levels of the animal health, welfare and biosecurity system.

We look forward to a productive 2018 working with you all.

Message from General Manager – NAB Agribusiness

As we look to 2018, National Australia Bank (NAB) Agribusiness' outlook for the beef industry is strong, underpinned by solid global fundamentals.

agribusiness



By Khan Horne, General Manager – NAB Agribusiness

NAB expects to see some consolidation of cattle prices at a lower level over the remainder of the year, but prices remain elevated and there is a great deal of optimism in the industry.

There have of course been some challenges in the first months of 2018 as the Australian dollar (AUD) broke the 81c mark. This sharp AUD appreciation presents a challenge to the view the AUD will be materially weaker this year however we maintain the view that the AUD/USD will drop to at least 0.75 by the fourth quarter.

As Australia's biggest agribusiness bank, we partner with beef producers to support their business goals, and one way we do this is by investing in our people, as well as leaders in the wider industry.

In 2018 we will continue our support for future leaders through the Cattle Council Beef Industry Rising Champion, where we will be the main sponsor for the eighth year now. Congratulations to the 2017 Rising Champion Kylie Stretton, and I look forward to meeting the next group of young people as they come through the judging process later in the year.

We are investing in talented young people to support the growth in agribusiness, including the beef industry. Our next crop of agribusiness banking graduates commenced their training with NAB in February, and this follows a record intake in 2017 who are already living and working in regional communities.

We are also pleased to be a major supporting partner of Beef Australia 2018 in Rockhampton and look forward to the opportunity to catch up with beef producers and industry leaders from across the country and the world in May.

With the strength and optimism in the industry, the value of rural property is running hot and it's more important than ever to focus on responsible lending to the beef sector, and all primary producers.

I have recently been calling for stricter rules on qualification requirements on anyone lending, counselling or advising on debt to farmers, and showing my strong support for farm debt mediation.

It's vital we have qualified bankers all the way through the system to look after the financial interests of our primary producers.



Khan Horne, General Manager NAB Agribusiness.

For almost 160 years, we've been helping our customers with their money. Today, we have more than 30,000 people serving nine million customers at more than 900 locations in Australia, New Zealand and around the world.

As Australia's largest business bank, we work with small, medium and large businesses to help them start, run and grow. We fund some of the most important infrastructure in our communities – including schools, hospitals and roads. And we do it in a way that's responsible, inclusive and innovative. You can find out more about how NAB backs our community by visiting: nab.com.au/backingcommunities

National Australia Bank Limited ABN 12 004 044 937 AFSL and Australian Credit Licence 230686



New supply chains into China

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.

By Simon Westaway, Chief Executive Officer, Australian Livestock Exporters' Council

Australian feeder and slaughter cattle exports for 2017 were restricted on a number of fronts, with tight domestic supplies and historically high cattle prices combining with an unfavourably strong Australian currency and increased in-market competition to make it a challenging year for exporters.

Volumes declined for a second consecutive year, following back-to-back records for beef cattle exports in 2014 and 2015, with a total of 854,686 feeder, slaughter and breeder cattle exported.

In Indonesia, which accounts for more than half of all Australian cattle exports, a number of factors squeezed volumes. The Indonesian Government's desire to build greater beef self-sufficiency by introducing a 5:1 (five feeder cattle imports to one breeder) policy, and the commencement of frozen Indian buffalo meat imports as a price stabilisation measure ensured that Australian exporters and Indonesian feedlots have had to work hard to keep established supply chains viable.

Nonetheless, ALEC and its members are committed to working with our Indonesian partners with a focus on our shared, long-term objectives. This is both in a business-to-business sense, and also more broadly with government via initiatives like the Indonesia–Australia Partnership on Food Security in the Red Meat and Cattle Sector. The Partnership, which is underpinned by a \$60 million fund provided by the Australian Government over 10 years to 2024, provides the context for ongoing industry work to ensure that the live cattle trade to Indonesia complements Indonesia's desire to build its own beef capacity.

