Program
AWA 2019 conference & tour

ANNUAL AWA CONFERENCE & TOUR / ADELAIDE 8 - 12 MAY 2019

#wagyuedge
BUILDING INTEGRITY
VENUE INFORMATION

KEY CONFERENCE VENUE LOCATIONS

REGISTRATION AND TRADE EXPO will be conducted in Ground Level, Central Section Foyer F

SPEAKER PRESENTATIONS will be held in Ground Level, Central Section Conference Room F

The GALA DINNER on Thursday night will be held in the Panorama Ballroom on the Upper Level, West end of the Centre.

Our WELCOME FUNCTION will be located at the Adelaide Oval on the Lindsay Head Terrace in the Riverbank Stand.

To get there, make your way to the west end of the Convention Centre, cross the River Torrens along Montefiore Rd. Take a right turn down War Memorial Drive toward the Adelaide Oval South Gate and follow the signage to the Riverbank Stand. Lindsay Head Terrace is on Level 5.
WELCOME

Welcome to the Australian Wagyu Association’s 2019 WagyuEdge: Building Integrity Conference and Tour.

We trust you will find the event informative, enjoyable and provide food for thought in your Wagyu journey. The conference brings together a range of speakers to present you with knowledge on the Wagyu supply chain within our shores and beyond. During the lunch and tea breaks, we encourage you to visit our Sponsors’ stands and take advantage to speak with their staff first hand.

Take the opportunity to network and socialise during our Welcome Function and Gala Dinner. Secure those hard to obtain genetics during the Elite Wagyu National Sale and finally, for those on the Tour, learn first hand how Australian Wagyu enterprises operate.

Conference registrations open Wednesday May 8 from 8.30am
Please make your way to the Registration Desk in Foyer F to receive your Delegate Satchel and identification lanyard and to collect or purchase any merchandise. Our team will be on deck between 8.30am and 5pm on Wednesday.

Your name lanyard must be worn at all times, as it is your entry pass to all conference sessions, social functions and the Tour.

Join the Conversation!
Share your thoughts about the conference using the hashtag #WagyuEdge on Twitter and Facebook.
Program

AWA Annual Conference & Tour

WEDNESDAY MAY 8 - ADELAIDE CONVENTION CENTRE

PRESENTED BY ZOETIS

DAY ONE CONFERENCE

7.30am - 5pm  CONFERENCE REGISTRATION
REGISTRATION DESK located in the Foyer F, Ground Level

SESSION 1: 30 YEARS OF THE AWA
CHAIR: Chantal Winter, President AWA

9.45am  Chantal Winter
President AWA
The Australian Wagyu Association welcomes delegates to the 2019 WagyuEdge: Building Integrity annual conference. The opening Session is presented by AWA President, Chantal Winter.

10.00am  30 Years of AWA
Keith Hammond, Robbins Island Wagyu
Keith Hammond will take us through a personal perspective of the Australian Wagyu industry's journey in the past 30 years. As third president of the Association, Keith has been an integral part of the industry since its inception.

10.50am  Wagyu Feeder Calculator
Todd Andrews, New South Wales Department of Primary Industries
Australia has a diverse range of environments – from the tropical north to the southern temperate zones – with nutritional variations along the way. Todd will take us through the fodder available in each region and what supplements can be used via a calculation App to get the most from your feed for your production cycle and system.

11.30am  Day 1 Sponsor Zoetis Update
Zoetis provides a range of animal health products and services for Wagyu beef, working with producers and veterinarians to make informed decisions for the betterment of the herd. Zoetis' alignment with the Wagyu industry will enable producers to maximise the potential and profitability of their Wagyu beef operation.

11.55am  LUNCH served in Foyer F

SESSION 2: APPLYING AND FUELLING WAGYU EBVS
CHAIR: Dr Matthew McDonagh, CEO AWA

1.00pm  Using BreedObject $Indexes
Dr Brad Walmsley Research Geneticist, Australian Genetics and Breeding Unit
The BreedObject $Indexes are designed to help producers optimise profitability from commercial self-replacing, fullblood terminal and F1 terminal production systems. Brad will walk us through how and when, to apply the Indexes.

