

BeefEX



CELEBRATING



AUSTRALIAN

GrainFed

BEEF




CONFERENCE PROGRAM

15th - 17th October 2024 Brisbane, QLD

Proudly hosted by

ALFA

AUSTRALIAN LOT FEEDERS' ASSOCIATION

TIME	WHAT'S ON	LOCATION
3.00pm - 5.00pm	BeefEx Newcomers & ALFA Alumni & Scholars Networking Function  New (to BeefEx) lot feeders join ALFA and the Alumni & scholars Network to meet some friendly faces before the conference begins. Proudly sponsored by Huvepharma 	- Invite Only -
5.00pm - 7.00pm	BeefEx Welcome Function Kick off your BeefEx experience in the plaza, rubbing shoulders with the big names in beef. Enjoy the company of friends and colleagues as you catch up ahead of the program opener the following morning. This is a casual event with a selection of drinks and finger food available. Proudly sponsored by Performance Feeds 	The RNA Plaza




Looking for more info?


Download the BeefEx Conference app!

To download the App go to your **App store** and search for "**The Event App by Events Air**". Install the App using the event code **beefex24**. Once you've installed it open the App and log in using the your email address and unique PIN that has been emailed to you.

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TIME	WHAT'S ON	LOCATION
6.00am	 <p>BeefEx Energro Bootcamp Are you Feedlot Fit? Join resident bootcamp commando's Barb & Bryce who will run you through your paces and get you ready and raring for program kick off later in the morning.</p> <p>45 minutes of fun and raised heart rates!</p> <p>Proudly sponsored by Energro </p>	Meet on the steps of the RNA oval entrance
7.30am	<p>BeefEx Trade Hall Opens Enter the biggest BeefEx trade hall on record that has everything from animal inputs, to the latest tech, and even a meet-the-butcher emporium, thanks to Queensland's own Super Butcher.</p>	Hall A&B
9.00am	<p>Prepare for the unprecedented with the official opening, as ALFA President Barb Madden welcomes delegates to BeefEx 2024</p>	Hall C
9.15am	<p>Meet our MC Peter Van Onselen. 'PVO' as he's affectionately known as in media circles, is an Australian academic, author and political commentator. Peter has hosted several programs on Sky News and previously co-hosted Channel 10's The Project.</p>	Hall C
<p>Session 1 Bringing a Northern Hemisphere view to BeefEx</p>		
9.20am	<p>On being bold Respected European political scientist and commentator, Professor Ralph Schoellhammer comes to BeefEx with a wealth of experience from Europe. He says Australia can draw on lessons from the EU and wants agriculture to be bold and innovative. Exploring energy, mining and agriculture, he will make the case for a commonsense approach required to navigating our future.</p>	Hall C
9.55am	<p>Managing Market Mania US intensive animal industries consultant Joe Kerns provides insights into US commodity markets and supply chains through to operational sustainability, leadership and ownership of the things that matter. We ask Joe to share what this might mean for our future and how it could impact us.</p>	Hall C
10.30am	<p>Q&A</p>	Hall C
10.45am	<p>Morning tea break</p>	Hall A&B
<p>Session 2 Welfare and energy: Handling consumer expectations</p>		
11.30am	<p>Global expectations shaping beef production Australia exports more than 60% of the beef we raise, which means our market access is increasingly influenced by evolving social expectations for animal welfare in the US, EU and other markets as global companies modify their policies to align with consumer expectations. Today, an online influencer may have more social credibility on animal welfare than leading scientists or lot feeders. Charlie Arnot, CEO of the Center for Food Integrity, explains how global expectations for animal welfare are shaping production practices in Australia and how we can help protect our freedom to operate.</p>	Hall A&B
12.10pm	<p>Striking the community balance The stand-off between renewable energy infrastructure and food production has well been documented. Until recently, this battle has had the benefit of an independent lens, courtesy of (now) retired energy infrastructure commissioner Professor Andrew Dyer. His 2023 review into community engagement illustrated the extent of the tension. We ask Andrew to draw on his experiences to counsel the grain fed beef industry about what it means to undertake community engagement, in an effort to shift the needle of public sentiment.</p>	Hall C
12.30pm	<p>Q&A</p>	Hall C

