

# ALFA



AUSTRALIAN LOT FEEDERS'  
ASSOCIATION



YEAR IN REVIEW | 2019



## ABOUT US

The Australian Lot Feeders' Association (ALFA) is the peak national body representing the Australian cattle feedlot industry.

## OUR MISSION

ALFA seeks to improve the profitability, professionalism and community standing of the cattle feedlot industry via industry representation, strategic levy investment, industry development activities and membership assistance.

## OUR ROLE

Through ALFA's Feedlot Membership category, ALFA proudly represents the direct interests of its members who hold approximately 70% of Australia's cattle feedlot capacity. ALFA regularly engages with the agribusiness and service industry through its Associate and Platinum Membership categories and ALFA continues to be committed to promoting the feedlot sector as a rewarding career path through its Student Membership offering.

ALFA works diligently for the broader feedlot industry by being responsible for industry representation, strategic levy investment, industry development activities and the provision of membership assistance.

## Industry Representation

ALFA represents and promotes the views of the cattle feedlot industry. ALFA does this through its internal Committees who assess issues and form preferred policy positions that are endorsed by ALFA Council and carried forward in industry and government forums. ALFA's internal Committees are comprised of its directly elected Councillors and External Participants and include the:

- ▶ Executive Committee
- ▶ Membership, Events and Industry Capacity Committee
- ▶ Animal Health and Welfare Committee
- ▶ Research and Development Committee
- ▶ Feedlot Management Committee
- ▶ Feed, Commodities and Nutrition Committee
- ▶ Marketing, Trade and Market Access Committee
- ▶ Environment Committee

## AUSTRALIAN FEEDLOT INDUSTRY SNAPSHOT

- ▶ Industry turnover in 2016-17 was \$4.7 billion.
- ▶ Feedlots account for 40% of the national cattle slaughter, turning off 2.9 million cattle in 2017.
- ▶ 390 National Feedlot Accreditation Scheme (NFAS) accredited feedlots with capacities ranging from 500 to over 50,000+ head.
- ▶ An all-time record level of cattle on feed was reached in March 2019 with 1,145,563 head.
- ▶ March 2019 also recorded the largest ever accredited feedlot capacity with 1,363,046 head — up 70,376 year on year.
- ▶ 56% and 29% of feedlot capacity is in QLD and NSW respectively.
- ▶ 96% of feedlots are family owned.
- ▶ Employs 1,800 direct and 29,200 indirect full-time jobs nationally.
- ▶ On average 35% of feedlot employees are tertiary qualified and 28% TAFE educated. 33% of feedlot employees are women.
- ▶ If feedlots ceased to exist, Deloitte Access Economics estimates that the Australian economy would shrink by \$10.3 billion and shed 49,000 full-time employees, based on knock on effects.

ALFA engages with other red meat and livestock bodies and government agencies to promote and protect our industry, provide advice and policy direction, direct levy funding and set the strategic imperatives to ensure that key industry issues and opportunities are being pursued.

ALFA, through its President, Councillors and Staff, does this by representing the feedlot industry on a range of industry and government committees that cover areas relating to the livestock industry including trade, consumer marketing, research and development, animal health and welfare, planning, environment and corporate affairs.

## Strategic Levy Investment

Directing the expenditure of the grain fed cattle transaction levy is a key responsibility. ALFA undertakes stakeholder engagement, surveys and face-to-face consultation to determine the priorities for the annual levy allocation, and to ensure that our membership services, education programs and communication remains valuable and relevant.



### Strategic Levy Investment cont.

We work closely with Meat & Livestock Australia (MLA), Animal Health Australia (AHA) and National Residue Survey (NRS), AUS-MEAT and the Red Meat Advisory Council (RMAC) in achieving these outcomes.

### Industry Development

ALFA aims to improve industry settings and opportunities through the development and delivery of standards, training, events, leadership, awards, career development and employment opportunities.