While higher cattle prices stymied the commercial development of feeder/slaughter markets in China, 2017 did see the first sea-bound shipments of Australian slaughter cattle to China. Exporters have been diligent in the gradual development of new supply chains in China, in line with protocol requirements and Export Supply Chain Assurance Scheme standards. As such, only 7250



North Australian Cattle Company managing director Patrick Underwood with Elders agent Tom Kennedy at the Julago yards near Townsville in January 2018 preparing the first shipment of northern Australian cattle for export to China.

"Volumes declined for a second consecutive year, following back-to-back records for beef cattle exports in 2014 and 2015."

head were shipped to China in 2017, all from southern ports, but this is expected to grow in 2018.

Late in 2017 the industry welcomed news that northern cattle were being sourced for the first slaughter shipment to China from within the Bluetongue Zone, with 1600 Brahman-cross steers shipped from Townsville on January 17.

Also in late 2017, ALEC welcomed the delivery of the Federal Government's initial tranche of funding support for the *Livestock Global Assurance Program (LGAP)* to help establish the global conformity program designed to enhance animal welfare in Australia's livestock export supply chains.

LiveCorp, the not-for-profit service provider to Australia's livestock export industry, has now commenced the establishment of the LGAP company, as well as undertaking further research into supply chain control and traceability components of LGAP.

In 2016/17, exporters and producers contributed to the \$4.81 million which was invested by LiveCorp and Meat and Livestock Australia, with the Australian Government matching the contribution for R&D, in the promotion of animal welfare, supply chain efficiency and trade development. 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.

As exporters work through market cycles and our reform agenda, engagement with producers continues to be paramount. ALEC and Cattle Council continue to enjoy a strong working relationship and we are well placed for further collaboration in the future to promote increased productivity and profitability in Australia's beef cattle industry.



Members of the Australian Livestock Exporters' Council Board: Simon Westaway (CEO), Will McEwin, Dr David Jarvie, Hon Simon Crean (Chairman), Dr Tony Brightling, Justin Slaughter, Troy Setter, Cameron Hall and John Edwards.

The Cattle Council of Australia Opens up Opportunities for Governance Training Across Australia

By Rowena Martin, Communications Officer, Cattle Council of Australia

The Cattle Council of Australia is the peak producers' body representing Australia's beef cattle producers. Established in 1979, the 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 importance of strong governance within Cattle Council and Australia's beef industry is very important to Cattle Council's CEO Margo Andrae, who completed the Australian Institute of Company Directors (AICD) Course a number of year's ago.

"With ever increasing responsibilities being placed on companies it is imperative that people have a strong financial, legal and risk awareness understanding at committee and board levels".

"The AICD Course is a highly respected course that provides the relevant training and skill for people making decisions at these levels."



AUSTRALIAN INSTITUTE
of COMPANY DIRECTORS

Ms Andrae describes the course as "the course that keeps on giving. You can always draw on what you learnt from the course and you have confidence that your decision making is informed".

Since 2016, Cattle Council with the support of Meat and Livestock Australia, have funded over 40 scholarships for grassfed beef cattle producers to upskill in governance.

"We have had excellent feedback about the course," said Ms Andrae. "We have seen improvements in the decision-making and management skills of the participants, and the enthusiasm and respect for the course is a testament to those wanting to be leaders in our industry."

"We hope to continue to provide this opportunity to beef producers to ensure a positive and productive future for the Australian beef industry".

The Australian Institute of Company Directors is committed to excellence in governance. We make a positive impact on society and the economy through governance education, director development and advocacy. Our membership of more than 38,000 includes directors and senior leaders from business, government and the not-for-profit sector.

Research and development a top priority for Northern Australia

The North Australia Beef Research Council (NABRC) aims to drive innovation for the northern beef industry. A continuing key function for NABRC is to provide an efficient and effective mechanism for productive interaction and networking, and development of professional relationships within and between the following industry sectors:

- Providers of research services (State Departments, CSIRO, Universities, CRCs and other groups),
- Funders of research (Commonwealth and State sources, Rural Industry Research Funders (RIRFs), other groups) and
- End-users of the research (beef producers, transporters, processors and traders).