1.50pm  Carcase Data and Breeding Decisions
Ms Catriona Millen Technical Offer, SBTS
Whether you have a small herd or a large, commercial herd, Catriona will outline how correct data recording and analysis can be of benefit to make the most of your information.

2.40pm  AFTERNOON TEA served in Foyer F

SESSION 3: FUTURE WAGYU FEEDER WORKSHOP
CHAIR: Dr Matthew McDonagh, CEO AWA

3.30pm  The feedlot industry is an integral part of the Wagyu supply chain and the future of the feedlot and future trends will have direct impact on our own decisions. This session aims to bring the views and perceptions together of some of the more notable feedlot companies. Each company will give delegates a chance to hear firsthand how their companies see the future trends play out.

3.30pm  Berry Reynolds
Private Client Manager, Mort & Co

3.50pm  Andrew Malloy
Livestock Procurement Manager, Rangers Valley

4.10pm  Steve Martin
General Manager Operations, Kerwee Feedlot
To conclude the Session, Berry, Andrew and Steve will take part in an industry panel forum to discuss the broader future of the feedlot industry and its role in for Wagyu.

CONFERENCE WELCOME FUNCTION DINNER

7.00pm  The Welcome Function is the first of three opportunities to celebrate the Wagyu industry. To be held at the Adelaide Oval, delegates will have an opportunity to socialise in a relaxed atmosphere, overlooking the River Torrens and Adelaide skyline.

WELCOME FUNCTION MENU
Enjoy a selection from a buffet of garden salads to complement beautifully presented meats from the Grill:
Charred Wagyu steaks served w/ onion, tomato and shallot jam
Garlic and herb lamb cutlets w/ cous cous, honey and saffron labneh
Gourmet sausages and balsamic roasted vegetables
Sriracha marinated chicken thigh, w/ toasted cashew, sesame and spring onion
Baked Atlantic salmon, served w/ cherry tomato, kalamata olives and capers
Herb roasted jacket potatoes w/ sour cream and chives
To round out the meal, a selection of mini pastries, cakes, tarts and fresh fruit will be served for dessert.
SESSION 1: THE BIG PICTURE

CHAIR: Peter Gilmour, Board Member, AWA

8.30am Day 2 Sponsor, Neogen Australasia Update
Australia has the largest Wagyu herd outside Japan and our beef is shipped across the world, to much acclaim. Understanding local and international markets and optimising genetics, feed and the supply chain is fundamental to establishing and maintaining a successful operation.

8.45am Keynote Address: ACo – Directions and Brand
Hugh Killen, CEO, Australian Agricultural Company
ACo is one of the most recognised companies in the Australian beef industry, and owner of one of the world’s largest herds of Wagyu. Wagyu genetics have been an integral and long-standing part of the company’s premium branded beef strategy, and ACo’s CEO Hugh Killen will give our keynote address on what the future holds for the company.

9.35am International Markets and Trends
Andrew Cox
Japan Regional Manager, Meat & Livestock Australia
Taking a more international perspective, Andrew will cover the key international market forces and opportunities for the beef industry.

10.15am Wagyu Industry Directions from Japan
Tadaharu (Bully) Kohno
Industry Consultant and Commentator, Japan
Bully has been involved in the beef industry in Australia and Japan for many years and will give delegates a greater insight into Japan and Wagyu.

10.45am MORNING TEA served in Foyer F

SESSION 2: OPTIMISING QUALITY TO UNDERPIN BRAND PROMISE

CHAIR: Lorna Tomkinson, Board Member, AWA

11.30am Performance Recording to Underpin Breeding Decisions
Anthony Winter, Manager
Macquarie Wagyu
As manager of Macquarie Downs for ten years with wife, Chantal, Anthony is skilled in data analysis to assist in decision making to produce the brand, Macquarie Wagyu. Anthony’s presentation will take us through the good and bad, decisions they have made to arrive at a quality product.