### Membership Services

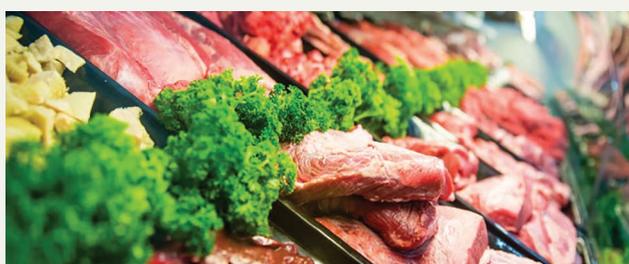
Providing membership services is a key function of ALFA and our value proposition to feedlot operators and other stakeholders. ALFA provides members with access to technical services, representation at the government and industry level on feedlot policy and levy related issues, discounts on all ALFA-run workshops, training courses and events, the right to vote at the ALFA AGM and nominate for election to the ALFA Council and access to the latest research and best management practice information through an industry fortnightly e-Newsletter and the official *Lotfeeding Journal*.

### 2019 DELIVERABLES

Guided by the Meat Industry Strategic Plan (MISP 2020), ALFA created its *Strategic Plan 2015-2020* which outlines ALFA's strategic goals to support the continued growth, competitiveness and profitability of the grain fed beef industry. Whilst the plan has discreet pillars, it is integrated, meaning our activities and investment are intrinsically linked. The strategic pillars are:

- ▶ Consumer & Community Support
- ▶ Productivity & Profitability
- ▶ Market Growth & Diversification
- ▶ Supply Chain Integrity & Efficiency

This document, the ALFA Year In Review 2019, outlines achievements the Association delivered during the 2018-19 period.



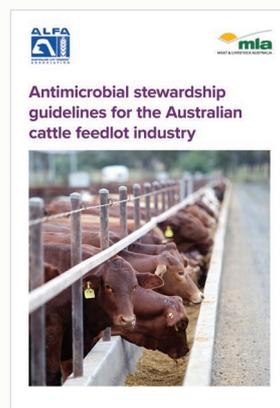
## STRATEGIC PILLAR 1

### CONSUMER & COMMUNITY SUPPORT

*The success of Australian beef is built on our global reputation. 27% of Australia's total beef exports is certified grain fed beef, making its way into high value markets such as the EU, Japan, Korea and China. Our customers and the community have high expectations of the treatment and well-being of the animals within our care, our stewardship of environmental resources, and the continued supply of safe high-quality grain fed beef in a healthy diet.*

*Over the past 12 months ALFA has worked closely with our service providers to invest in research and marketing that promote the nutritional and safe attributes of grain fed beef and deliver programs that support the continuous improvement in animal health and welfare, emergency disease and the environment designed to address consumer expectations.*

### The Antimicrobial Stewardship Guidelines for the Australian Cattle Feedlot Industry



ALFA is dedicated to preserving the effectiveness of antimicrobials, and to protecting human and animal health, by promoting responsible antimicrobial use.

ALFA, together with MLA, released the Guidelines in March 2018. The Guidelines arm feedlot managers with practical information on antimicrobial resistance and provide a framework aimed to reduce the risk of

antimicrobial resistance and safeguard antimicrobial use in the future.

Feedlot operators were encouraged to adopt the Guidelines through the delivery of information packs, case studies, workshops, webinars and information sessions to over 780 feedlot staff, veterinarians and nutritionists.

Feedlot businesses responded strongly with 39% of NFAS feedlot operations voluntarily adopting the Guidelines within their enterprise (June 2019) and a further 72% of NFAS feedlots being aware of the Guidelines and their importance.

## Animal Activism Response and Preparedness

The feedlot sector, and broader livestock production sector, experienced disruption from illegal animal activism during 2019. In response, ALFA developed practical tools to help feedlot operators proactively prepare for activist incursions and to provide for the safety of their people and the wellbeing of their livestock.

The [Trespass Advice Checklist](#) and [Best Practice Feedlot Activity Checklist](#) were developed by ALFA using feedlot experts, consulting veterinarians and industry representatives and distributed to all NFAS feedlot operators.



ALFA also actively lobbied state governments and police authorities for tougher trespass penalties and to provide coordinated intelligence on activist movements. Government-led taskforces were established in QLD, SA and WA. The QLD Government responded by implementing on-the-spot fines for trespassers and important changes to biosecurity laws.

## Emergency and Crisis Management Preparedness

Risk management planning and preparedness is a key strength of ALFA. During 2019 ALFA reviewed its internal crisis management planning and process to ensure it can assist members and the broader industry when required. Learnings from managing issues and the outcomes of the review process are used to continually improve our capability in this area.

