

PRESENTED BY



# EVENT PROGRAM



**19-21 MARCH 2025**

**BUNBURY REGIONAL ENTERTAINMENT CENTRE  
AND V&V WALSH**

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# EVENT PROGRAM

## WEDNESDAY 19 March – The Ruby Lounge (2 Marlston Dr, Bunbury)

**6.00PM** BetterBeef25 Welcome function brought to you by **AustAsia**, including the WALFA AGM. This is a smart-casual event with a range of canapes and drinks available.

## THURSDAY 20 March – Bunbury Regional Entertainment Centre (2 Blair St, Bunbury)

**8:30AM** Welcome and opening remarks from WALFA President Lucy Morris to set the stage for the days ahead.

**8:35AM** **Welcome from emcee Richard Hudson from the ABC.**

Richard Hudson is a seasoned broadcaster and journalist with ABC, specializing in rural and agricultural affairs. With years of experience reporting on key issues impacting regional Australia, Richard has become a trusted voice in the farming and livestock industries. His deep understanding of the challenges and opportunities within agriculture makes him an engaging and insightful emcee.

Session sponsored by **Integrated Animal Production**

**8:40AM** **Global Expectations Shaping Beef Production:** With over 60% of Australian beef exported, our market access is increasingly shaped by global social expectations for animal welfare, driven by shifting policies in the US, EU, and beyond. In today's world, online influencers often hold more sway over public perception than scientists or industry leaders. **Charlie Arnot**, CEO of the **Center for Food Integrity**, will explore how these evolving global expectations are reshaping production practices in Australia and what steps we can take to safeguard our freedom to operate. (Virtual Presentation)

**9:20AM** **Dr. Elizabeth Jackson**, a supply chain expert from **Curtin University**, will delve into the key challenges impacting the scalability of grain-fed beef supply chains in Western Australia. From processing limits and air freight bottlenecks to shipping inefficiencies, Dr. Jackson will unpack the factors holding back growth in the sector. She will also explore innovative solutions, including the role of technology, to overcome these obstacles and enhance supply chain resilience and efficiency.

**10:00AM** Morning tea brought to you by **BioJohn**

**10:40AM** Hear from the session sponsor, **Midland Toyota**

**10:45AM** **Maria Crawford**, Livestock Innovation and Sustainability Manager at **Coles**, will share the company's sustainability targets, focusing on their Livestock supplier engagement program. She'll discuss initiatives being utilised to reduce emissions whilst maintaining and growing productive efficient systems, including the importance of standardised emissions reporting. Maria will speak to the Coles Carbon Neutral Beef program and the importance of recognising prior and emerging environmental activities through the supply chain that contribute to sustainable outcomes.

# EVENT PROGRAM

## THURSDAY 20 March – Bunbury Regional Entertainment Centre (2 Blair St, Bunbury)

**11:15AM** Hear from **Dr Fran Cowley** from the **University of New England**, an experienced but pragmatic researcher who has spent many years gathering evidence and understanding the function of methane busting feed additives. Dr Cowley will share with you the latest research findings and future possibilities for reducing the carbon footprint of beef. Dr Cowley will also provide insight into the big questions, such as the most practical methods of applying this technology to a commercial feedlot to achieve methane mitigation but avoid compromising production efficiency and profitability.

**11:45AM** **Grant Garey**, General Manager Feedlots for **Teys Australia**, will provide a snapshot of Teys' sustainability principles which ensure that across their operations, Teys always takes a pragmatic approach towards the future through sustainable growth. From reducing environmental footprint, to championing animal welfare, supporting the development of their people, and fostering inclusive communities, and promoting the societal value of eating beef – these priorities serve as a blueprint for responsible progress. Teys achieves this through their own initiatives and through working to support our industry.

**12:20PM** Welcome to the lunch break with **Zoetis**

**12:25PM** Lunch brought to you by **Zoetis**

**1:20PM** Hear from the session sponsor, **Integro Private Wealth and AMD**.

**1:25PM** **Gillian Fennell** is a dedicated advocate for agriculture, serving as an 'Agfluencer,' podcast host, and industry leader. With a strong background in farming and a passion for promoting the agricultural sector, she actively engages with the farming community to share insights and foster growth. Through her podcast and various platforms, Gillian provides valuable perspectives on industry trends, challenges, and opportunities, aiming to inspire and inform both current and future generations in agriculture.

In her session, Gillian will delve into the realities of succession planning—the good, the bad, and the ugly—from a personal perspective, sharing valuable insights and lessons learned along the way.

**1:55PM** Succession within a family business can be challenging. **Bryn Evans** from **Integro Private Wealth** will cover off on the nuance's associated with succession planning within the agricultural sector. Bryn has worked with many family farming businesses on the succession journey and will share some tips and tricks for navigating the process.

**2:25PM** **Leith Johnston**, CEO of the **Bunbury Farmers Market**, will share the story of how the Farmers Market started and its impressive growth to its current footprint. He'll highlight the market's strong focus on quality, particularly in its meat sales and value-adding processes. Leith will also provide insights into the Farmers Market's approach to staff retention and creating a positive team environment, showcasing how these elements contribute to a thriving business culture. Additionally, he will discuss the key factors behind the Farmers Market's growth and efficiency gains, offering inspiration for others in the industry to follow suit.

**3:00PM** Afternoon tea brought to you by **Wedderburn Transport and Zambonetti Transport**

**3:30PM** Hear from the session sponsor, **Phibro Animal Health**.

# EVENT PROGRAM

**THURSDAY 20 March – Bunbury Regional Entertainment Centre (2 Blair St, Bunbury)**

**3:35PM** Hear from **Sam Jamieson** from **Meat and Livestock Australia** as she explores what drives community trust in the Australian beef industry. By understanding the community's perceptions towards the beef industry, we're in a better position to have positive conversations to build community trust and support to maintain our social licence to operate.

