Global markets and the evolution of Australian beef systems

Hosted by

Wednesday 6 May 2015
9.30am to 12.30pm $30/ticket
James Lawrence Pavilion - Gallagher Energizer Room

Seminar synopsis:
As consumers become more discerning about what they eat and where their food comes from, they are expecting a higher level of integrity behind brands and brand claims telling the beef story, whether it be grassfed or organic.

This integrity comes at a cost to the producer...and the processor...and the whole value chain.

- Is it worth it?
- Do our domestic and export markets value this integrity?
- Do our customers pay more?
- What are our international competitors doing in this space?

Hear from experts throughout the value chain about the importance of brands, why they put so much effort into them and the work that goes on behind the scenes to ensure the brand claims exactly meet the standards they claim.
Making the most of West Country Beef and Lamb
Presented by international speaker Ed Green – Board member English Beef and Lamb Executive and Chairman of Meat South West (MSW)

In January 2014, West Country Beef and West Country Lamb were awarded Protected Geographical Indications (PGIs) status by the UK Department of Environment, Food and Rural Affairs, joining agricultural products such as Roquefort cheese, Parma ham and Cornish pasties to receive this illustrious brand recognition. Ed Green will outline the years of hard work behind the scenes by MSW and other organisations to attain PGI, why so much effort went into the process and the sales success since its launch with product now being stocked by Tesco, Sainsbury’s and Waitrose, amongst others. Ed will also provide details on the benefits of PGI status to the producers, processors/suppliers and retailers/caterers who take part in West Country Beef.

http://www.westcountrybeefandlamb.org.uk/

A brand to suit your needs
Presented by Brad de Luca - Marketing Executive, JBS Australia

JBS Australia is the largest meat processing company in Australia and a division of JBS, the largest animal protein processing company in the world. In recent years the company has made a major shift in the marketing of meat to meat brands - these brands represent a strategy change from marketing meat commodities to market-focused brand strategies with industry and commercial systems that meet customer end requirements. Do these brands give the producer a better model for understanding end-customer requirements? Do our customers pay more for this quality, consistency and integrity? More importantly does JBS pay the producer more? Brad de Luca says yes. His customers want to know the animals have been treated humanely and with respect – and the JBS farm assurance program which underpins JBS Australia’s Great Southern brand, does just that. Farm market assurance programs deliver a financial benefit to producers and Brad will tell you how much.


Panel Session – The importance of quality assurance systems to the Australian beef industry.
- Facilitated by James Nason – Publisher, Beef Central
- Ian King – CEO, AUS-MEAT Limited
- Ian McCamley – MCC Pastoral, Rolleston
- Jason Shearer-Smith - Managing Director, Smithfield Cattle Co
- Ed Green - Chairman of Meat South West
- Brad de Luca - Marketing Executive, JBS Australia
Bio – Ed Green

Ed Green is a fifth generation beef and cropping farmer from Somerset in southwest England. The 800 acre farm runs between 800 and 1,200 mainly native breed cattle on individually negotiated custom feeding contracts with a high end supermarket. Cattle are rotationally grazed in mobs in summer and fed home grown forages when housed in winter. Ed is a 2012 Nuffield Scholar and studied global beef supply and demand trends and innovations.

Ed has been on the National Farmers Union National Livestock Board and currently holds board positions on the English Beef and Lamb Executive and the Nuffield Farming Scholarships Trust. Ed is the current chairman of Meat South West (MSW) which in 2014 achieved Protected Geographical Indicator (PGI) status for “West Country Beef & Lamb”. Ed is also the founder of Farmer Green Auctions, a new online livestock trading business that launched in February 2015. MSW is a strategic advisory body which liaises with the industry and government on the priorities and needs of a profitable and productive regional meat and livestock sector. The board represents the whole supply chain, from farm to fork, and is committed to the success of the sector.

Bio – Brad de Luca

Brad is JBS Australia’s Marketing Executive with extensive experience in marketing, brand management, new product and business development, event management, corporate communication, digital marketing and public relations. Brad has a unique role, overseeing the group’s marketing portfolio for both the Northern and Southern divisions of Australia’s largest beef and lamb processor encompassing more than 20 brands and exporting to 80 countries. Brad also makes a strong contribution to the marketing strategy and function of other businesses within the JBS group including DR Johnston, Andrews Meat Industries, Swift Trade Group and importing divisions around the world. Previously Brad has held previous positions at Australian Agricultural Company, Master Builders Association, Springfield Land Corporation, Louis Dreyfus (formerly Dunavant Enterprises), private consulting firms and a number of not-for-profit organisations.
Bio – James Nason

