



CATTLE COUNCIL OF AUSTRALIA

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Meat industry's visionary leader recognised

Cattle Council of Australia congratulates Mr Rod Polkinghorne on his Australia Day Order of Australia Medal (OAM) for his services to the meat and livestock industries.

“Rod is a valuable inspiration to the Australian beef industry where he has been a tireless driver behind research and development programs into the improved eating quality of our product,” said Cattle Council of Australia’s President, Greg Brown.

Mr Polkinghorne OAM has been responsible for management of the Meat Standards Australia (MSA) research and development since its inception and has been a driving force in its evolution.

“Eating quality is paramount to the success of our industry. Rod can be extremely proud of overcoming the challenges and capitalising on the opportunities in developing the world's leading eating quality grading system,” said Mr Brown.

Mr Polkinghorne OAM developed his ‘paddock to plate’ system using an integrated boning room and function that converts MSA information into high quality meat products for his consumer-driven retail location at Albert Park Melbourne.

Mr Polkinghorne’s individual enthusiasm and confidence in seeking tangible results for the beef industry has won him much acclaim from Cattle Council of Australia and the wider beef community.

“His true capacity to collaborate with industry organisations, such as Meat and Livestock Australia and the Cattle Council of Australia to achieve outcomes for Australian beef producers is applauded by all,” concluded Mr Brown.

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