## Animal Welfare Continual Improvement

ALFA is committed to continuous improvement in animal health and welfare whilst maintaining consumer expectations over time. To meet this imperative, ALFA directs investment into animal welfare research, development and extension projects through the allocation of the grain fed levy through MLA.

ALFA also engaged with feedlot veterinarians, nutritionists, the two major retailers and the RSPCA throughout the year to discuss animal welfare matters and build on those important relationships.

## Grain fed beef website

Today's curious consumers often seek out information on how their food is produced. To combat some of the misinformation on grain fed beef and its production ALFA, in partnership with MLA, has embarked on building a dedicated grain fed beef website designed to showcase the Australian lot feeding industry, its production methods and the high-quality beef it produces. The website is due to be launched later in 2019.

# STRATEGIC PILLAR 2

## PRODUCTIVITY & PROFITABILITY

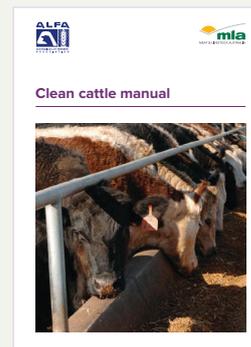
*Increasing our profitability and competitiveness is a key driver for all our businesses. Providing members with access to information, technology, tools, advice and application of our research and development initiatives is a key objective of ALFA; all designed to help drive productivity and profitability.*

## Research and Development Deliverables

ALFA takes its role of directing Research and Development (R&D) investment through MLA very seriously. ALFA's R&D Committee works closely with MLA to invest grain fed levies into research for the betterment of the feedlot industry and operators.

Some of the key outcomes delivered by MLA on behalf of the Committee, during 2018-19 were:

- ▶ Delivery of the [Clean Cattle Manual](#) - a comprehensive new guide to prevent, manage and help operators remove dags from cattle. The Guide was made available in June 2019.
- ▶ Delivery of the [Best Practice Management Guide for Management of Pregnant Heifers for Feedlots](#) designed to help feedlots develop and implement their own programs to manage pregnant heifers and newborn calves. The Guide was sent to all feedlots during January 2019.
- ▶ Delivery of the [Best Practice Grain Processing Manual for Australian Feedlots](#) which outlines innovative grain processing methods and technologies for lot feeders. The Guide was made available in June 2018.
- ▶ Delivery of the [Guide to Using Alternative Feedstuffs](#), an ALFA produced document aimed to help guide feedlot operators that may want to use non-traditional feedstuffs during drought; with a key focus on mitigating risk. The Guide was sent to all feedlots in September 2018.
- ▶ Delivery of a comprehensive set of [Antimicrobial Stewardship online training](#) tools to support lot feeders understand and adopt Antimicrobial Stewardship into their business. The tool was made available in May 2019.



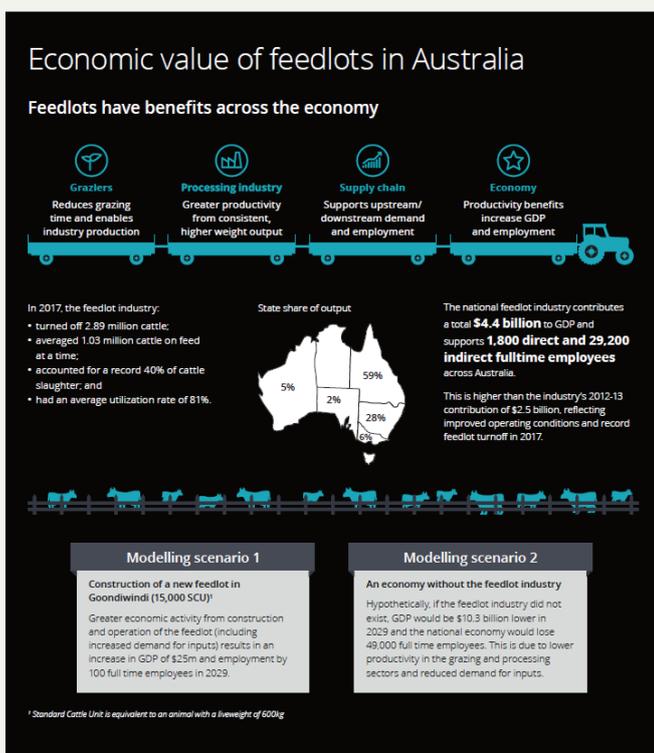
- ▶ Evaluation of the REDI system to detect Bovine Respiratory Disease (BRD).
- ▶ Initiation and assessment of key automation projects in the area of bunk scanning and an automated feed delivery system with promising results in both efficiency and accuracy.
- ▶ Initiation of research into the use of orchard fans to assist with heat load.
- ▶ Assessing the impact of lairage timing and duration with regards to meat quality.
- ▶ Operation of the *Katestone heat load toolbox* and forecast service for the 2018-19 summer.
- ▶ Completion of a *Regional Feedlot Investment Study* outlining in detail the economic contribution to the Australian and regional economy.

