

# Media Release

Monday 16 March 2009

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## Media Alert: Producer seminars at NSW Beef Spectacular

The NSW Farmers' Association and Cattle Council of Australia are teaming up this week to host three producer focused seminars at the NSW Beef Spectacular in Dubbo.

The seminars will focus on research and development initiatives to improve profitability; the implications of climate change policy on producers; and the opportunities for leadership by beef cattle producers in the industry.

In the first seminar, Cattle Council of Australia President Greg Brown and Executive Director David Inall, NSW Farmers' Association Cattle Committee Chair and Cattle Councillor Richard Chamen and a representative from Meat & Livestock Australia will engage beef producers in a panel discussion about 'blue-sky' research and development initiatives the beef cattle industry can undertake to improve producers' bottom lines.

The second seminar, on climate change policy and the implications to beef cattle producers, will be chaired by Cattle Council Environmental Taskforce member, NSW Farmers' Association Cattle Committee Member and beef producer from Cumnock, Hamish Munro and will feature guest speaker Mick Keogh from the Australian Farm Institute.

The third seminar, featuring NSW Farmers' Association President Jock Laurie, Association Cattle Committee Member Greg Brown and Young Farmers Committee Chair and Cattle Councillor Sam Gunn will focus on leadership in the industry and how producers can get involved.

Producers will have the opportunity to participate in the interactive seminars and ask questions of the panel of experts.

The three seminars will be taking place over two days, Wednesday 18 and Thursday 19 March, and are open to all NSW Beef Spectacular attendees.

**Time & Date: Seminar 1, Wednesday 18 March, 2:00pm**

Topic: What research and development initiatives can the beef industry pursue to increase your profitability?

**Seminar 2: Thursday 19 March, 9:00am**

Topics: Climate change policy – the implications for cattle producers.

**Seminar 3: Thursday 19 March, 9:30am**

Be a leader and direct your industry – how to get involved.

**Location:** NSW Beef Spectacular, Dubbo Showground, Cargill Marquee

*Note for media: Interview and photo opportunities will be available with all seminar speakers. For information, contact Ruth Redfern or Heidi Dennis.*

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