12.10pm Quality Attributes Underpinning Flavour in Wagyu
Dr Damian Frank
CSIRO Research Scientist
The decisions made by the producer have a direct impact on the final eating experience of Wagyu beef. Damian’s extensive research clearly illustrates the unique properties of Wagyu that give such a wonderful flavour and consumer perception.

1.00pm LUNCH served in Foyer F

SESSION 3: FEEDLOTTING AND MANAGEMENT TO DELIVER THE RIGHT PRODUCT

CHAIR: Selwyn Maller, Junior Vice President, AWA

2.00pm Feedlot Industry Projections and Wagyu Trends
Bryce Camm, ALFA President
Camm Agricultural Company
As president of the Australian LotFeeders Association, Bryce has a big picture perspective on feed management to deliver producer and consumer demand. Bryce will share with us his own personal journey with Camm Agricultural Company and ALFA’s thoughts on feedlotting.

2.50pm Managing Wagyu on Feed
Gina Lincoln,
Lincoln Farm Management
Gina’s background in managing Peechelba Beef Feedlot and overseeing the breeding and feeding operations of Blackmore Wagyu has given her a deep understanding of Wagyu. This presentation will focus on Gina’s whole-of-life approach to raising Wagyu from conception through to product.

3.30pm AFTERNOON TEA served in Foyer F
SESSION 4: FOUNDATIONS OF QUALITY WAGYU

CHAIR: Charlie Perry, Treasurer, AWA

The Foundation of quality Wagyu is about using the genetic information available, and the recorded data to underpin confident breeding decisions to produce the best possible carcase outcome. The speakers will talk about their different strategies to deliver a well-balanced herd for the generation of Wagyu feeders.

4.10pm  Scaling up with Quality
Laird Morgan, owner/director
Arubial Wagyu and Lillyvale Feedlot

Three years ago, Laird Morgan began his Wagyu journey and in 2019 will look to join 850 fullblood females. His story highlights his belief in performance herd recording to achieve the best possible outcomes.

4.50pm  Fit for Purpose Wagyu
Alan Hoey
Wagyu Genetics Consultant

Alan has been part of the Wagyu industry since it’s very early days and his presentation will include his journey with Wagyu genetics and provide an insight into the skill of researching Wagyu herds. Through consultation with his clients, Alan develops plans for a Genetic Breeding Program to achieve the desired result, be that a paddock to plate animal or planning for the export market.

7.00pm  GALA DINNER
Adelaide Convention Centre, Panorama Ballroom, Upper Level

Branded Beef Competition Winners
Royal Flying Doctor Service Charity Auction

Mort & Co's award-winning Wagyu brand, The Phoenix, is gaining much acclaim for its full-bodied flavour and optimal marbling, giving an exceptional eating experience — a clear winner for the title of Grand Champion in the 2018 Wagyu Branded Beef Competition.

The Association would like to extend a huge thank you to Mort & Co for providing the Wagyu for tonight’s Gala Dinner.

The Adelaide Convention Centre Executive Chef, Gavin Robertson, has put together a menu that features Wagyu at its finest, with side dishes that heighten the experience.
DAY THREE CONFERENCE
FRIDAY MAY 10 - ADELAIDE CONVENTION CENTRE

Program AWA Annual Conference & Tour

CONFERENCES REGISTRATION
REGISTRATION DESK located in the Foyer F, Ground Level

SESSION 1: PUTTING IT INTO PRACTICE

CHAIR: Dr Matthew McDonagh, CEO, AWA

The Wagyu beef brand promise begins with a solid foundation – good genetics, animal health and nutrition as well as telling your story. In this Session we hear how two companies – one in Australia, one in the US – have successfully built on quality foundations to create vertically integrated operations.