TIME	WHAT'S ON	LOCATION
12.50pm	<p>Lunch</p> <p>Proudly sponsored by Zoetis</p>	 Hall A&B
<p>Session 3 Leadership and people</p>		
1.50pm	<p>The ALFA Excellence in Feedlot Education Medal</p> <p>The Australian feedlot industry proudly supports a dynamic, engaged, and skilled workforce. Affectionately known as 'The Medal', this award recognises individuals who are actively investing in their professional growth through further education. Join us as we congratulate the winner of this year's Medal on stage.</p> <p>Proudly sponsored by Zoetis</p>	 Hall C
2.00pm	<p>Leading through a crisis</p> <p>Saving the lives of more than 460 passengers on an extensively damaged aircraft earned Qantas A380 captain Richard de Crespigny, worldwide commendation. We ask Richard to share his story of leadership, teamwork and problem solving under immense pressure so that we might take lessons of how these techniques apply in the feedlot.</p> <p>Richard is brought to BeefEx courtesy of Lallemand Animal Nutrition</p>	 Hall C
2.45pm	<p>Practicality over paperwork A no-bull approach to doing safety differently inside Australian feedlots.</p> <p>We move from the air to the ground and ask farm health and safety expert Alex Thomas to look at how to uphold safety standards – even when the pressure is on.</p>	Hall C
3.15pm	<p>The ALFA Young Lot Feeder of the Year Award</p> <p>Join us as we celebrate the emerging talent in our industry with the Young Lot Feeder of the Year Award. This prestigious accolade recognises outstanding young professionals who have demonstrated they can think outside the square, be bold in their ideas, and continuously develop and challenge their thinking about the Australian lot feeding industry and its future potential. Meet the top three finalists ahead of the winner announcement later this evening.</p> <p>Proudly sponsored by Performance Feeds</p>	 Hall C
3.30pm	Break	Hall A&B
4.10pm	<p>The ALFA Communicate your Research Competition,</p> <p>Unleashing innovation and scientific excellence, this competition empowers students to bring their cutting-edge research in intensive animal and veterinary science disciplines, sparking new ideas and advancements within the feedlot sector. Delegates will hear from the finalists through a clever Q&A anchored by renowned feedlot veterinarian, Melissa George, that will leave you in awe of what's coming next in the feedlot R&D space.</p> <p>Proudly sponsored by Bovine Dynamics</p>	 Hall C
5.00pm	Day 1 Close	
6.30pm	<p>BeefEx Gala Dinner</p> <p>Step back into the roaring 1920s and join us for an unforgettable evening at this year's Gatsby-inspired Gala Dinner! Immerse yourself in the glitz and glamour as we celebrate all things grain fed beef at this night of nights. Get ready for a night filled with elegance, excitement, and timeless sophistication.</p> <p>Proudly sponsored by Coopers Allflex</p>	 Hall C
11.00pm	<p>The Official BeefEx After-Party,</p> <p>Kick on at the official 'Roto-Mixer' After Party once the last drinks are poured at the Gala Dinner.</p> <p>Proudly sponsored by Roto-Mix</p>	 Winghaus Bowen Hills

TIME	WHAT'S ON	LOCATION
6.00am	<p>BeefEx Energro Bootcamp Are you Feedlot Fit? Join resident bootcamp commando's Barb & Bryce who will run you through your paces and get you ready and raring for program kick off later in the morning. 45 minutes of fun and raised heart rates!</p> <p>Proudly sponsored by Energro</p> 	Meet on the steps of the RNA oval entrance



8.00am **Trade Hall Opens**


SESSION 1 Putting sustainability on the grill

9.00am	Welcome back to Day 2	Hall C
9.05am	Opening address from Senator, the Hon. Anthony Chisholm - Assistant minister for Agriculture: We've invited the Senator to address the policies that matter most to feedlots of the future.	Hall C
9.20am	Sustainability credentials - Data, marketing and detail Nuffield scholar Catherine Marriott has just completed a global Nuffield study tour designed to understand what our markets are saying – and doing – about sustainability credentials. What she has discovered is both sobering and exciting for the Australian grainfed beef industry.	Hall C
9.35am	Ensuring science is leading our journey MLA's feedlot program manager Matt Van der Saag is leading the project that will see the release of a new formula to more accurately measure methane emissions from feedlots; and is also overseeing the feed additive research that will ensure we drive the right levers for efficacy, productivity and price. Matt gives us the high level latest on these two vital pieces of sustainability work that will have a lasting impact on our industry.	Hall C
9.45am	Sustainability innovations in practise NAPCO's general manager Darryl Savage has embraced the sustainability journey and provides a glimpse into the practises in place at NAPCO to ensure the business is ready to trade on its environmental credentials.	Hall C
9.55am	Panel: Our MC Peter van Onselen takes our speakers through a panel discussion to unpack just how well the Australian grainfed beef industry is positioning itself in what is an imperfect world of politics and commercial drivers.	Hall C
10.30am	Break	Hall A&B