## Industry Training, Research Extension and Capability Building

ALFA has a targeted program of workshops, education and training opportunities designed to support the uptake and application of research and best practice management from across the industry. It is a core part of our value proposition to our members.

In 2018-19 ALFA delivered the following:

- ▶ BeefEX 2018. The feedlot industry's premier conference was held in October 2018 at its new venue, the Brisbane Showgrounds, with almost 500 delegates in attendance. Post event analysis indicated that 95% of respondents said they would attend the event again in 2020, 92% indicated they would recommend it to a friend and 82% said that they believed they took away learnings that were relevant to their businesses. The event generated exceptional media coverage with over 35 articles syndicated to more than 70 rural press publications with a readership reach of 2,148,711 people. The event was attended by the Hon. David Littleproud, Federal Minister for Agriculture and the Hon. Joel Fitzgibbon, Federal Shadow Minister for Agriculture, who both addressed delegates.
- ▶ *Seven Nutrition and Milling* workshops held throughout Australia in May 2018 to 195 registered attendees, proudly sponsored by Elanco and MLA.
- ▶ *Seven Certified Animal Welfare Officer Training* sessions held during August, September and October 2018 to 123 registered attendees. This brings the total number of certified Animal Welfare Officers to over 400 since the training was first introduced in 2015, and this year the program was sponsored by Zoetis and MLA.
- ▶ *Seven Animal Health and Welfare* workshops held across Australia during March 2019 to 253 registered attendees, sponsored by Coopers Animal Health and MLA.
- ▶ ALFA also issued 27 Member exclusive industry newsletters, specific communications relating to heat load, 6 *Lotfeeding Journal* editions and over 100 social media posts designed to keep members informed and up to date.



## Research & Development Levy Investment Consultation

In 2019 ALFA members and grain fed levy payers were asked to have their say on a suite of proposed grain fed levy investments for the 2020 Financial Year period via the annual 'Grain Fed Levy Marketing and R&D Investment Survey'. This information helps guide research investments made by MLA on behalf of the feedlot industry.

The annual survey followed a consultation process run by MLA that included ALFA's Research & Development Committee and the ALFA Council. Survey respondents reacted positively to the proposed research and development investments with 100% of respondents supporting the Feedlot Animal Welfare, Feedlot Productivity and Feedlot Consultation and Capability areas of investment; and 89% of respondents supporting the Feedlot Animal Health, Feedlot Sustainability, and Feedlot Adoption areas of investment.

ALFA is dedicated to nurturing youth and fostering industry leaders. ALFA delivered a comprehensive range of activities during 2018-19 designed to build industry capability and capacity, including:

- ▶ The 2018-19 Margin and People Management (MPM) program was delivered to 15 participants; up from 10 people last year. MPM provides business and people management training to upcoming and current feedlot managers, promoting improved productivity and profitability and healthy workplace cultures.
- ▶ ALFA, with the support of MLA and grain fed levies, has sponsored one position in each Australian Rural Leadership Foundation's (ARLF) Australian Rural Leadership Program (ARLP) for over a decade. The ARLP ensures our upcoming leaders are highly skilled, effective and influential. Will McCrohan, JBS, graduated from Course 24 in October 2018 and Lauren McNally, Mort & Co, was supported to participate in Course 25.

- ▶ ALFA, with the support of MLA, also sponsored Ben Attewell, Brindley Park Feedlot, Australian Country Choice, and Stevie-Lee Wayman, Kerwee Feedlot, to attend the ARLF's Training Rural Australians in Leadership (TRAIL) program.