James Nason has been a rural reporter for 20 years, a career that has enabled him to combine his love of both agriculture and writing. James grew up on his family’s sheep, cattle and grain growing property at Surat in western Queensland. He has studied journalism and business at the University of Southern Queensland in Toowoomba and started his career with a cadetship at the Western Sun newspaper at Charleville in Queensland’s Warrego region. He honed his rural reporting skills with Rural Press at Roma where he regularly reported on the news, events and personalities surrounding Australia’s largest weekly cattle sale. James’ career with Rural Press spanned 16 years and included national news writing and senior editorial roles in Queensland and Victoria. His work has been recognised with numerous news and agricultural writing awards, including Rural Press Agricultural Publishing’s editorial person of the year award in 2007 and Queensland’s Excellence in Rural Journalism award in 2010. When not writing he enjoys spending time with his family and friends in Toowoomba and at his family’s cattle and grain growing property on Queensland’s Darling Downs.

Bio – Ian King

Ian has worked for 50 years in the meat and livestock industry as an Industrial Chemist and Manager of two of New Zealand’s largest Meat Processing Establishments also serving on numerous meat industry committees and councils in both Australia and New Zealand as well as holding Directorships on the Boards of New Zealand Pharmaceuticals Ltd and Trade Air Ltd (International Freight Forwarders). Since 1992, Ian has held the position of Chief Executive Officer of AUS-MEAT working to consolidate the use of the AUS-MEAT descriptive language and the development of standards underpinned by Quality Assurance systems. Ian also serves as Chairman on the United Nations Economic Commission of Europe (UNECE) Specialized Committee on Standardization of Meat (Geneva) a role held for the past 9 years after serving as Deputy Chairman for the previous 8 years.

Ian, as an inaugural member of the Feedlot Industry Accreditation Committee (FLIAC) has served on the committee for 22 years and as a member of the Australian Meat Industry Language and Standards Committee (AMILSC) for the past 23 years. He is currently the Managing Director of AUS-QUAL a subsidiary of AUS-MEAT Limited providing commercial auditing services to over 50 Customer programs, the President of the Organic Industry Standards and Certification Council (OISCC) and a Council member on the Board of GS1 Australia.
Bio – Ian McCamley

Ian is a 5th generation Queensland beef producer. Ian and his wife Kate have four children aged between 9 and 15 years. They run cattle on properties they own and lease covering 26,000 ha located north of Rolleston in Central Queensland. Their cattle business turns off prime PCAS, MSA and EU steers for export and domestic trade markets. They also grow grain on 1,250ha and operate a variety of other investments and businesses.

Ian is passionate about the quality of Australian cattle that are exclusively pasture fed. He knows that the key to success is through understanding how to managing the dynamic interface of grass and livestock production to result in a better than sustainable environment. He is keen on the use of MSA technology to identify the best pasture fed beef, so discerning consumers have the opportunity to consistently enjoy its unique flavor, health and environmental benefits. Ian also believes that the positive environmental story of beef from cattle that are entirely raised extensively in a natural way with minimal inputs is a highly marketable attribute of pasture fed beef.

Ian is the beef industry representative on the Beef Language Steering Committee and the MLA Board selection committee. He represents the northern beef industry on the MSA Beef Taskforce and sits on the CCA Marketing, Market Access and Trade committee. Other Industry responsibilities include the Agforce Leasehold Land and Tenure Committee, and the Beef Australia 2015 Carcass Committee. He has previously served as a Director and Vice president of Agforce cattle and a Councilor on the Cattle Council of Australia. Ian has traveled to Japan and Korea on behalf of Industry. In 2013 he won the Queensland Red Meat Awards – Innovation in Red Meat – Beef Producer of the Year. This prize enabled him to travel to China to look at the prospects for Australian beef in that region.

Bio – Jason Shearer-Smith

Jason was born and raised on the family cattle property located at Proston in the South Burnett. The property has been in the family since 1928 when Jason’s grandfather Alf Smith established the property along with Butcher shops and a small slaughter house. Jason attended the University of Queensland Gatton attaining a Bachelor of Applied Science in Rural Technology. The Smithfield feedlot was established in 1986 and Jason has worked at this facility as the managing director since 1991. This feedlot has grown from humble beginnings to a start of the art feedlot.
feeding 20,000 head of cattle at any one time turning of over 70,000 grain fed cattle per year. Jason spent 8 years on the board of the Australian Lot Feeders Association and has held other industry positions. Jason is a director of Allied Beef, a company managing and marketing in excess of 100,000 head of cattle annually. The Smithfield Cattle company is involved in all facets of the supply chain delivering grain fed beef to export markets.