Session 2 Getting the most out of our people



11.00am	The Impact of AI on our work and workforce selection Futurist Nick Abrahams specialises in the practise of organisational digital adoption - and is at the forefront of real-world application of AI technologies. We ask Nick to take a look at our sector and speculate how AI will change the way we manage and retain our future people.	Hall C
11.30	Picking the right people for your business There are many similarities between the coach and their players, and the feedlot manager and their team. So let's learn from the perspectives of one of the best in the business whose goal is to select the right team of people for the job – Queensland Ruby League CEO, Ben Ikin .	Hall C
12.00	<p>Our people, our future Following on from Ben's insights on people management, we turn to the feedlot to see how recruitment and teamwork play-out in practise.</p> <p>Stockyard: Stockyard's CEO, Lisa Sharp shares their innovative 'Manager as Coach' program where the business flips its approach to leadership training on its head, taking lessons from high-performance sports coaching methods to help achieve its business and team development goals.</p> <p>Rigney Rural: Former journalist turned lot feeder Sally Rigney is reinventing feedlot communications to not only optimise performance - for their annual NFAS audit – but to also ensure that everyone on the team 'has your back'. This is her story.</p>	Hall C

TIME	WHAT'S ON	LOCATION
12.30pm	<p>The ALFA Community Heroes Award Join us in celebrating the unsung champions of the Australian feedlot industry with the Community Heroes Award. This honour recognises businesses who have made significant social and environmental contributions to their local communities and the industry. Today, we applaud their dedication, selflessness, and impact.</p> <p>Proudly sponsored by Lallemand</p> 	Hall C
12.40pm	<p>The ALFA Communicate your Research award winner announcement The Communicate Your Research Competition is designed to promote excellence and scientific professionalism for the advancement of communication between tertiary institutions and the Australian cattle feedlot industry.</p> <p>Proudly sponsored by Bovine Dynamics</p> 	Hall C
12.45pm	<p>Lunch Proudly sponsored by Laird Manufacturing</p> 	Hall A&B

Stream 1 - Consumer Sentiment Hall C	Stream 2 - R&D Snapshot Conference Rooms 1 - 3	 MEAT & LIVESTOCK AUSTRALIA
<p>1.45pm Can we shift consumer sentiment? Pollinate research CEO, Howard Parry-Husbands shares their findings – including commentary on how we might combat what the National dietary guidelines say.</p>	<p>1.45pm Reducing emissions of backgrounded cattle Discover what the science says about combining Bovaer®10 with supplementation to reduce methane and increase productivity – with Dr Sarah Meale, University of Queensland.</p>	
	<p>2.10pm The latest data on enteric methane emissions of feedlot cattle – with Dr Fran Cowley, UNE.</p>	
<p>2.30pm Customer power: What is really driving consumer behaviour? Is 'sustainability' really changing the purchase choice of the majority? Let's ask a chef with 40 years experience – Gary Johnson.</p>	<p>2.35pm The findings of the partial feedlot covering research and what this means for the industry – with Dr Melissa George, Bovine Dynamics.</p>	
<p>3.00pm Butcher shop conversations: Joel Giacomantonio from Super Butcher shares his insights about the customer conversations and grain fed beef trends he is seeing throughout the Super Butcher enterprise.</p>	<p>3.00pm Automation of Induction - The outcomes of a demonstration pilot: Have you ever wondered in low labour situations how you could induct cattle easier? The team from Te Pari, together with Samantha Gladman from Teys Charlton and Daniel Brookes from University of Melbourne combine to tell us how the auto induction unit performed, including auto-catch and auto-backlining, along with discussion around labour and animal welfare implications.</p>	

3.30pm	Break	Hall A&B
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Plenary reconvene

4.00pm	<p>The ALFA Innovation Competition This competition is for feedlots and their employees that have implemented clever, non-commercialised innovations, that genuinely makes a difference to the functionality of day-to-day operations.</p> <p>Proudly Sponsored by IAP</p> 	Hall C
4.15pm	<p>I was only 19 - the backstory John Schumann AO is best known as the frontman of the Aussie band Redgum and as the man who wrote this iconic Australian song. John is not only a musician but a remarkable intellect and a wonderful orator and so at BeefEx, John gives us the back story, which tracks what really happened that led him to this song. And, as a special treat, he finishes by singing it for us.</p>	Hall C
4.45pm	Closing	Hall C
6.00pm	<p>BeefEx Farewell Function A final chance to connect with new friends, peers and colleagues as we celebrate one last time before we depart. Back by popular demand, the Bucking Bull will be front and centre of the evenings entertainment – so come dressed to contest for Best Bucking Bull Rider of BeefEx!</p> <p>Proudly sponsored by Graincorp Animal Nutrition</p> 	Stockman's Rest



