



Media Release



Wednesday, September 7, 2016

Cattle forum to highlight beef's position at the cutting edge

Livestock SA will host its first South Australian Cattle Producers Forum next week, in conjunction with its Annual General Meeting at Hahndorf.

President Geoff Power said the forum – to be held on Friday, September 16 – featured a top line-up of speakers on the theme, *'What's next for SA's beef industry ... new research, changing consumer trends and advocacy'*.

On-farm speakers include:

- Meat & Livestock Australia managing director Richard Norton speaking on producers' research and development investment.
- Woolworths national beef procurement manager Brett Thompson on consumer demands and how it will impact producers on-farm.
- Murdoch University Professor David Pethick on latest advances in understanding dark-cutting.
- MLA eating quality and data analytics manager Jessira Perovic on new beef R&D.

"The forum will highlight what cattle buyers need from us as producers and what consumers are demanding of them that we can be planning for in our enterprises now," Mr Power said.

"There is plenty of competition when it comes to meeting the protein requirements of consumers so this sharing of information up and down the supply chain helps us all to stay competitive and at the forefront of what we do.

"The forum will also hone in on new research findings, what's available to implement on-farm now and give an insight into some of the exciting things that are around the corner in terms of on-farm and processing research advances."

Mr Power said farm business management is a key issue for Livestock SA and there were two great opportunities for members to take advantage of some free advice.

"We have invited farm connectivity specialist Ian Ware to present to the meeting and be available throughout the day to talk to producers about everything from wifi across the farm, closed circuit TV, ear tag monitoring, trough and tank monitoring.

"We will also have industrial relations specialist Chas Cini present to help members understand what is required of them as employers under the Pastoral Award. There were changes announced in July and all producers who employ staff – including temporary staff like shearers – need to know how they should comply."

The Livestock SA Update and AGM, will start with morning tea from 9.30am and the SA Cattle Producers Forum starts with lunch at noon.



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The forum is supported by Meat & Livestock Australia, Cattle Council of Australia and business and farm insurance company WFI.

Cattle Council chief executive officer Jed Matz said Cattle Council is always addressing key issues across the industry and remaining one step ahead in regards to developing good policy that benefits all areas of the beef supply chain.

“Council is currently focused on objective carcass measurement and how transparency in the supply chain will profitability and productivity outcomes for producers.”

“Sustainability and connectivity are key issues for the industry at the moment and focal topics for the Livestock SA Forum,” Mr Matz said.

“Cattle Council is thrilled to support Livestock SA to deliver this forum and help producers understand how Cattle Council is representing their needs and giving beef producers a voice at a national level.”

Livestock SA representative on Cattle Council, Andy Withers, said he is pleased with the program and the high caliber speakers and encouraged as many SA producers to come along to the event as possible.

“At the end of the forum, there will also be an open panel Q&A Session which will allow for producers to engage in discussion, to ask questions and to provide feedback and ideas to Cattle Council and the industry panel,” Mr Withers said.

For more information and to RSVP, visit www.livestocksa.org.au/AGM or call 08 8297 2299.

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