9.00am  Jac Wagyu Story - Vertical Integration to Optimise Quality
Jason Lewis, Jac Wagyu

Jac Wagyu is based in north-west New South Wales and operated by Jason and Ann Lewis, fourth-generation farmers, who will take us through the role value-add plays in a maturing Wagyu market. Jason will highlight the advantages and disadvantages that value-adding can have on a family business and how they have overcome them to be a successful branded-beef operation.

9.50am  HeartBrand USA - Promise to Product
JoJo Carrales, Vice President Cattle
HeartBrand Beef, USA

In comparison, Heartbrand USA while still a Wagyu operation focuses on Akaushi genetics – commonly referred to as Red Wagyu. JoJo’s presentation will describe the method and reasoning on how HeartBrand best utilises Akaushi genetics to fit the company’s beef demand as well as variables in the market. By tracking cattle data throughout their vertically integrated system has given the ability to make progress and real time changes.

12.20pm  WAGYU BRANDED BEEF TASTING LUNCH
served in Foyer F

Executive Chef, Gavin Robertson, brings out the best of the Wagyu Branded Beef Competition. The Association encourages you to enjoy samples of the winning entries into the 2019 competition to wind up the Conference while we wait in anticipation for the Elite Wagyu National Sale.

SESSION 2: THE FUTURE OF OUR INDUSTRY

CHAIR: Chantal Winter, President, AWA

Building and continuing, a sustainable Wagyu industry encompasses a number of elements – genetics, breeding, environment, markets and consumer acceptance. With that in mind, this final Session brings together noted industry stakeholders to share their views and discuss what it is to create a sustainable Wagyu future.

11.30am  Closing Keynote Address: Foundations of a sustainable beef industry
Hon. Mr Simon Crean, Chairman Australian Live Exporter’s Council

Mr Crean will focus on industry sustainability and community perceptions, drawing on his extensive experience in public affairs and more recently his leadership role in the livestock export industry. Mr Crean will talk about the imperatives of effective advocacy and having a meaningful national presence in terms of politics and policymakers.

1.30pm  WAGYU BRANDED BEEF TASTING LUNCH
served in Foyer F

WAGYU BRANDED BEEF COMPETITION

PANEL MEMBERS
Hon. Simon Crean
Chairman, Australian Live Exporter’s Council

Anna Speer
Chief Operating Officer, AACo

Bryce Camm
President, Australian Lot Feeders Association
JoJo Carrales
VP Cattle, HeartBrand USA
Jason Lewis
Jac Wagyu
DAY THREE  CONFERENCE (continued)
FRIDAY MAY 10 - ADELAIDE CONVENTION CENTRE

ELITE WAGYU NATIONAL SALE

3pm - 6pm  Held live in the ACC Hall F, the Elite Wagyu National Sale offers the top 5% of Wagyu genetics as well as special interest lots and rare genetics.

Delegates can view the auction live in the auditorium or streamed via Facebook.

Bidders must be registered prior to the commencement of the auction.

We encourage bidders and vendors to discuss arrangements in the Home Ground dining precinct, in the Lower Level of the Adelaide Convention Centre.

WAGYU BRANDED BEEF COMPETITION

This year’s annual Wagyu Branded Beef Competition held by the Australian Wagyu Association witnessed the very best of Australian Wagyu beef, showcasing the exceptional eating experience and quality of Australia’s homegrown produce. The pinnacle of Australian beef was assessed by a peer group of Australia’s top chefs and commentators. The level of quality in this year’s entries was exceptional.

Hog’s (Australia’s Steakhouse) has made its first foray into the Elite Wagyu sector by hosting the Australian Wagyu Association’s largest ever Wagyu Branded Beef Competition at their Head Office at Raby Bay Harbour, Cleveland, Qld on Thursday 14th March 2019.

Examples of Australia’s highest quality and most expensive beef were judged with numerous marble score 9 and 9+ (Australia’s highest possible) striploins presented.