BEEFEX SPEAKERS



Peter van Onselen
Australian academic & political commentator

'PVO' as he's affectionately known as in media circles, is an Australian academic, author and political commentator. Peter has hosted several programs on Sky News, and previously co-host of Channel 10's The Project.



Ralph Schoellhammer
Economist & political theorist

An economist and political theorist at Webster University Vienna and MCC Budapest, specialises in the intersection of political philosophy and energy policies. His work explores how cultural convictions influence policy outcomes, particularly regarding energy, industry, and agriculture, addressing what he sees as a cultural self-hate in the West.



Joe Kerns
President - EverAg Livestock division

With nearly 40 years in agricultural operations, he supports clients in risk management, commodity management, livestock and grain marketing, and procurement. Formerly directing risk management for ADM, Premium Standard Farms, Continental Grain, and Iowa Select Farms, he now leads a team assisting clients with technical risk management.



Charlie Arnot
CEO
Center for Food Integrity

Charlie Arnot is recognised as a thought leader in food and agriculture. He is highly regarded as both a writer and sought-after speaker who engages audiences across the globe. Charlie has more than 25 years of experience working in communications, PR and issues management within the food system. He is the founder and president of Look East, an employee-owned consulting firm and the CEO of the Center for Food Integrity.



Andrew Dyer
Professor - Monash University

Andrew Dyer, a Professorial Fellow at Monash University, is an experienced chairman, executive, director, and consultant. He was the Australian Energy Infrastructure Commissioner for nine years and led the widely adopted Community Engagement Review. His governance roles span various industries, and he continues to advise organizations on strategic matters.



Captain Richard de Crespigny
Former Pilot & motivational speaker

Richard de Crespigny, Melbourne native and former RAAF and Qantas pilot, faced a critical moment in 2010 aboard flight QF32 when an engine exploded mid-air. His leadership ensured a safe landing in Singapore. His autobiography "QF32" recounts the incident and won awards, while he was honored with the Order of Australia in 2016.



Alex Thomas
Founder & Spokesperson
#PlantASeedForSafety

Alex, Chief Planter of Seeds for #PlantASeedForSafety, is a speaker, facilitator, and consultant with 18+ years in work health and safety. She's a national winner of the 2020 Syngenta Growth Awards and 2018 AgriFutures Rural Woman of the Year (SA). Alex advocates for practical, people-focused safety solutions.



Catherine Marriott OAM
Executive, leader & change agent

Over the last 20 years, Catherine has worked as an executive, a non-executive director and consulting roles in the agricultural, research and regional development sectors in Australia and internationally. During this time, she has become a proven business leader, communicator and organisational renovator, focused mostly on leadership development, advocacy and delivering innovative solutions for the industries in which she works.



Dr Matt van der Saag
Feedlot Program Manager
Meat & Livestock Australia

Matt aims to deliver R&D outcomes meeting the Australian Lot Feeding Industry's needs. With a background in animal science and postgraduate qualifications in animal health, he has diverse experience across government, university, and commercial sectors, specializing in sustainability, animal health and welfare, and productivity initiatives within the feedlot program.

BEEFEX SPEAKERS



Darryl Savage
General Manager - NAPCO
(North Australia Pastoral Company)

NAPCO is a privately-owned company established in 1877, with over 200,000 cattle on 6 million hectares across QLD and the NT. NAPCO also owns and operates the Wainui feedlot on the Darling Downs which finishes 70,000 cattle a year. Darryl has a special interest in innovation and sustainability.



Nick Abrahams
Futurist & Global Head of Digital Transformation - Norton Rose Fulbright

Nick, a partner at Norton Rose Fulbright for over 20 years, leads global technology and innovation. He co-created an AI-enabled privacy chatbot, won the FT Asia Innovator of the Year Award, and co-founded LawPath. Nick serves on boards, hosts Web3 Goes Mainstream, authored best-sellers, and teaches AI at Bond University.



