

WA BEEF & SHEEPMEAT PRODUCER FORUM

Wellard Agri-Property, "Hyfield", Bell Road, Kojonup, WA
(5 km north of Kojonup, off Albany Highway)

Tuesday, 1 April, 2014

- 9.30am Registrations & Morning tea on arrival
- 10.00am **Official Welcome & Opening Address – Senator Chris Back**
Facilitator: David Cussons, Cussons Media
- 10.10am **Cattle Council & Sheepmeat Council overview of Industry Structure, Levy Investments and Key Priority Areas**
Presenters: Jed Matz, CEO, Cattle Council of Australia
Dr Kat Ferme, CEO, Sheepmeat Council of Australia
- 10.50am **Trade and Market Access Update**
Presenter: Andrew McCallum, Manager, Trade and Market Access, MLA
- 11.45am **Meat & Livestock Australia On-Farm Research, Development & Extension**
Presenter: Peter Vaughan, General Manager Livestock Production Innovation, MLA
- 12.40pm MSA Steak BBQ Lunch
- 1.30pm **WA Beef Council Update**
Presenter: Ivan Rogers, WA Beef Council Member
- 1.50pm **Five Strategies for Building a Resilient WA Sheep Flock**
Presenter: TBC, WA Sheep Industry Leadership Council
- 2.10pm **WA Beef Council and WA SILC Questions**
- 2.20pm **Keynote Address: Live Exports – Opportunities, Strengths and Threats**
Presenter: Alison Penfold, CEO, Australian Livestock Exporters' Council
- 3.00pm Afternoon Tea
- 3.20pm **Q&A Panel Session - Facilitated by:** David Cussons
Panellists:
Jed Matz, CEO, Cattle Council of Australia
Jeff Murray, Vice-President, Sheepmeat Council of Australia
Dale Park, President, WA Farmers
Digby Stretch, Vice-President, PGA of WA
Alison Penfold, CEO, Australian Livestock Exporters' Council
- 4.00pm **Close & Evaluation**

Speaker Bios

David Cussons – Facilitator

With more than a decade of experience in the media, David Cussons brings a wide range of skills and knowledge in media, agriculture and science to CussonsMedia clients. Working in both Queensland and Western Australia for a number of years as a journalist and media professional has given him a very strong network across both states. He is a former WA Country Hour presenter and has also worked for ABC Radio in Queensland, Tasmania and Victoria.

David managed the family cropping and sheep properties in the Kojonup area of WA for many years and still maintains farming interests in the district. He has an honours degree in Agricultural Science from the University of Western Australia and is a graduate of the Texas A&M University Executive Program for Agricultural Producers. A 2009 Nuffield Scholar and past Director of Nuffield Australia, David has worked to develop communication strategies to help improve public perceptions of farming and agriculture. You can contact him at david@cussonsmedia.com.au and @cussonsmedia.

Jed Matz, CEO, Cattle Council of Australia

Jed Matz took up the role of Chief Executive Officer for the Cattle Council of Australia in January 2013, after holding the position of Deputy Director since August 2006. He represents the council at meetings with federal ministers, senior public servants, international delegates, industry representatives and producer groups.

Some of Jed's key achievements at Cattle Council include: identifying and negotiating new funding opportunities for the council, negotiation of acceptable welfare standards for land transport of livestock, development and implementation of the Cattle Council Code of Conduct, management of the Australian cattle industries policy response to climate change and the Governments proposed emissions trading scheme.

Jed graduated from the University of Adelaide (Roseworthy) with Bachelor in Agricultural Business majoring in both marketing and international trade, has worked with the Department of Primary Industries and Resources SA, as an English teacher in Japan and with the South Australian Farmers' Federation representing the interests of Sheepmeat, Cattle, Wool, Poultry and Pork Producers.

Kathleen Ferme, CEO, Sheepmeat Council of Australia

Kathleen (Kat) has a veterinary science degree from the Murdoch University in Western Australia and a post graduate in ruminant nutrition with the Australian and New Zealand College of Veterinary Scientists. Kat commenced with Sheepmeat Council in 2011 as the Senior Policy Officer responsible for leading industry's development of animal health and welfare policy. Kat was appointed the Chief Executive Officer of Sheepmeat Council in January 2014. Previous to working for the Council Kat worked in rural South Australia and Victoria as a mixed practice veterinarian with a focus on livestock production, and on the family property in the mid north of SA.