Hog’s Corporate Chef John Alexander, who has been the Executive Chef for the Wagyu Branded Beef Competition for the past four years, performed above and beyond the call of duty to once again cook and present the entries to the judges.

Some of the Judges’ comments: – “Enjoyable chewy yet tender and silky. Very juicy – almost a burst of juiciness which lasted”. “Buttery flavour with cereal yet beefy aroma”. “Visible marbling lines and well marbled”. “Appearance was amazing, burst of juice on the first bite, creamy fresh flavour.”

AWA Wagyu Branded Beef Co-ordinator, Ron Fitzgerald stated, “Hog’s CEO, Ross Worth, Operations Manager Paul Piert and Corporate Chef John Alexander, as well as other staff, were extremely, genuinely hospitable and helpful to ensure the smooth running of another successful AWA Wagyu Branded Beef Competition. I would like to thank Hog’s for all their assistance and wish them all the best in any future Wagyu endeavours. The 2019 event had the most steak entries since its inception and the highest number of overall entries as well. Winners of the Branded Beef Competition will be announced Thursday night during the Gala Dinner.

Samples of the Branded Beef Competition entries can be experienced on Friday during the Branded Beef Competition lunch.
The two-day Tour will visit Mayura Station in South Australia and Sher Wagyu in Victoria. The journey will travel from Adelaide to Melbourne via South Australia’s Limestone Coast and Victoria’s Wimmera, concluding at Melbourne Airport.

Notes on visiting the properties

- Bring some warm clothes. Southern Australia can be chilly during the Autumn months.
- Sturdy shoes: closed toe shoes, no heels, suitable for a farm environment.
- Name tags to be worn at all times.
- Biosecurity: Foot sanitation baths will be in use as you leave the bus.
- Property owners reserve the right to deny visitors entry or to ask for you to leave the property for inappropriate behaviour.

SATURDAY MAY 11

7.30am  Depart from ACC
9.30am  MORNING TEA BREAK
12.30pm  ARRIVE: Mayura Station
         LUNCH The Tasting Room led by Head Chef, Mark Wright
         Presentations
5pm  DEPART: Mayura Station
5.30pm  ARRIVE: Mt Gambier, accommodation at The Barn
         Dinner will be served in the restaurant at 6.30pm

SUNDAY MAY 12

7.45am  Depart from Mt GAMBIER
10am  MORNING TEA BREAK
12.45pm  ARRIVE: Sher Wagyu
         LUNCH served in the Shearing Shed and Presentations
4.30pm  DEPART: Sher Wagyu
6pm  ARRIVE: Tullamarine Airport, Melbourne for connecting interstate and international flights, or for access to Melbourne city.
Catriona Millen  
Technical Officer, SBTS

Catriona Millen is a technical officer with Southern Beef Technology Services (SBTS), a joint initiative of Meat and Livestock Australia (MLA), the Agricultural Business Research Institute (ABRI) and 14 breed societies, including the Australian Wagyu Association. SBTS provides the Southern Australian beef industry with extension services and technical support to maximise understanding and use of genetic technologies, including BREEDPLAN. Catriona holds a Bachelor of Science and a Bachelor of Agricultural Science (Honours), has previous experience in genetics research and has been with SBTS since 2015.
Hugh Killen was appointed CEO to AACo in 2018 and is a highly experienced senior executive with more than 25 years’ experience in global financial markets. Prior to AACo, Hugh spent 15 years at Westpac Institutional Bank, holding several senior executive roles. Hugh has a lifelong association with agriculture having being raised on pastoral properties in northern NSW and south-west Queensland, and has retained strong personal involvement in the industry through private investments in farming.

Hugh Killen
CEO Australian Agriculture Company

Steve Martin
General Manager Operations, Kerwee Feedlot

Steve is General Manager of Kerwee Lot Feeders at Jondaryan, Queensland. An ALFA Board member, former winner of the ALFA lotfeeder of the year award and recent graduate of the Australian Rural Leadership program.

