

Advancing Rural Queensland

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Sheepmeat on the menu during Ekka

Queensland peak farm group AgForce will help sheepmeat producers find ways to make the most out of historic prices and a booming season at a forum during Brisbane's EKKA.

AgForce Sheep & Wool president Richard Pietsch said the great summer season has buoyed sheepmeat prices, but producers need to stay on the forefront of industry to maximise profitability and meet consumer demand.

"AgForce, Meat & Livestock Australia (MLA) and the Sheepmeat Council of Australia invites all sheepmeat producers to come together in Brisbane on 10 August to discuss ways to continue our industry's momentum and profitability," Mr Pietsch said.

"The forum will cover the big issues in the industry on national and state levels, from the massive problem of wild dogs to animal welfare and consumer demand.

"In the past decade the sheepmeat industry has almost doubled in value to more than \$4 billion - a stunning increase for an industry once regarded as a by-product of the wool industry, so it is essential producers stay on the cutting edge to understand what both buyers and consumers are looking for in their product."

Mr Pietsch said AgForce, MLA and the Sheepmeat Council of Australia have invited new MLA managing director Scott Hansen to give a market outlook, while Sheepmeat Council CEO Ron Cullen will give a valuable insight into industry trends and the current status of sheep live export.

"National wild dog facilitator Greg Misfud will also discuss the need for coordinated action against wild dog predation, and JBS Swift CEO Iain Mars will talk about the supply chain post the farm gate."

Other speakers include the AgForce president Brent Finlay and Sheep CRC CEO James Rowe on the Sheep CRC's groundbreaking work in genetics.

"Producers can also support their industry by making a day of it and attending the Queensland Red Meat Awards after the forum, from 6pm at Brett's Wharf Restaurant," Mr Pietsch said.

"Don't miss this opportunity to hear from our industry's leaders - register your interest today."

The AgForce sheepmeat forum will be held at the Sebel Citigate, 106 Ann Street, on 10 August 2011 during the Brisbane Ekka. Contact AgForce Sheep & Wool policy director Rachael Pratt on (07) 3236 3100 to secure your place. Queensland Red Meat Award dinner tickets are available from www.agforceqld.org.au

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