

Media Release

22 September 2017

COOPERS ANNOUNCED AS DIAMOND SPONSOR FOR SMARTBEEF 2017

The President of the Australian Lot Feeders' Association (ALFA), Tess Herbert, has warmly welcomed Coopers Animal Health as Diamond sponsor for SMARTBEEF 2017.

ALFA President Tess Herbert said, "We are very excited that Coopers sees the value of what we have planned with SMARTBEEF 2017 and partnered with us as the major sponsor for the event."

SMARTBEEF has a focus on being clever about how business is done in the feedlot sector and across the whole beef supply chain. It will include a range of speakers, social and networking opportunities as well as practical demonstrations all of which will give participants knowledge, information and connections that they can use as soon as they get back to the paddock or the yards.

"The support of all of our sponsors is critical to the success of SMARTBEEF. Without them, we simply would not be able to offer the wonderful program we do." said Ms Herbert.

Coopers Animal Health is an icon of Australian Agriculture providing animal health solutions for producers across Australia. Rob Baines said, "Coopers is committed to the Australian feedlot sector and we see SMARTBEEF as an ideal opportunity to profile our innovative feedlot solutions, with an emphasis on our Vaccine for the control of BRD."

Coopers will present a mini workshop as part of the Sundown Pastoral Tour where participants can learn more about the important role pre-vaccination plays in feedlot health and why many feedlots are now paying premiums for pre-vaccinated cattle.

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 and animal health suppliers.

"Coopers' involvement in SMARTBEEF 2017 demonstrate that the topics being covered are relevant to producers across the supply chain from breeders, grass fed producers and feedlot operators," said Ms Herbert.

SMARTBEEF 2017 will be held at the University of New England, Armidale, 1 – 3 November 2017. A short **promotional video** outlining what SMARTBEEF 2017 offers participants can be viewed at www.smartbeef.com.au

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