Andy Malloy
Livestock Procurement Manager

Andy has been with Rangers Valley Feedlot, since 2017. He is responsible for overseeing the procurement of approx. 55,000 head of cattle per year including up to 25,000 head of Wagyu. Andrew has more than 20 years’ experience across many areas within agribusiness. He has spent more than half his career managing large scale cattle feedlots including the transition of management during the purchase of Rockdale Beef feedlot by JBS Australia in 2010. He also has experience in the sales and marketing of nutrition and veterinary based products, most recently for Zoetis Australia.

Berry Reynolds
Private Client Manager, Mort & Co

Berry Reynolds is the Private Client Manager with one of Australia’s largest feedlotting companies, Mort & Co based in Toowoomba, Qld. He is responsible for the company’s expanding Wagyu and Angus mid fed programs along with establishing and maintaining strong business relationships with Mort & Co’s key producer network. He has a strong background in livestock breeding, genetics, client and member services, and has a strong commercial acumen. He accrued this experience while owning and operating his Red Angus stud herd, IBR, which he dispersed in June 2014 upon commencement in his role at Mort & Co.
Dr Damian Frank
CSIRO Research Scientist

Dr. Frank is a Project Leader in the Sensory, Flavour and Consumer Science group within Agriculture & Food based in CSIRO, Sydney. He is involved in strategic and commercial research projects in a range of areas including flavour and nutrient chemistry, sensory and consumer research.

Andrew Cox
Japan Regional Manager, Meat & Livestock Australia

Andrew Cox is MLA’s in-country expert for Japan having been based in Japan for many years and brings to MLA a wealth of knowledge on consumer research and marketing brand strategy and has been an invaluable resource for the Association with regard to Wagyu in Japan.

Tadaharu (Bully) Kohno
Japanese Industry Consultant/Commentator

A retired meat trader, Bully Kohno has extensive experience in Australia’s meat industry importing Australian beef into Japan for premium retail chain, Meidi-Ya. In addition to his more than 30 years with Meidi-Ya, Mr Kohno worked for a meat wholesale and catering company affiliated with Itoham Foods. He is a graduate of Meiji University, Japan with a Bachelor’s degree in Agriculture and post graduation spent time as a trainee with the West Australian Meat Export Works. Mr Kohno now is the Japan representative for media outlet, BeefCentral.

Anthony Winter
Manager, Macquarie Downs

Anthony Winter and his wife, Chantal have been the operating managers at Macquarie Downs, Queensland producing the well-respected brand, Macquarie Wagyu since 2009. With a background in cattle breeding and feedlot fattening, Anthony has qualifications in Stock and Meat Inspection and extensive experience working on ranches in the US. His background with Elders as merchandise manager has given him valuable experience in marketing and technical knowledge of animal health products. Anthony’s skills in analysis and dedication to data collection, including being an early adopter of submitting data to BREEDPLAN is taking the Macquarie Wagyu label into a bright future and cementing their devotion to product excellence.
Alan Hoey
Wagyu Genetics Consultant

With more than 25 years experience in the Wagyu industry, including breeding and feedlots, Alan Hoey is well-versed in understanding what makes Wagyu tick. Focusing on building and testing genetic lines Alan is able to see the proof in carcasses and data records. As a Genetic Consultant Alan has developed a Fit for Purpose Model matching the needs of the Individual Wagyu Cattle Breeder both here in Australia and internationally.

Laird Morgan
Arubial Wagyu and Lillyvale Feedlot

Laird Morgan is the Co-Owner and Director of Arubial P/L operating four properties in the Condamine area incorporating 20,000 acres as well as operating the 12,000 SCU Lillyvale Feedlot. Laird’s background is in feedlotting, broadacre farming and seedstock production. Laird’s association with the Wagyu breed started four years ago at the 2015 Wagyu World Congress at Yeppoon. With his background, and belief in performance herd recording, he has taken the Arubial herd from zero to joining 850 fullblood females this year.

