

# Media Release

1 August 2017

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## ALFA SMARTBEEF 2017 CONFERENCE REGISTRATIONS OPEN

The Australian Lot Feeders' Association (ALFA) now welcomes registrations to 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 series of excellent speakers will deliver tools and strategies that participants can take back to their own operations whether that be a feedlot, grass fed enterprise or servicing the beef sector. The focus will be on production, data, business essentials and global and domestic market relationships."

SMARTBEEF 2017 will be held at University of New England, Armidale, 1 – 3 November 2017. It will address issues such as using carcass feedback, including value discovery techniques including DEXA; supplementary feeding; low stress stock handling and the latest feedlot technologies.

"Registrations are now open via the SMARTBEEF 2017 website and places are limited so we urge anyone who is interested to jump online to learn more about the event and register," said Ms Herbert.

Keynote speaker Carolyn Miller, Managing Director of The Honeycomb Effect will apply her knowledge and experience to the marketing and branding of beef. Carolyn is well recognised as a thought leader in advertising and known for her role as a panellist on ABC's Gruen Planet and Gruen Transfer.

"Attendees will also tour Sundown Pastoral Company for practical demonstrations in the use of drones and satellite imagery technology, techniques for weight gain, livestock management, infrastructure design, seasonality of growth, animal health and backgrounding."

"ALFA is about positioning our members to be at the forefront of profitability, innovation and sustainability and this hands-on, practical approach means participants will hear from people who are implementing the latest and best ideas in our sector."

"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," said Ms Herbert.

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For more information:

Tess Herbert

President – ALFA

E: tess\_herbert@gundamain.com.au

P: (02) 6859 2784

Christian Mulders

CEO – ALFA

E: christian.mulders@feedlots.com.au

P: (02) 9290 3700