Ben Ikin
CEO - QLD Rugby League

Ben Ikin is a former professional rugby league player who is now CEO of the Queensland Rugby League. He was previously Head of Football at the Brisbane Broncos and host of NRL 360 on Fox Sports. Ben played 150 first grade games for the Gold Coast Seagulls, North Sydney Bears and Brisbane Broncos. He also played 17 state of origin games for QLD and 2 test matches for Australia.



Lisa Sharp
CEO - Stockyard Group

Lisa joined Stockyard as a Non-Executive Director in 2021, became part of the Executive in April 2023, and was appointed CEO in January 2024. She has led Herefords Australia and served as CMO of Meat and Livestock Australia. Lisa's background includes leadership roles at Coca-Cola, Kraft Foods, Uncle Tobys, and PZ Cussons.



Sally Rigney
Rigney Rural

Sally Rigney, formerly Sally Nicol, enjoyed a decade-long career with ABC Radio before embracing storytelling on her Nindigully property in southwest Queensland. Named Greater Downs Woman in Business of the Year in 2021, she leads Rigney Rural, prioritizing a talented and loyal workforce, defining success as finding and enjoying one's place.



Howard Parry-Husbands
CEO - Pollinate

Howard Perry-Husbands is the founder and CEO of Pollinate, an award-winning Australian research consultancy. With 15+ years tracking consumer attitudes on the environment and red meat production, he's also a board member of Planet Ark. Currently studying a Masters of Environment at ANU, Howard is passionate about sustainability and effective communication.



Gary Johnson
Exec Chef - Endeavour Group

Gary Johnson is an award-winning chef with over 40 years of international culinary experience. Returning to Australia in 2004, he served as Executive Chef for Hilton, managing 70 chefs and a \$22 million budget. Currently, as Group Executive with Endeavor Group, he develops food strategy and culinary direction.



Joel Giacomantonio
GM - Super Butcher

Joel Giacomantonio began as a clean-up kid at Super Butcher and is now the General Manager of Queensland's premier meat retailer. Under his leadership, Super Butcher offers Australia's best quality beef, featuring up to 20 brands and serving 500,000 families in 2023. With nine stores and a strong online presence, Joel's vision and dedication have made Super Butcher a community cornerstone and top local employer.



Dr Fran Cowley
Associate Professor in Livestock Production
University of New England

Dr Cowley's research delves into nutritional solutions to methane emissions and carbon footprints of cattle and sheep, utilising the world's largest methane research facility at UNE. Fran has a keen interest in research for grain-fed cattle, and has conducted numerous industry-funded research projects to improve the productivity, welfare and sustainability of Australian lot-fed cattle.

BEEFEX SPEAKERS



Dr Sarah J. Meale
Senior Lecturer - Animal Science & Production
The University of Queensland

As a Senior Lecturer in Animal Science at The University of Queensland, Dr. Sarah Meale researches nutrition and gut microbiology. With a Ph.D. from the University of Sydney and a postdoctoral fellowship at the University of Alberta, Dr. Meale has also held a Marie-Curie Fellowship in France. Her work focuses on sustainable ruminant production and reducing methane emissions.



Dr Melissa George
Consulting Veterinarian and Research Scientist
Bovine Dynamics

Dr. Melissa George, a veterinary parasitologist with expertise in meat science and veterinary infectious diseases, serves as a field veterinarian and research scientist for Bovine Dynamics. With a PhD from the University of Georgia, she specializes in delivering data-driven solutions for Australia's cattle industry, also managing Eskdale Cattle Pty Ltd.



Sam Gladman
Livestock Manager

Teys Charlton Feedlot
Sam Gladman, Livestock Manager at Teys Charlton Feedlot has been working in the feedlot industry for the past 15 years.



Daniel Brookes
Lecturer - Melbourne Vet School

Daniel is a lecturer in Small Ruminant Health and Production Animal Medicine at Melbourne Veterinary School and is a veterinary consultant with the Mackinnon Project, servicing Beef Cattle and Sheep clients throughout south-Eastern Australia.



John Schumann AO
Songwriter

Originally coming to prominence as leader of the legendary folk-rock band Redgum and his Vietnam veterans' anthem "I Was Only 19", John Schumann continues to occupy an important place on the Australian cultural landscape.



Sam Burke
Corporate Exec. Chef and Product & Business Development Manager - Meat & Livestock Australia

Sam has over 20 years of experience in large-scale catering and product development. Since 2014, he has promoted Australian red meat globally, working with major brands like McDonald's and showcasing premium beef cuts at events.