Gina Lincoln
Lincoln Farm Management

A consultant to the beef industry, Gina has extensive experience in feedlot management and fullblood herds, having spent 12 years as general manager of Peetchelba Beef Feedlot and seven years with Blackmore Wagyu overseeing the breeding, feeding and operations of the company. Gina utilises her strong connection to cattle to focus on the day to day management of cattle particularly focusing on a whole of life, health and husbandry to achieve the best results possible for the herd.

Bryce Camm
Chairman Australian Lotfeeders Association, Camm Agricultural Company

Bryce Camm hails from Dalby in Queensland’s Darling Downs region where he oversees his family’s company Camm Agricultural Group; an integrated beef and cropping enterprise with interests across Queensland. Bryce has been CEO of the group for the past two years. Prior to that he was the Manager of the group’s award winning Wonga Plains Feedlot for eight years where he oversaw the operation triple in size. Bryce undertook a dual degree in Business Administration and Communications at Bond University. Bryce is currently the Chairman of Beef Australia Ltd and President of the Australian Lot Feeders Council.
DAY 3, SESSION 1  |  Jac Wagyu Story - Vertical integration to optimise quality

Jason Lewis  
Managing Director, Jac Wagyu

Jason is a passionate and driven fourth-generation farmer. After completing a Bachelor of Agricultural Science, Jason returned to the family farm to transition from Angus to F1 Wagyu production, developing the Jac Wagyu brand of beef. The company has continued to grow and evolve into an established domestic and international brand while moving toward a fullblood production system with genetic improvement and the establishment of their own feedlot.

DAY 3, SESSION 1  |  HeartBrand USA - promise to product

JoJo Carrales  
VP Cattle, HeartBrand USA

JoJo Carrales is vice president of cattle at HeartBrand Beef, USA and leads the company’s cattle operations. Heartbrand has been part of the US Wagyu industry since 1998, specialising in the Akaushi strain of red Wagyu and are seedstock sellers around the world. The branded beef program focuses on DNA and source verification as well as feeding the cattle through a natural program to give consistent quality products. JoJo has a Master’s degree in Agriculture from Sam Houston State University and a Bachelor in Animal Science from Texas A&M and has previously been a livestock judging coach and agricultural educator.

CLOSING KEYNOTE ADDRESS  DAY 3, SESSION 2  |  Foundations of a Sustainable Beef Industry

Hon. Mr Simon Crean  
Chairman Australian Live Exporter’s Council

The Hon. Mr Simon Crean is an independent chairman of ALEC, first elected in October 2014, and re-elected for subsequent terms in 2016 and 2018. Mr Crean served as the Member for Hotham in the Australian Parliament from 1990, retiring at the 2013 election. During this time, Mr Crean was leader of the Australian Labor Party and Federal Leader of the Opposition and held various ministerial portfolios. He served as Minister for Primary Industries and Energy, Minister for Trade and Minister for Regional Australia, Regional Development and Local Government. Prior to joining politics, Simon worked in a number of trade unions and was President of the Australian Council of Trade Unions (ACTU) from 1985 to 1990.

DAY 3, SESSION 2  |  Foundations of a Sustainable Beef Industry Panel

Anna Speer  
COO, AACo

Prior to joining AACo, Anna was CEO of AuctionsPlus, responsible for growing the business into Australia’s largest marketplace for livestock. Anna was previously General Manager of agricultural technology firm, Livestock Exchange. She has deep experience in the pastoral industry, including as Stud Registrar of Consolidated Pastoral Company’s Newcastle Waters station. Anna holds a Bachelor of Science, as well as a Bachelor of Primary and Secondary Education, and a graduate of the Australian Rural Leadership Foundation, the Australian Institute of Company Directors and the University of Sydney’s Global Executive MBA program.
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