



# Beef Australia 2015

Enjoy a pictorial experience of Australia's triennial comprehensive beef industry event.

*Photo story by Kasey Brown, associate editor*

**T**here's nothing quite the scale of Beef Australia, also called Beef Week, in the United States. The closest things that could be compared might be putting together the Cattle Industry Convention and the National Western Stock Show. The triennial event brings educational seminars, a national cattle show, large-scale entertainment, international chefs and international business to the cowtown of Rockhampton in Queensland, aptly named the beef capitol of Australia.

Rockhampton Mayor Margaret Strelow said, "Not many regional communities can pull off an event the world comes to. Rockhampton began as an agricultural service center to the beef industry. We are urban in other ways, but we go back to our roots every three years."

Rockhampton, called "Rocky" by its friends, is home to about 75,000 people. Strelow called it the gathering place for central Queensland, and Beef Week 2015 proved her right. In its 10th event, Beef Week 2015 welcomed 90,000 attendees. Of those, 1,100 were

CONTINUED ON PAGE 278



► Australia showing winners are awarded halter ribbons.



► **Above:** The Angus Society of Australia hosted a seminar on Angus in the North. Angus are crossed with *Bos indicus* cattle as a terminal sire in the northern, tropical areas of Australia.



► Australian Angus showmen all wear blue Angus vests until it got too hot, and all show animals have nose rings. Despite these differences, good sportsmanship is the same in all countries.



► Members of the Angus Youth worked as ringmen.



## Beef Australia 2015 CONTINUED FROM PAGE 276

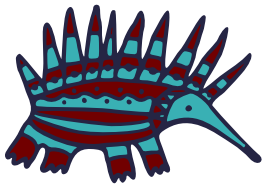
registered international guests from more than 30 countries.

Denis Cox, Beef Australia Limited chief executive, highlighted that three cattle competitions involved almost 4,300 head of cattle, including 2,000 stud cattle, 1,700 commercial cattle and 580 carcass entries.

In addition to the cattle show, educational opportunities included 32 seminar sessions during four days, in which 2,600 people attended. The international business lounge also hosted nine International Q&A Sessions. More than 3,000 school children from more than 100 schools participated in the schools education program, Cox said. New in 2015 was the Graeme Acton Beef Connections Mentor Program, which involved nine next-generation beef leaders. More than 700 attendees visited 10 property tours to showcase Australian stations and research facilities.

Entertainment and dining were far from lacking. A major concert was Thursday evening, and the main stage had entertainment from local artists throughout each day. Friday night showcased Professional Bull Riding (PBR). The International Restaurant featured restaurants and food outlets emphasizing Australian beef, which was prepared by nine internationally renowned chefs from the Middle East, Hong Kong, Indonesia and Australia.

A multi-building and outdoor trade fair displayed the wares of more than 500 exhibitors, including American booths U.S. Livestock Genetics Inc. (manned by Angus members Ron and Lynne Hinrichsen) and Wild Wire West.



Beef Week lit up social media, attracting 25,000 Facebook followers. In the Twittersphere, the hashtag #beefaus2015 trended in Australia two times during the week. The hashtag reached 1.9 million people.



► Fitting cattle and preparation for the showing is much the same as in the United States.



► Training hair is the same on both continents.



► Backdrop photos of champions are taken in the showing, and banners are draped over the animals' halters.

► **Right:** Beef Week had five showings in which more than 30 breeds were exhibited.



► **Above and right:** Peter Lewis, award-winning rural reporter, hosted the 2015 QantasLink VIP Business Lounge Q&A sessions. One of the sessions was on trade & investment.



► **Above:** Rockhampton Mayor Margaret Strelow said her very first week as mayor was during Beef Australia 2000 and that she is proud Rockhampton hosts a world-class event.

► **Right:** Hay bales have a new use at Beef Week.



CONTINUED ON PAGE 280



Lot 001	Lot 002	Lot 003	Lot 004	Lot 005	Lot 006	Lot 007	Lot 008	Lot 009	Lot 010
Lot 011	Lot 012	Lot 013	Lot 014	Lot 015	Lot 016	Lot 017	Lot 018	Lot 019	Lot 020
Lot 021	Lot 022	Lot 023	Lot 024	Lot 025	Lot 026	Lot 027	Lot 028	Lot 029	Lot 030
Lot 031	Lot 032	Lot 033	Lot 034	Lot 035	Lot 036	Lot 037	Lot 038	Lot 039	Lot 040
Lot 041	Lot 042	Lot 043	Lot 044	Lot 045	Lot 046	Lot 047	Lot 048	Lot 049	Lot 050
Lot 051	Lot 052	Lot 053	Lot 054	Lot 055	Lot 056	Lot 057	Lot 058	Lot 059	Lot 060

► A Genomix Genetic Auction offered lots online. Several breeds offered beef tastings.



► The trade fair was housed in four buildings and outside and offered a multitude of agricultural products.



► The grounds sport cattle statues of various breeds.

► The walkways close when cattle head to and from the showing.

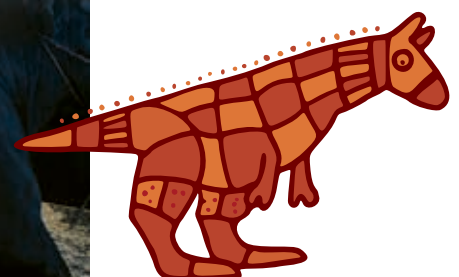


► American Angus Association member and American Angus Auxiliary President Lynne Hinrichsen (center) worked the U.S. Livestock Genetics Export Inc. booth at the trade fair.



► Stalls in the barns are much like at U.S. shows, though fans weren't used at Beef Week.

CONTINUED ON PAGE 282





► Attendees got to tour the Berrigurra property, a learning station of Emerald Agricultural College. The station manages a Belmont Red composite herd, which is in the top 10% nationally with a weaning rate greater than 92%.





► An Emerald Agricultural College educator explained that most Australian females have their first calf at 3 years of age.



► Property tour attendees got to see some exotic animals in the pasture.



► This property operates various grazing systems, including set-stocking, fixed rotational and cell-grazing systems.



► Koorana Crocodile Farm raises crocodiles for meat and hides. The farm captures crocodiles from urban areas when they are deemed pests, and also incubates and hatches its own eggs.