MLA has been undertaking community sentiment research for 15 years, gathering data and insights that have helped the beef industry prioritise investments in key areas of interest to the community, in particular around environmental sustainability, animal health and wellbeing and the role of red meat in a healthy balanced diet.

**4:05PM** Global cattle herd cycles remain uncertain across the U.S., South America, and Australia. In his presentation, **Simon Quilty** from **Global AgriTrends** will pinpoint where each stands and when rebuilding is expected to begin. With Australian imported 90s hitting record highs and further increases likely in 2025, he will explore how Australian feedlot operators can capitalize on growing global demand.

Geopolitical instability, including conflicts, shifting U.S. policies, and rising protectionism, adds further complexity. Simon will examine how these factors—along with currency volatility, climate policies, and disease risks—are shaping the industry and how stakeholders can not only navigate but thrive in this evolving landscape. (Virtual Presentation).

**4:30PM** Presentation of the **WALFA Researcher of the Year award**.

**4:40PM** Day 1 Close

**6:30PM** Beef Connections dinner brought to you by **Advanced Feeds**. Hear from **Tony Galati** from **Spudshed**. Also including the presentation of the WALFA Ambassador Award and the WALFA Auction. Start the night with canapes and drinks, enjoy a 3 course sit down meal, then finish the night with a 5 piece band (cocktail/semi-formal attire).

# EVENT PROGRAM

## FRIDAY 21 March – V&V Walsh (1 Rawling Road, Davenport)

- Entry to V&V Walsh will be via bus only. Pick up locations to be announced closer to the date.
- Opt-in tours of the V&V Walsh cold storage facility during the day (with those opting in to miss a presentation). Opt-in to the tours via the booking page. Cold storage facility will occur during the day

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**8:30AM** Emcee **Richard Hudson** welcomes us back to Day 2 of BetterBeef25.

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**8:35AM** **Wayne Crofts**, CEO of the **Craig Mostyn Group**, welcomes us to V&V Walsh and discusses their plans to further establish themselves as a major WA agribusiness.

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**8:45AM** **Brent Dancer**, General Manager of **V&V Walsh**, discusses their future expansion plans and how they see WA's big beef opportunities.

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**8:55AM** Update from **WALFA** President, **Lucy Morris**.

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**9:05AM** Update from **ALFA** President, **Grant Garey**.

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**9:15AM** Panel on sheds and shelters in feedlots - Times are a-changing and the social expectations on feedlots are lifting. Hear from local WA lot feeders **Todd Fotheringham**, **Todd Quartermaine** and **Russell Harding** (as well as industry experts **Jeff House** and **Rob Lawrence**) who give insight into their experiences with constructing sheds at their feedlots.

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**9:55AM** Hear from our marquee sponsor, **RSA Contracting**.

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**10:00AM** Morning tea brought to you by **Nutrien**.

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**10:40AM** **David Syme** from **Milne** discusses strategies to manage the risks associated with ingredient availability and supply, particularly for feedstuffs that are not accessible year-round. As operations grow and demand increases, securing a stable supply chain becomes critical to avoiding price spikes, supply interruptions, and compromised ration quality. David will provide insights into practical tools that promote ingredient security, including supply agreements, quality control measures, and payment structures. By addressing these challenges head-on, his presentation will offer valuable solutions to help feedlot operations ensure consistency and stability in their ingredient management over time.

# EVENT PROGRAM

**FRIDAY 21 March – V&V Walsh (1 Rawling Road, Davenport)**

- 11:15AM** **Jeremy Cummins** from **Bottlejac** will share the journey and challenges of growing a small family business into a regular market participant in the cattle feeding industry. He'll discuss the history of Bottlejac, its ownership, and location, as well as the company's business structure, asset and operations management, and targeted markets. Jeremy will explain the importance of backgrounding, a critical practice for most WA operations, and delve into the challenges Bottlejac faced as it expanded. Notably, the company's growth has been driven by purchasing an additional feedlot, rather than expanding its original site. Jeremy will explore the complexities of managing multiple locations and share valuable lessons learned from their unique approach to business growth.
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- 11:50AM** **Liz Pearson**, Project Manager - Feedlots at **Meat & Livestock Australia**, will present the latest findings in feedlot research, focusing on the cutting-edge advancements shaping the industry. She will explore key R&D initiatives that are driving improvements in feedlot performance, animal welfare, and environmental sustainability. Liz will also highlight future investment opportunities in research and the exciting innovations on the horizon – a valuable insight into how these developments are set to transform the feedlot sector in the years to come.
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- 12:25PM** **Presentation of the WALFA Innovator of the Year Award**
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- 12:30PM** Lunch brought to you by the **Department of Primary Industries and Regional Development**
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- 1:30PM** Conference Close

## REGISTER YOUR SPOT TODAY

[Register online here](#)

# ACCOMMODATION OPTIONS

There are convenient accommodation options for those who wish to stay nearby.  
These include:

## **Bunbury Hotel Koombana Bay**

Bunbury Hotel Discount Code: Call or email and use discount code "BetterBeef25" for a 10% discount.

[Book this hotel](#)



## **Mantra Bunbury Lighthouse**

Mantra Bunbury Discount Code: When booking online, use discount code "WALFA2025"

[Book this hotel](#)



## **Best Western Plus Hotel Lord Forrest**

Call or email and use discount code "BEEFLORD" for a 10% discount.

[Book this hotel](#)