There are currently 11 major beef producing regions of north Australia: South East Queensland; South Queensland; Central Queensland; Western Queensland; North Queensland; North-west Queensland; Barkly (Northern Territory); Katherine (Northern Territory); Central Australia (Northern Territory); Kimberley (Western Australia); Pilbara (Western Australia). Each of these regions is served by a Regional Beef Research Committee (RBRC): eg north Queensland by the North Queensland Regional Beef Research Committee (NQRBRC); Katherine by the Katherine Pastoral Industry Advisory Committee (KPIAC), and represented on the Council by its beef producer Chair. In addition to its independent appointed Chairman and RBRC Chairs, NABRC is made up of representatives of the three relevant State departments of agriculture, four universities, CSIRO, AgForce Qld Farmers, NTCA, KPCA and MLA.

NABRC advises government and non-government agencies on a range of issues of relevance to the north Australia beef industries, including:

- What research is needed?
- What are the relative priorities for the various research areas?
- How should the existing resources be deployed to maximise the potential benefit to the beef industry in both the short and long term?

- How should research best be done in the most efficient and effective manner?
- How can we optimise industry learning and adoption?
- How formal mechanisms to monitor and facilitate progress in the research effort might be employed?
- What are the education, training and wider learning needs in the various sectors?
- How do we improve participation of more "grass roots" producers at the local industry level in the R&D and learning process?

In the last 12 months, much of NABRC's activities and those of its RBRCs have been focused on developing research and development (R&D) priorities for the northern beef industry, through extensive consultation with producers and other stakeholders, and partnering with MLA in its 2017/18 annual call for grass-fed beef research, development and adoption projects. In addition, NABRC and its RBRC members have assisted in promoting extension and adoption of R&D outcomes through a range of activities including, producers meetings, workshops, field days, and BeefUp and other forums held throughout the northern region.

The success of these activities can be illustrated by connecting producer driven R&D priorities through to projects being funded, and ultimately to outcomes being adopted by the northern beef industry.

These NABRC activities will continue throughout 2018/19, with outcomes being highlighted at NABRC's Northern Beef Research Update Conference to be held in Brisbane in August 2019.



Key investments made in the north of Western Australia

The Kimberley Pilbara Cattlemen's Association (KPCA) represents around 350,000 head of cattle and a number of related businesses across the Kimberley, Pilbara and Gascoyne regions of WA.



By David Stoate, Chairman and Emma White, Chief Executive Officer, Kimberley Pilbara Cattlemen's Association

Achievements in 2017

The past twelve months have generally been favourable for the industry with an above average wet season in most areas of the north. Cattle prices moderated in 2017 but are still in an area where most producers can generate surpluses to reinvest in their business.

The industry would like to see a more favourable investment in climate in the north with bureaucracy still a major hurdle facing most development opportunities. Despite these obstacles, there have been a number of positive developments in recent years.

The Kimberley Meat Company processing facility is now an integral component of the supply chain in the north of Western Australia. In addition, there have been a number of key investments in irrigation facilities as well as investment in traditional fixtures on properties such as additional water points, fencing and cattle yards. The increased investment in cattle genetics has also been a key feature of recent years.

The KPCA continues to represent the interests of its membership base in a diverse range of areas including land tenure, biosecurity, animal welfare and market development. A key role for the KPCA is and will continue to be increasing collaboration within the industry. Collaboration is important between individual producers as well as industry groups and other stakeholders.

KPCA held major events in Onslow in March 2017, the Pilbara Livestock Handling Cup in August 2017 at Yarrie Station in the East Pilbara, a Ladies Day Lunch in Broome in October 2017 and the AGM and Conference in Kununurra in October 2017. All events were great examples of how we can increase collaboration and collectively advance the interests of the industry and included the launch of the Rangelands Beef brand with Harvey Beef at the Onslow event. KPCA also supported Meat and Livestock Australia (MLA) in relation to the Beef Up Events held in Tom Price and Fitzroy Crossing in July 2017.

In addition to our stand alone financial success, we have entered into a number of partnerships with MLA, the MLA Donor Company and the Department of Primary Industries and Regional Development which will allow us to bring new employees into the organisation. This is over and above our existing partnership with Rangelands NRM which has been very important to the organisation.

