12 July 2016

**Beef research under the microscope**

With strong prices, continued high demand and an excellent start to the season there is widespread optimism across the beef industry.

But the industry needs innovation to continue to thrive and remain competitive in global markets, addressing the challenges that will threaten its future viability.

This year’s Graham Centre Beef Forum on Friday 5 August will see industry experts discuss their latest research findings around issues of key relevance to producers and the Australian beef industry.

Nick Sangster, Meat and Livestock Australia will set the scene discussing current and planned beef research, development and adoption priorities.

Alistair Smith, CSU, will look at the implications from recent research in southern NSW on Pestivirus, a disease that is estimated to cost the Australian beef industry $114.4 million annually. Crookwell beef producer Andrew Nixon will discuss his beef business, while Shawn McGrath and Scott Norman, CSU, and John Wilkins, NSW DPI, will discuss emerging technologies that may revolutionise the way we manage cattle into the future.

With the current high cattle prices, the topic of trading cattle is hot for many producers. John Francis, Holmes Sackett will drill down into the principles, and Molong beef cattle producer James Morse will discuss his experiences with trading cattle in his business.

Grassfed beef is in high demand, and producers need to show evidence of best management practices along the supply chain. The Cattle Council of Australia’s CEO Jed Matz, will talk about the importance of integrity in quality assurance programs such as the Pasturefed Cattle Assurance System (PACS).


For further details, interviews and photos please contact Toni Nugent, Industry Partnerships and Communications Manager, Graham Centre for Agricultural Innovation on mobile 0418 974 775.

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**Supported by:**

*The Graham Centre is a research alliance between Charles Sturt University and NSW Department of Primary Industries.*