### Technical Support

ALFA, together with MLA, offers a dedicated Technical Services Officer who delivers to feedlots the latest technical information, education, training and support. During 2018-19 our Technical Services Officer, Mr Jeff House visited over 80 feedlots and provided personalised information and expertise. This one-on-one service enables feedlot operators to receive the latest information and helps improve ALFA's services by better understanding the issues feedlot operators are experiencing.

### Australian Feedlot Sector Career Development and Training Strategy

ALFA has developed the *Australian Feedlot Sector Career Development and Training Strategy and Implementation Plan* aimed at attracting, retaining and growing the capacity of the feedlot work force.

The Plan covers a four-year investment and implementation timeframe and is designed to provide the Australian feedlot sector, its businesses and current and prospective employees with a clear career development pathway and associated training, tools and professional development and support networks.

Funding for the Plan was secured during 2018 and ALFA appointed a Project Officer in 2019 to commence and drive implementation of the strategy.

### ALFA Recognition of Excellence Program

Encouraging excellence in the feedlot sector is ALFA's passion. Strong industry leadership and capable people support our pursuit to improve industry performance. The capacity to attract and develop skills and leadership to support the industry is a fundamental objective of ALFA.

ALFA launched its *Recognition of Excellence Program* in June 2019 which aims to attract, retain and grow a professional skilled workforce through the recognition of business and individual excellence. The program, which will be an annual event on the ALFA calendar, promotes the full range of ALFA Awards and Scholarships that are available, including:

- ▶ Young Lot Feeder of the Year
- ▶ Excellence in Feedlot Education Medal
- ▶ Innovator of the Year
- ▶ Communicate Your Research Competition
- ▶ Australian Rural Leadership Program (ARLP) Scholarship
- ▶ Outstanding Services to the Feedlot Industry
- ▶ Training Rural Australians in Leadership (TRAIL) Scholarship
- ▶ ALFA Conference Student Scholarship
- ▶ Feedlot of the Year (in each BeefEx year)

ALFA's *Recognition of Excellence Program* is open to ALFA members and/or their employees who demonstrate excellence and alignment with the core values of each industry award or scholarship.

During 2018-19 ALFA recognised past and present excellence through the following specific ALFA Awards and Scholarships with the support of grain fed levies and our Platinum Members:

- ▶ **ALFA Life Membership Award** – ALFA's most prestigious award recognising significant contribution to the Association and its operations and to the broader feedlot industry. Mr Jim Cudmore, who served as an ALFA Councillor and President, was awarded Life Membership at BeefEx 2018; being only the 10th recipient to be honoured with this award in the last 30 years.
- ▶ **ALFA Young Lot Feeder of the Year** – An award designed to encourage emerging employees to contribute their ideas and vision for lot feeding at a national level and foster qualities that empower participants to think outside the square, to be bold in their ideas and continuously develop and challenge their thinking about the industry and its future potential. Ben Attewell, Brindley Park Feedlot, Australian Country Choice won the award in 2018 which was sponsored by Performance Feeds.



- ▶ **ALFA Excellence in Feedlot Education** - An award that recognises excellence in feedlot operational skills and the value training brings to the feedlot industry. The winner for 2018 was Jane Reid, Jindalee Feedlot, Teys. The award was sponsored by Zoetis.

- ▶ **Communicate Your Research** - An exciting competition tapping into the nation's brightest minds to develop innovative solutions for the feedlot industry, this competition is coordinated and presented by Bovine Dynamics and Quirindi Feedlot Services in consultation with ALFA. The winner of the competition was Daniel Forwood, Sydney University.



# STRATEGIC PILLAR 3

## MARKET GROWTH & DIVERSIFICATION

To maintain and grow demand for our grain fed beef product we need to continually focus on market access and promote the attributes of our grain fed beef product to consumers and customers. The safety, quality and traceability of our product supports our premium price, however, we work diligently with Industry and Government to improve opportunities for grain fed products.

### Marketing Levy Investment Consultation

In 2019 ALFA Members and grain fed levy payers were asked to have their say on a suite of proposed levy investments for the 2020 Financial Year period via the annual 'Grain Fed Levy Marketing and R&D Investment Survey'. This annual survey followed a consultation process including ALFA's Marketing Trade and Market Access Committee, ALFA Council and specialist meat sales and marketing executives from integrated meat processing businesses. This information helps guide marketing investments made by MLA on behalf of the feedlot industry.

