



# CATTLE COUNCIL OF AUSTRALIA

**MEDIA RELEASE**

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## Pilbara gives Rise to Young Beef Champion

The Cattle Council of Australia is pleased to announce the recipient for the fourth annual NAB Agribusiness Rising Beef Champion is Blythe Calnan from the Pilbara, WA. The recipient of the NAB Agribusiness Rising Champion Acknowledgement Award is Craig Croker from Crookwell, NSW.

Blythe Calnan grew up in the Pilbara in Western Australia and is now based in the region on Yarrie Station. Throughout her career, she has worked on cattle stations in the Pilbara and Kimberley regions, on properties in NSW, as well as spending time in the pearling, horticulture and mining industries. For four years she has consulted as an animal handling and welfare consultant supporting supply chains in the Middle East and North Africa (MENA).

Craig Croker grew up on his family's sheet and cattle property near Crookwell on the NSW southern tablelands. He has worked as a technical officer for the Tropical Beef Technology Services in Queensland and is now running a cross breeding operation focused on breeding feeder cattle for the domestic and short fed markets. Craig also works as an agribusiness finance manager.

"The NAB Agribusiness Rising Champions Initiative provides an opportunity for young people involved in the beef industry to build their knowledge and networks within the Australian beef industry. This week the Rising Champions have developed their knowledge of policy making, participated in a social licencing workshop, heard from agribusiness leaders and met with Minister for Agriculture, Barnaby Joyce," said Cattle Council President, Andrew Ogilvie.

"The enthusiasm and knowledge of our NAB Agribusiness Rising Champions Initiative participants is very encouraging. Cattle Council looks forward to continuing to work with these participants into the future."

The NAB Agribusiness Rising Champions Initiative could not be possible without the commitment of our sponsors, including gold sponsor NAB Agribusiness.

NAB's General Manager for Agribusiness, Khan Horne, said NAB is once again proud to support Cattle Council's Rising Champions Initiative and congratulates Blythe Calnan and this year's strong group of finalists.

"There is a wealth of talent in Australia's beef industry and celebrating the passion of up and coming leaders helps to secure a strong future for the whole sector.

"The achievements and drive that Blythe has shown makes her a worthy winner," said Mr Horne.

This year's Initiative has also been supported by silver sponsor, McDonalds Australia, and Media Sponsor, Fairfax Agricultural Media.

**ENDS**

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