

MEDIA RELEASE

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Young Rural Leader with an “eye-d” on the competitors

The Cattle Council of Australia’s youngest councilor will travel to North America next week in an effort to better understand the individual animal identification situation in America and Canada. Hamish Munro, a cattle and cropping producer from Cumnock in New South Wales, is also a member of New South Wales Farmers’ Association (NSWFA) and sits on its Cattle Committee.

Hamish will receive support for his investigation after successfully applying for funding from the Australian Government’s *Young People’s Rural Development Awards*, one of several initiatives under the Department of Agriculture, Forestry and Fisheries’ Young People in Rural Industries Programme. Hamish’s application, titled ‘Lifetime Traceability in the beef industry, and its impact in North America’ was endorsed by Cattle Council and NSWFA.

Hamish will be participating in a number of important conferences. “I will be attending a global and two national Beef conferences on my trip, and I’m looking forward to these discussions which will influence the future of the Beef Industry,” Hamish said. “Of course during these meetings I’ll be concentrating on Individual Animal Identification.”

“I will be in consultation with people from the entire value chain of the Canadian and American beef industries. So I’ll be talking to producers, agents, feedlotter, processors, university lecturers, departmental officers and sales representatives. I will take the experiences and information I gather back to Australia and share it with government, industry and most importantly, other cattle producers.”

“The *Young People’s Rural Development Award* will give me the opportunity of a lifetime to study new and innovative beef technologies. Improved understanding will be of benefit to all our industry, and I’m very keen to learn more about the effects of an exotic disease outbreak on these nations’ cattle producers. It’s a great chance for me and I’d really encourage other young rural people in the bush to apply for these fantastic awards from DAFF.”

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