Survey respondents reacted positively to the proposed marketing investments with 100% of respondents showing support for the strategies in the Australian, North American, Japanese, Korean, Indonesian, China, South East Asian, and European markets and 90% of respondents showing support for the strategies in the EU and MENA markets.

### International Market Access

Seeking favourable trade agreements, reducing barriers to trade, and increasing demand in our export markets are imperatives for the Australian beef industry. ALFA does this by working closely with industry partners, MLA and Government to identify favourable trade opportunities and reduce economic and technical barriers to trade. During 2018 - 19, ALFA engaged in the following activities:

- ▶ **Australian Export Control Bill 2020** - ALFA worked with the Department of Agriculture and Water Resources (DAWR) during their review of Australia's Export Control legislation to ensure the references to Grain Fed Standards, including the newly launched Grain Fed Finished (GFF) standard, and associated trade description remained in the revised legislation. This will ensure that grain fed beef continues to be described accurately to customers and in accordance with the minimum Grain Fed Standards and the National Feedlot Accreditation Scheme (NFAS).
- ▶ **European Union (EU) High Quality Beef Grain Fed Quota (HQB GF) – US action against the EU** - ALFA was an active member of the EU Taskforce during 2018-19. Whilst Industry resolved and lobbied to maintain the status quo regarding access to HQB GF quota, the EU and US agreed to conditions where Australia's access will be reduced over time. The nature of the original agreement is such that Australia had few options. The long transitional arrangements, which Australia supports, will enable Australian businesses to adjust overtime in anticipation of a more substantive EU Free Trade Agreement.

- ▶ **Australia – EU Free Trade Agreement (A-EU FTA)** - As a member of the EU Taskforce, ALFA together with MLA has worked closely with the Australian Government in the lead up to commencement of the A-EU FTA negotiations which were announced in July 2018. Ongoing engagement occurred throughout 2018 and 2019.
- ▶ **Indonesia-Australia Comprehensive Economic Partnership Agreement (IA-CEPA)** - The IA-CEPA agreement was signed in Jakarta on 4 March 2019. IA-CEPA will not only deliver additional trade liberalisation by building on the ASEAN-Australia-New Zealand FTA (AANZFTA) outcomes, it will also provide a framework for a more market orientated import regime. Importantly for the feedlot industry this meant immediate and gradual liberalisation of tariffs applicable to boxed beef.
- ▶ **Comprehensive and Progressive Trans-Pacific Partnership (TPP-11)** - The Trans-Pacific Partnership (TPP) 11, renamed the Comprehensive and Progressive Trans-Pacific Partnership (CPTPP), was signed in March 2018 and locks in the market access commitments for 11 nations excluding USA for red meat products; as negotiated in the original TPP outcome. The deal entered into force on 30 December 2018 and 1 January 2019 with important tariff cuts for Australian beef that will improve our international competitiveness amongst the 11 trading partners. As a result of this agreement, Australian frozen and chilled beef exported to Japan – the grain fed beef industry's biggest and most valuable export destination - will fall to 9% over a 15-year period.

### Promoting Aussie Beef

*Australian Beef. The Greatest Meat on Earth Campaign*

ALFA, as custodians of the grain fed levy, works with MLA to direct investment into MLA's domestic marketing and nutrition programs which aim to educate consumers about the benefits of beef.

During 2018-19 MLA continued with the 'Australian Beef. The Greatest' brand by rolling out the 'Beef, The Greatest' campaign which focused on demonstrating to Australian consumers that Australian Beef is a versatile option for dinner. The 2019 Winter campaign aimed to reinforce and demonstrate beef's ease and versatility by positioning beef recipes as a solution for quick and easy mid-week meals.





MLA, on behalf of industry stakeholders and levy payers, conducts customised marketing and promotional activities as well as a range of other programs tailored to the needs of each key export market and distribution channel. Australia's red meat brand True Aussie underpins all of MLA's international marketing activities globally and continued to do so throughout 2018-2019.



