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Contract Poultry Committee

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The Association welcomes the new Poultry Meat Manager, Peter Cashman, who started with the Association on 25 February 2008. Peter has been based at head office this week, organising meetings with growers and will visit the Wollondilly growers on Friday.

This position provides services specific to poultry meat growers, essentially:

1. supporting the activities of grower representatives within processor groups, negotiating groups and Association branches
2. identifying and coordinating resources and skills needed by processor groups, negotiating groups and branch representatives
3. identifying and reporting on existing and emerging issues affecting poultry meat growers

These services are most effectively provided through a staff person who can meet face to face with growers, has a thorough knowledge of the industry and has the time and resources to devote specifically to poultry meat.

As the growers are the sole funders of this position, Peter will report to the Chairman of the Contract Poultry Group, Gary Ekert and through to the branch representatives on the Committee.

Peter Cashman, grew up on Central Coast and has been in the broiler industry since 1989, lately managing large tunnel farms. He now lives in Coffs Harbour, from where he can readily service the Far North Coast, Tamworth and Hunter areas and with a direct plane connection to Sydney, can easily service the greater Sydney Basin.

Peter says he is passionate about farming and chickens and wants to make a difference for growers, helping them get the best out of collective negotiations.

Some specific tasks Peter will be undertaking are to:

- Co-ordinate growers' group activities, such as communication, events, campaigns and negotiations on industry matters
- Establish relationships and provide a database of contact information of industry organisations and members
- Liaise with local, state and federal government representatives
- Liaise with processors and representative industry organisations
- Represent the Association at selected events
- Brief policy staff on emerging issues, current issues and signal support required
- Provide operational support to elected representatives
- Increase new membership and encourage membership renewals
- Identify and make recommendations for opportunities for additional products and services that could be provided to members
- Be the initial contact for the poultry meat section for all issues relating to the Association

The growers' payments for this position are still coming in, however, those that have not yet contributed will be receiving a reminder invoice shortly. If you need to discuss this invoice, please contact Gary Ekert, Chairman of the Contract Poultry Group on 0428 689 656.