



Australian Government
Department of Agriculture,
Fisheries and Forestry

CATTLE COUNCIL
RISING CHAMPIONS INITIATIVE

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Meet our Beef Industry Rising Champion State Finalists

Over 30 years ago, beef producers from across Australia came together in a single national body to represent their interests on the issues that mattered to the future sustainability of the beef industry.

In order to retain and strengthen the beef industry's voice at the national level we need to attract and encourage the younger generation to play a role in championing our Industry's challenges and opportunities.

The Rising Champions Initiative aims to inspire, empower and support young people who are passionate about Australian beef to provide input into the issues challenging our industry now and into the future.

Trent Anderson, Victorian Farmers' Federation



Trent Anderson, is a fourth generation farmer managing the family's mixed farming operations in the Giffard – Darriman area of southeast Gippsland, Vic. Trent completed his certificate III & IV in Agriculture at Murrumbidgee College of Agriculture, achieving highest aggregate for both years.

Trent commenced employment with Clyde Agriculture as a jackaroo on Wingadee Station, NSW. To increase his exposure to agriculture, he gained employment with Rodwells & Co as junior stockman before moving into the agronomy field at the Boort branch where he completed agronomy modules through Charles Sturt University's distant education program.

After a six month working holiday in Europe, Trent returned to manage the family properties in 2003. Over the past eight years, Trent has concentrated on improving all aspects of the farm operations including sheep, cropping, pastures and more recently, their cattle herd. Trent says 'during this time I have been lucky enough to marry and have my wife and three wonderful children to come home to each night'.

Lauchie Cole, Tasmanian Farmers' and Graziers' Association



Lauchie is involved in the management team at the Woodbourn Murray Grey and Angus Stud in Cressy, Northern Tasmania. Lauchie joined the operation in 2007 and is involved in all aspects of the business. Woodbourn runs 220 Angus and 150 pure bred Murray Greys with bulls sold throughout Australia. Woodbourn also runs prime lambs and an intensive cropping program under irrigation.

Lauchie has travelled extensively throughout Australia working on a variety of farming enterprises before completing an Advanced Diploma of Farm Management at Marcus Oldham College, Geelong, Vic. In Lauchie's final year, he was elected Student President and completed the Marcus Oldham Rural Leadership program. During his studies, Lauchie completed his prac year at the Mount William Charolais Stud in Western Vic. He worked as an Agribusiness recruitment consultant in Melbourne, prior to moving to Woodbourn.

Lauchie has a strong passion for the cattle industry and all aspects of agriculture and was raised on a farming enterprise in Victoria. Lauchie has a young family and is keen to see 'our industry prosper for our future and the future of our children'.

*Growing a network of informed young people equipped to take on
beef industry leadership roles now and into the future*

Clinton Gartrell, Western Australia



Clinton was born in Gnowangerup, Western Australia and now resides in Busselton. Currently Clinton is an Accredited Live Export Head Stockman for Wellard Rural Exports. This enables him to be on the frontline to see firsthand, potential issues and work to find diplomatic solutions. This not only requires Clinton to look after the welfare of livestock on-board a vessel, it also involves management of staff, management of feeding programs, loading & discharge programs and in some cases, consultation with clients in various countries.

Even though Clinton's industry experience has not been as diverse as he would have liked, he feels that having a slight outside view may assist him in bringing something to the table for Australian Agriculture and the Beef Industry.

Clinton has also worked on a sub-contract basis in saleyards, assisting with setup, scanning, weighing and organisation of the cattle for sale. Showing cattle at local and state agricultural shows is something he has also enjoyed for the last four years. Clinton takes particular pride in halter breaking, handling and presenting stud cattle at their best and promoting beef cattle to non-farming families.

Marc Greening, NSW Farmers' Association



Marc's passion for the beef Industry began from an early age, starting his own stud herd at the age of 11. Marc has a Bachelor of Agricultural Science from the University of Melbourne, majoring in Genetics & Ruminant Nutrition. Marc obtained a graduate position at Elders Ltd in Adelaide, before returning to NSW to expand his stud breeding interests.

Injemira Beef Genetics is a vertically integrated beef business marketing 110 bulls annually & turning off from grass in excess of 2200 commercial cattle annually. The commercial cattle back-grounding operation drives the stud herd through genetic analysis of identified Injemira blood cattle & enables Marc to offer a service to bull clients to purchase back their Injemira blood cattle offering a floor in the market for their stock. Injemira has also been the number one supplier of live heifers and bulls to the developing Russian market. Semen & embryo sales have seen Injemira genetics exported to most parts of the world.

Marc sits on the Pfizer Animal Health Genetics Advisory Board & is a Board Director of Herefords Australia Ltd. In 2011, Marc was also named 'The NSW Young Farmer of the Year'.

Ian McConnel, AgForce Queensland



Ian grew up on his family's property, "Mt Brisbane", in the Brisbane Valley, which runs 2000 head of predominantly Droughtmaster cattle, fattening the male & surplus female progeny as MSA graded beef, as well as the Mt Brisbane Droughtmaster Stud. From a young age Ian began showing cattle for his family's Droughtmaster stud & at 16 started judging beef cattle.

Ian gained a Bachelor of Applied Science in Animal Studies at UQ Gatton. In 2001, he was awarded the Murray Grey Youth Ambassadorship & moved to the USA to study Meat Science & Genetics at Colorado State University. Whilst in America, Ian was an Australian delegate to the World Brahman Summit. Upon his return he worked on the family property before joining the QLD DPI in 2003 as a Sheep Extension Officer in Longreach. Ian also spent six months of 2007 in Scotland working with Roxan ID, developing electronic ear tags & readers for cattle & sheep. He moved back to South East QLD in 2009 as a Grazing Extension Officer.

He is the current Queensland Chamber of Agricultural Societies (QCAS) Rural Ambassador. He is a member of the QCAS Next Generation Committee. Ian is now an experienced cattle judge & was over-judge for the QLD State Final Beef Young Judges this year.

Jake Phillips, South Australian Farmers' Federation



Jake Phillips, graduated from the University of Adelaide with a Bachelor of Agriculture & an ambition to make a difference in the beef industry. Jake, 22, has run his own contracting & consulting business in Seed Stock marketing, worked as a BREEDPLAN consultant & currently is part of an innovative MSA team with Meat & Livestock Australia.

Jake's accolades include the 2011 Channel 9 Young SA of the Year Finalist for Career Achievement, 2008 Senior Champion Herdsman at the SA Junior Heifer Expo, National Angus Youth Ambassador, Angus Youth Senior Champion Herdsman 2011, Angus Trans-Tasman Exchangee 2011 & Murray Grey Youth Ambassador & President.

Jake has also actively sort out only the best Murray Grey genetics to commence his own stud & has been the first person, to his knowledge, to import Murray Grey embryos from the USA from the pick of the animals observed during his tour.

Jake is also trained in livestock auctioneering & artificial breeding, now also working his way through the comprehensive training of MSA. Jake believes Agriculture is the most exciting lifestyle to live - "the opportunities for personal development for people from all walks of life is unrivalled by any other industry".

Congratulations to each of the Beef Industry Rising Champion State Finalists