

Media Release

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INNOVATION AND INSPIRATION FOR BEEF COMMUNITY

The Australian Lot Feeders' Association (ALFA) is proud to release the program for SMARTBEEF 2017 with a range of speakers who will inform and inspire grass root members of the beef community.

ALFA President Tess Herbert stated, "We are extremely pleased with the range of topics and high calibre speakers that we have assembled for SMARTBEEF 2017. The focus is on being SMART – whether that be in production or business essentials, using data, developing global and domestic market relationships or applying research."

The event will be headlined by Keynote speaker Carolyn Miller, who will apply her knowledge and experience to the marketing and branding of beef. Participants will also hear from a range of other excellent speakers including:

- **Don Mackay, Red Meat Advisory Council** - Australia's shift from being a commodity trader to one built on brands to meet the needs of the global consumer.
- **John Langbridge, Teys Australia** - Carcase value discovery and the role that DEXA plays.
- **David Hill, Cattle Council of Australia** - A comparison of feedback systems currently used in the industry, how they are put into practice and what will be available in the future.
- **Steve Blake, GrainCorp Liquid Feeds** - Balancing the nutrient requirements of livestock with pasture quality - benefits of an integrated supply chain.
- **Rob Banks, Animal Genetics and Breeding Unit, UNE** - Designing the perfect feeder steer with genetics.

SMARTBEEF 2017 will be held at the University of New England, Armidale, 1 – 3 November 2017. It will include a tour of Sundown Pastoral, as well as demonstrations of new technologies and products.

"All the speakers on the program have a focus on hands-on application of their topic; this conference is all about giving participants knowledge, information and connections that they can use as soon as they get back to the paddock or the yards," said Ms Herbert.

"SMARTBEEF will appeal to anyone with a stake in the beef industry including grass fed beef producers and breeders, feedlot operators, meat processors, transport operators, feed and nutrient suppliers, students, retailers and animal health suppliers."

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