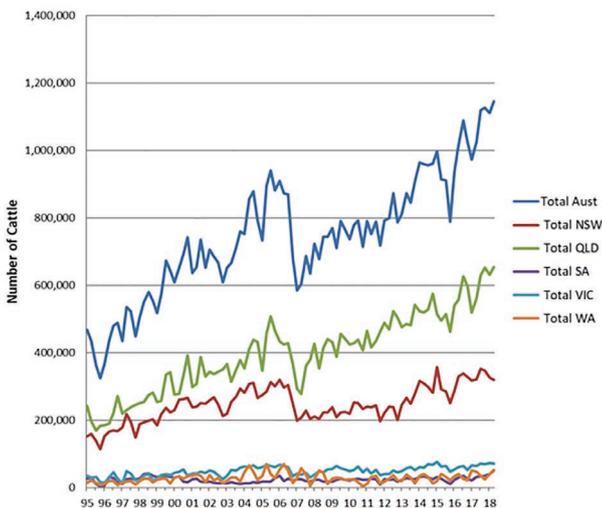
### Quarterly Feedlot Survey

Each quarter ALFA undertakes a comprehensive feedlot survey of cattle on feed and other important market indicators. This information is used to communicate the dynamics of the grain fed beef supply chain.

The January – March 2019 quarter saw cattle on feed reach an all-time record of 1,145,563 head. Licensed capacity also reached a record of 1,363,046 head—up 70,376 head year-on-year—suggesting continued strong investor interest in feedlots and their ability to deliver consistent high-quality Australian beef.

In fact, 2018 was the first time in history that cattle on feed remained above one million head for the entire year driven by challenging east coast drought conditions and continued demand for high-quality Australian beef.

Cattle Numbers on Feed over time



## STRATEGIC PILLAR 4

### SUPPLY CHAIN INTEGRITY & EFFICIENCY

ALFA, in partnership with our service providers, focuses on increasing the value of every animal and ensuring that the eating quality experience of our grain fed product meets or exceeds consumer expectations. Our overarching objective is to develop industry systems that measure key quality and integrity specifications, improve our quality and compliance through enhanced supply chain information, keep our grain fed standards and NFAS up to date, and improve the adoption and extension of our R&D to help facilitate this outcome.

### Grain Fed Finished (GFF) Standard launched

ALFA launched the additional third Grain Fed Standard called 'Grain Fed Finished' in September 2018. This voluntary minimum standard requires cattle to be produced within the NFAS production system, be raised on a specific high energy ration for a minimum 35 Days on Feed and successfully grade Meat Standards Australia (MSA) when processed.



The new standard enables brand owners and feedlot operators increased flexibility around producing Grain Fed beef whilst also continuing to ensure product integrity and guaranteed eating quality. The minimum number of days involved also enables operators to manage the cost of gain; which is especially important in times of high grain price.

A comprehensive communication program was delivered to feedlot operators and livestock processors in the lead up to the launch which was designed to inform and encourage adoption of the standard where commercially desired.

### National Feedlot Accreditation Scheme (NFAS)

The National Feedlot Accreditation Scheme (NFAS) is the feedlot industry's quality management system which underpins the integrity of grain fed beef. NFAS has enabled the Australian feedlot industry to gain a reputation of producing high-quality grain fed beef that meets food safety, animal welfare and environmental requirements. NFAS is owned and operated by AUS-MEAT. The Feedlot Industry Accreditation Committee (FLIAC), comprised of State Government representatives, AUS-MEAT and industry oversee the management of the scheme.

The [NFAS 2018 Annual Report](#), produced and published by AUS-MEAT, highlighted that 387 onsite audits were conducted. A total of 191 Major Non-conformances were identified in 2018 equating to an average of 0.49 non-conformances per audit. Feedlots are required to implement actions to address Major Non-conformances within 30 days unless another arrangement is agreed with the auditor. No Critical Incidents were identified during 2018.

ALFA, in partnership with AUS-MEAT and MLA, developed a [video](#) to help showcase the NFAS and its contribution to the feedlot industry.

**‘Raising the Steaks’  
NFAS 25th Anniversary  
National BBQ**

NFAS was founded in 1994 and so in 2019 the industry came together to celebrate 25 years of Quality Assurance culture in the industry. Over 70 feedlots celebrated the highly successful ‘Raising the Steaks’ day on 26 June 2019 by holding local BBQs with their teams to reflect on the importance of NFAS to their business and the wider grain fed beef industry.

Led by ALFA with the support of AUS-MEAT and MLA, this unprecedented event brought our feedlot community together to celebrate our pride in how we produce quality grain fed beef. The show of national unity was particularly important; especially in response to the recent surge in anti-farm activism targeting the feedlot industry.