Andrew McCallum, Manager, Trade and Market Access, MLA

Andrew is Manager International Markets and Trade Services for Meat & Livestock Australia (MLA). In this role Andrew leads MLA's market access / trade policy portfolio and conducts pivotal trade advocacy on behalf of the Australian red meat industry. This includes input into the World Trade Organization rounds, free trade agreement negotiations, bilateral and technical market access issues. Andrew also oversees MLA's head office support / liaison with the network of MLA offshore offices.

Andrew has a background in trade advocacy, market research and international marketing gained in government, industry service organisations and commercial consultancy. He has extensive knowledge of the Australian red meat and livestock industry and has been with MLA for the past 8 years. Andrew has a degree in Agricultural Economics from the University of New England.

Peter Vaughan, General Manager Livestock Production Innovation, MLA

Peter Vaughan is the General Manager of Livestock Production Innovation the on-farm research and development business unit within Meat and Livestock Australia. He joined MLA in August 2011. Peter has worked in agricultural industries in Australia for over 25 years and for the last 20 years, prior to joining MLA, worked at the interface of research and development and the commercialisation of the outcomes of R&D. This has been primarily in plant industries - working with cereal, oilseed, pulse, pasture and horticultural plant varieties and technologies. Peter has a Bachelor of Agricultural Science from the University of Melbourne, an MBA from Macquarie University and a Wool Classing Certificate from the Melbourne College of Textiles.

Alison Penfold, CEO, Australian Livestock Exporters' Council

Alison Penfold is the Chief Executive Officer of the Australian Livestock Exporters' Council – the peak national industry body representing livestock exporters. Prior to this role, Alison served as Senior Adviser and Chief of Staff to the then Opposition Leader in the Northern Territory, Terry Mills MP from 2009 to 2011. She has previously served as a Ministerial Adviser to the Hon Warren Truss MP and the Hon Mark Vaile MP from 1997 – 2006 in the Agriculture, Transport and Trade portfolios. In 2006, Alison took up the role of State Director of the NSW Nationals, managing both a State and a Federal election campaign in a six month period.

Alison has a Bachelor of Asian Studies Degree specializing in Korean language from the Australian National University. She is also proud of her farming roots, growing up on a beef cattle property on the mid north coast of New South Wales during her formative years. As CEO of ALEC, Alison has visited supply chains in Indonesia, South East Asia and the Middle East and has seen the positive impact of exporter's involvement and investment in animal welfare and why a ban of the livestock trade is unnecessary, unwarranted and would adversely impact on animal welfare globally.

Jeff Murray, Vice President, Sheepmeat Council of Australia, Chair, WAFarmers Meat Council

Jeff runs a successful Border Leicester Stud near Beverley in Western Australia and has been selling rams to regular clients for over 30 years. With a keen interest in genetics he registered a SAMM stud in 2003 and has expanded quickly to meet market requirements using embryo transfer and artificial insemination programs. Jeff was elected as SCA Vice President in August 2011.

Dale Park, President, WAFarmers

Born in Merredin in Western Australia's wheatbelt, Dale Park spent his childhood on farming properties in Merredin and Bullsbrook while attending Guildford Grammar School.

Mr Park has been farming with his family, including his wife Marian and three children, for 35 years - the last 24 at Badgingarra, 200km north of Perth. Dale has been an active member of WAFarmers since 1979 and has held various positions including Wool Section President and Senior Vice President before becoming President in March 2012.

Dale has taken part in various industry committees including serving as President of the High Rainfall Committee of the International Wool Secretariat and spending six years as a member of the Rural Traders Co-operative board. He was also President of the Wool Industry Representative Committee which was instrumental in the formation of WoolProducers Australia, which is Australia's peak national body for wool.

Digby Stretch (Wandoora, Kojonup, WA), Vice President, PGA of WA

Digby has been a member of the PGA since 1981 and was recently elected Vice President. He runs 10 000 merino sheep; grows canola and cereal crops and agists dry dairy cattle across a 7200 acre farm system.

His major off-farm commitments include chairing the Livestock Committee of the Pastoralists and Graziers Association of WA, Deputy Fire Control Officer of the Kojonup Bushfire Brigade, sitting on the Council of Scotch College and participating in the Water & Rivers Commission "Warren River Recovery Team". Mr Stretch also sits on the state sheep OJD Advisory and NLIS Committees.