

Bellinger Beef Cattle Show 2014

Be prepared for the best beef cattle show you've ever been a part of as Bellinger River Agricultural Show shakes things up for 2014!

We are excited to announce that AACo Chief Operating Officer, **Troy Setter**, will be holding a **Beef Cattle Assessment & Showing Workshop** on **Friday 23rd May 2014**.

It is a huge honour for the Bellinger River Agricultural Show to have such a prestigious person within the agricultural industry willing to educate our beef cattle entrants for 2014.

This workshop will cover such things as:

- How the beef industry works, commercial, stud, grass, grain, dairy beef, veal, live export, back grounding, exporting, domestic, agents, transport
- Showing, preparation at the show of the animal and yourself, why do we show?
- Judging and selecting, market specific as well as show judging and their differences, but the importance of both
- Economic selection, EBVS, Animal care and welfare and selling the industry and yourself

This is an opportunity not to be missed and is open for all beef entrants. This workshop will be held on Friday 23rd May directly followed by an open heifer and steer show, which will be personally judged by Troy.

The good news continues on Saturday 24th May, as our regular beef cattle program will also be judged by Troy.

Now is the time to start preparing your heifers and steers for the open led event. Please keep your eyes and ears open for further updates of this fantastic event.

For further info, phone **Shannon Scott** on **6655 8505** or **Daniel Holder** on **0402 306 715**

About Troy Setter

Troy joined AACo in the role of Chief Operating Officer in May 2010.

Troy has held the position of chairman of the Australian Beef Industry Foundation and has held various industry directorships and leadership positions.

Prior to AACo, Troy held leadership positions in the production, logistics, marketing and export of grain and grass fed beef, live cattle, cropping, sheep, services and other agricultural industries.

Among these were key roles as Manager of the North Australian Cattle Company for Elders Limited, Manager of Elders shipping business, Torrens Investments Pty Ltd, and Director of Killara Feedlot Pty Ltd.



Don't let the opportunity to brush shoulders with one of Australia's leading agricultural finest slip away. Mark **May 23rd and 24th 2014** on your calendar and start preparing your cattle for this amazing event now.