KPCA had a change in CEO towards the end of 2017 with Catherine Marriott departing at the end of November and Emma White



commencing in December 2017. Catherine has done a fantastic job in her time at the helm of KPCA, growing it significantly in the last 2 years and KPCA is continuing to work with Catherine in her capacity as the WA Project Manager for the Cooperative Research Centre for Northern Australia Development, amongst others.

2018 and Beyond

The Executive Committee worked on the development of a 5 year Strategic Plan in September 2017 to cover the period 2018 to 2022 which was informed by the views of members in relation to priorities. This forms a solid basis to inform the future direction of the organisation and also guide the day to day work and priorities of the CEO and staff.

The overarching vision of the KPCA is to support and promote a resilient, profitable and sustainable beef industry with its mission being to maximise the value of the northern beef industry through accessing innovation, building capacity and achieving industry influence.

The main objectives or strategic pillars of the plan are to:

- Represent 80% of northern WA cattle production;
- Build community confidence and enhance the reputation of the northern beef industry;

"The past twelve months have generally been favourable for the industry with an above average wet season in most areas of the north."



- Develop and invest in a research, development, extension and adoption program to harness the potential of the northern WA beef industry; and
- To be financially independent and have sound, good governance.

The KPCA will be focused on a number of strategic policy and legislative issues in 2018 including, but not limited to:

- Reversing the education cuts impacting regional and remote areas in WA;
- Animal Welfare Act Reform;

- Biosecurity issues including in relation to Bovine Johne's Disease;
- Pastoral Tenure Reform;
- Hydraulic Fracturing; and
- The Fitzroy Valley election commitments relating to the expansion of the existing Geikie Gorge National Park along the Fitzroy and Margaret Rivers, the no dams policy and the creation of a management plan for the Fitzroy River.

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 2397
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
info@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 9086 2200
F: 02 9086 2201

Australian Meat Industry Council

Level 2, 460 Pacific Highway
St Leonards, NSW 2065
Postal: Locked Bag 9, Kingston, ACT 2604
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
info@mla.com.au
www.mla.com.au

State Farming Organisations

AgForce

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

Northern Territory Cattlemen's Association

GPO Box 4845,
Darwin, NT 0801
P: 08 8981 5976
F: 08 8981 9257
office.darwin@ntca.org.au
www.ntca.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

Level 2, 161 Great Eastern Highway,
Belmont, WA 6104
P: 08 9486 2100
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: 1800 882 833
F: 03 9207 5550
livestock@vff.org.au
www.vff.org.au




FARM INSURANCE. MADE LOCALLY.

Cindy Gilchrist
WFI Area Manager
Young, NSW

WFI have been insuring Australian farmers since 1919, providing support and assistance when they've needed it the most.

At WFI, we've always taken insurance personally and that's why we have 190 insurance specialists across the country delivering on our promise of being good people to know.

**For farm insurance with a personal touch call
1300 934 934 or visit wfi.com.au**

backed by  To see if our products are right for you, always read the PDS from the product issuer, WFI. You can get a copy of our PDSs by visiting www.wfi.com.au or calling 1300 934 934.

PROUD PARTNERS



PACIFIC SEEDS SUMMER FORAGE HIGH ENERGY FUEL FOR LIVESTOCK



SUMMER FORAGE

pacificseeds.com.au

 **PACIFIC SEEDS**



ADS080917



Home of Australian quality made cattle crushes



RPM of Gatton, proud to be an Australian owned and operating company



- ❑ Cattle Crushes
- ❑ Air Operated equipment
- ❑ Headbails/Headlocks
- ❑ Yard Systems
- ❑ Safe-T-Forces
- ❑ Loading Ramps
- ❑ Calf Cradle
- ❑ Plus more



RPM take great pride in delivering quality, reliable and innovative cattle handling equipment at affordable prices



Free Call: 1800 648 666
www.rpmrural.com

Gatton Office: 07 5462 3433 | Free Fax: 1800 648 667
sales@rpmrural.com | 3 INDUSTRIAL RD, GATTON QLD 4343