In line with the industry’s proactive approach and commitment to continual improvement, in 2019 ALFA also initiated a small review of NFAS in terms of animal welfare, environment and biosecurity to ensure it continues to meet the expectations of our industry, regulators, customers and the community.



'Raising the Steaks' NFAS 25th Anniversary National BBQ cont.



## INDUSTRY MATTERS AND GOVERNANCE

### Government Relations

ALFA is recognised by Government as the Peak Industry Council representing the interests of grain fed cattle producers. During 2018-19 ALFA forged important relationships with both sides of Federal Government. We will continue to foster these relationships into 2020 to ensure cattle lot feeders have a voice with key decision makers.



*ALFA's Immediate Past President Mrs Tess Herbert, Shadow Minister for Agriculture the Hon. Joel Fitzgibbon and ALFA CEO Mr Christian Mulders at BeefEx 2018.*



*ALFA's CEO Mr Christian Mulders, Minister for Agriculture the Hon. Bridget McKenzie and ALFA President Mr Bryce Camm at Australian Parliament House, July 2019.*

### ALFA Annual General Meeting 2018

ALFA held its 2018 AGM on 9 October 2018. Bryce Camm, from Camm Agricultural Group, Bowenville QLD was elected ALFA President as Tess Herbert of Gundmain Feedlot, Eugowra NSW, concluded her three year term. James Palfreeman of JBS resigned from the ALFA Council in 2018, and Tess Herbert also resigned from Council in 2019 to focus on her role as Chair of the Sustainability Steering Group which oversees the Australian Beef Sustainability Framework.

ALFA Office Bearers and Councillors for 2018-19 are:

- ▶ Bryce Camm (President)
- ▶ Barb Madden (Treasurer)
- ▶ Grant Garey (Vice President)
- ▶ Tony Fitzgerald (Vice President)
- ▶ Paul Vogt (Vice President)
- ▶ Tony Batterham (Councillor)
- ▶ Trevor Hink (Councillor)
- ▶ Christopher Fenwicke (Councillor)
- ▶ Steve Martin (Councillor)
- ▶ Scott Braund (Councillor)

### Red Meat Industry Memorandum of Understanding (MOU) Review Process

ALFA, as a signatory to the Red Meat Industry MOU alongside eight other bodies in Australia's red meat sector, has been actively participating in the MOU Review process during the year. The MOU outlines how industry bodies work together collectively for the betterment of the whole industry. The review began in October 2018 and was independently led by Mr Jim Varghese AM with the guidance and oversight of an MOU Review Taskforce.

The Taskforce released a Green Paper which presented different structural options for the industry moving forward and invited feedback from industry bodies, representatives and stakeholders. Submissions, including one provided by ALFA, were collated and considered by the MOU Review Taskforce and resulted in a White Paper being released that presented a potential way forward for the industry. Recommendations in the White Paper are being considered by all signatories of the MOU, with a proposed outcome anticipated in October 2019.

To find out more about the MOU Review, head to the review's website at [rmac.com.au/mou](http://rmac.com.au/mou).

### Meat Industry Strategic Plan (MISP)

The development of the new MISP to go through to 2030 kicked off in December 2018 with the cooperation and involvement of all major red meat industry bodies, including ALFA. Led by RMAC and following consultation processes through the first half of 2019, the plan will be drafted in August for review by industry before final sign off in October-November 2019. Some key considerations for the future that are being discussed include the sustainability of people, the sustainability of animals and the environment, and consumers and markets.

Importantly, the Strategic Plan for ALFA beyond 2020 will be developed once the MISP2030 has been finalised.

For more information on the development of the MISP, the processes involved, and issues being considered, call the ALFA office or head to the MISP website at [rmac.com.au/misp2030](http://rmac.com.au/misp2030).

**If you would like any further information on the Year in Review activities, please contact the ALFA Office.**

# ALFA



AUSTRALIAN LOT FEEDERS'  
ASSOCIATION

-  GPO Box 149, Sydney NSW 2001
-  (02) 9290 3700
-  [info@feedlots.com.au](mailto:info@feedlots.com.au)
-  [www.feedlots.com.au](http://www.feedlots.com.au)
-  [www.fb.com/AustFeedlots](http://www.fb.com/AustFeedlots)
-  [@AustFeedlots](https://twitter.com/AustFeedlots)