

Media Release

22 June 2017

ALFA SMARTBEEF 2017 CONFERENCE TO FOCUS ON SUPPLY CHAIN RELATIONSHIPS

The Australian Lot Feeders' Association (ALFA) is proud to announce SMARTBEEF 2017, an event designed to educate, inform and inspire grass root members of the feedlot community and other supply chain participants.

ALFA President, Tess Herbert stated that "A particular focus of this event is to engage cattle suppliers as well as feedlot operators and staff, with a wide range of topics to be discussed that will be relevant to the whole supply chain."

"SMARTBEEF 2017 will be held at University of New England, Armidale, 1 – 3 November 2017. It has a line-up of speakers who will bring participants the very latest in knowledge and technology in the beef industry."

"The event will be focused on delivering practical outcomes, with a mix of presentations, case studies, practical demonstrations and a site tour," said Ms Herbert.

"We welcome anyone with a stake in the beef industry including grass fed beef producers and breeders, feedlot operators, meat processors, animal health suppliers, agricultural and university students and retailers."

A hands-on, practical approach means participants will hear from people who are implementing tools and strategies that they can be adapted to their own operations. The focus will be on production, data, business essentials and global and domestic market relationships.

"ALFA is about positioning our members to be at the forefront of profitability, innovation and sustainability. SMARTBEEF 2017 will deliver valuable insights on key profit drivers, latest technology, beef branding and marketing, and most importantly supply chain relationships and how these affect operations across the whole beef supply chain, said Ms Herbert.

"If you are anywhere along the beef supply chain and want to learn more about being smarter and more profitable, I encourage you to come to SMARTBEEF 2017", said Ms Herbert.

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