



Andrew relishes challenges on the AgForce Cattle menu

Transport, biosecurity and market access are just a few of the hot issues on the menu for AgForce's new Cattle policy director Andrew Simpson, who has swapped a career in beef marketing for the opportunity to play a pivotal role in setting the direction of Queensland's cattle industry.

AgForce Cattle president and Mitchell grazier Grant Maudsley said Andrew's background in beef processing and marketing will contribute a fresh perspective to this key commodity board, which sits alongside AgForce's Sheep & Wool and Grain boards to provide leadership for broadacre production in Queensland.

"Andrew brings a set of skills to the role of AgForce Cattle policy director which complement the experiences and passion of the beef producers who make up the Cattle board," Grant said.

"Queensland, as Australia's biggest beef producing state, is a pinnacle player in the cattle industry and we welcome Andrew's insight in the role of policy advisor to set the agenda on behalf of AgForce's members."

Andrew, who started in AgForce's Brisbane office this week, was raised on a cattle property in Western Australia's Kimberley region. His family also had interests in Queensland, at Durong South and Widgee.

Andrew studied Agricultural Science at the University of Queensland then spent the early 1990s gaining an understanding of Asian languages and culture surrounding Australian export reliance by working and studying in Japan and Beijing.

"When I returned to Australia in 1995, I entered the Queensland beef processing sector with Stockyard, a joint venture between the Hart family and NAPCO, and over the last 15 years I have been extremely fortunate to hold sales and marketing roles within Kilcoy, JBS Swift and most recently Stanbroke," Andrew said.

"All these companies profiled different size and integration in support of export and domestic market production, dedicating themselves to providing high quality Queensland beef. This provided me the rewarding opportunity and foundation of mixing with many of the key players in our cattle industry.

"Travelling the four corners of the globe and working in markets where 'everything is eaten or used in some form' has reiterated to me the importance of maintaining farm care standards for continued market access.

"Australia's red meat supply chain has a wonderful image worldwide and it is vitally important to protect this investment. I feel privileged to be selected as a member of the AgForce team, as I envisage this role as one in which I can not only give something back through policy direction, but also work with all members infusing new ideas towards the growth and future of beef cattle in this country."

In other AgForce news, this week also marks the organisation's first State Council meeting of 2011.

AgForce's executive, regional representatives and commodity presidents will meet in Brisbane on Wednesday and Thursday to identify solutions on current challenges, such as competition for farming land, uncertainty about land rents, and regional economic development. AgForce's five key policy committees will also convene to lead the way to develop positions in the areas of biosecurity; transport and infrastructure; rural and regional economic development; industry image; and land management.

CAPTION: AgForce Cattle president Grant Maudsley (left) welcomes new policy director Andrew Simpson.

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