



**WORLD
ANGUS FORUM**
Australia



zoetis
ANGUS EXPO
PROGRAM SCHEDULE



	Time	What	Where
Friday 2nd MAY, 2025 - Kick off in style			
Tickets available!	4.00pm - 6.00pm	Welcome Function - Open to Everyone	Breeder Genetics
	6:30pm - 10.30pm	Teys Australia Angus Shoot-Out Awards and Welcome Function <i>Ticketed inc food, drink, entertainment.</i>	Bull Bar @ AELEC
SATURDAY 3rd MAY, 2025 - Around the grounds at the Zoetis AngusEXPO			
	8.30am	Gates Open to Public	
	9.00am	Opening Address by Angus Australia and Zoetis representatives	
	9.00pm - 5.00pm	Trade Sites Open	Trade Sites
	12.00pm-2.00pm & 5.00pm-7.00pm	AngusBBQ - JBS, Jacks Creek, NH Foods	Food Court
	7.00pm - 11.00pm	The Rooftop Express , Live Music, Bar	Breeder Genetics Bull Bar
	8.00am - 1.00pm	World Angus Forum Youth Modules	Main Arena & In The Paddock
	1.30pm - 3.00pm	World Angus Forum Youth Chute to Show Ring	
	3.30pm - 5.30pm	Stockman's Challenges	The Mackas Angus Main Arena
SATURDAY 3rd MAY, 2025 - Competitions & Education			
SPONSORED BY   Farm Insurance  	10.00am - 12.00pm	Campdraft Qualifying Rounds	The Campdraft Arena
	2.00pm - 4.00pm	Campdraft Qualifying Rounds	
	6.00pm - 7.00pm	World Angus Forum Invitational	The Mackas Angus Main Arena
		Campdraft SHOOT OUT	Elders Sales Arena
	9.00am - 2.00pm	The Cattle Australia Pen Competition - 3 Heifers	
	9.30am - 11:00am	State of the Nation: What's up and what's down with Angus beef in the world	
		Angus Gidley Baird, Senior Analyst-Animal Protein, RaboBank.	Cattle Breeders College at Ridley Education Centre
	11.00am - 12:30pm	Sam Bailey: You don't need wings to fly	
	2.00pm-3:30pm	The Angus Revolution	
	4.00pm -5:30pm	What is the ideal cow?	
		Dan Shike, Professor in Beef Cow/Calf Nutrition and Management & Interim Head in the Department of Animal Science at the University of Illinois.	
	9:30am 11.00am	High Performing Families: Agricultures Best- Kept Secret - How to Future-Proof Your Family and Business	
		Panel Discussion: The importance of investing in yourself	
		Ben Law, The Financial Bloke, Duncan Whan, Head of Relationship Management, Rabobank Armidale & Greg Chappell, Dulverton Stud, Glen Inness	
	11.00am- 11:45am	Beyond Methane: Unlocking the Link Between Feed Efficiency and Emission	
		Dr. Meredith Harrison, Chief Scientific Officer, C-Lock	
	12.00pm - 12:45pm	The State of the Nation, Australia's livestock sector	
		Chris Howie, CEO, RMA Network:	
	2.00pm - 2:45pm	Getting the most out of your vaccination Tom Burke, Veterinary Operations Manager, Luke Wiggan, Senior Sales Representative, Zoetis:	
	3.00pm-3:45pm	Breeding an efficient herd: Dr. Mark Ferguson, CEO neXtgen Agri International	
	9.15am - 9.45am	JBS MSA Grading Demonstrations	
	10.00am - 10.45am	Jack's Creek Smoke School - Ticketed	
	11.15am - 12.00pm	JBS MSA Grading Demonstrations	
	1.00pm - 2.00pm	Arrowquip Low Stress Stock Handling Workshop	Beef Bite Experiences

Sunday 4th MAY, 2025 - Around the grounds at the Zoetis AngusEXPO

Saturday 4th MAY, 2025 - Competitions and Education

Podcast Stage

11:00am - 12:00pm



Ben Law B.Ag.Ec

The Financial Bloke

Ben Law is a bloke with a deep understanding of how agri-business owners think. Having grown up on a beef cattle property on the Liverpool Plains in Northwest NSW, Ben's passion lies in helping farming families and the greater rural community grow, thrive & ultimately become intergenerationally prosperous.

With a degree in Agricultural Economics and over 20 years of experience as a Financial Adviser, Ben quickly realized that he could have a greater impact by focusing on education and coaching for the rural community more broadly. Having sold his successful financial advice business, Ben's full-time focus is on educating as many people as possible via his podcast, his strategic coaching and delivering educational presentations for various rural community groups.



Dr. Meredith Harrison

Chief Scientific Officer, C-Lock Inc.

Dr. Meredith Harrison is the Chief Scientific Officer at C-Lock Inc. She earned her PhD in Animal Biology with an emphasis in feedlot production from University of California, Davis. Meredith is passionate about the combined application of precision livestock technologies and mathematical models to improve beef/dairy biological and economic efficiency. Meredith has reviewed countless methane emission monitoring protocols, data sets, and research proposals. She believes in continuous improvement of livestock production efficiency and sustainability through technology, data, genetics and management.



Chris Howie

CEO, RMA Network

Chris has over 40 years involvement with the Australian livestock industry. His career has gathered a unique skill set enabling him to cover a wide range of topics. Shearer, Mutton boner, Stock Agent, Auctioneer, Key account manager, Electronic sales platforms, Data Maintenance management, Football Coach, Livestock Finance, Training, Article Writer, Agricultural Executive, steering committee and Board roles to list a few.

Following roles in SA and NSW as a Stock agent Chris then spent 10 years as a National Livestock and Wool Manager. In 2019, he became the National Business development for StockCo 100% Livestock finance. 2023 saw Chris recruited as CEO for the RMA Network who support the independent Stock and Station agent community across Australia.



Mark Ferguson

CEO, neXtgen Agri International

Dr. Mark Ferguson is the CEO of neXtgen Agri International, a genetics and innovation consultancy operating across Australia and New Zealand. With a background in farming from Hopetoun, Victoria, and a PhD in genetics, he helps livestock producers improve profitability through genetic selection and improved management. He hosts the Head Shepherd podcast and co-founded Genesmith, which develops AI and machine vision technology for livestock farming. Based in Christchurch, he works with farmers and industry organisations throughout both countries.



Tom Burke

Veterinary Operations Manager, Zoetis

Tom Burke brings extensive expertise in animal health and livestock management to his role as Veterinary Operations Manager at Zoetis. With a deep understanding of the challenges and opportunities within the beef industry, Tom plays a critical role in supporting producers through advanced veterinary solutions and on-ground insights. His leadership at Zoetis focuses on integrating innovation, genetics, and animal welfare into sustainable production systems. Tom's commitment to improving livestock health outcomes has made him a respected voice across Australia's agricultural community.



Luke Wiggan

Senior Sales Representative, NSW Livestock

Luke Wiggan is a seasoned professional in livestock sales, currently serving as the Senior Sales Representative at NSW Livestock. With a strong track record in customer relationships and industry knowledge, Luke works closely with producers across New South Wales to deliver tailored livestock marketing solutions. He is known for his integrity, market foresight and passion for helping clients maximise returns. Luke's insights into livestock trends and commitment to the industry make him an influential figure in the regional livestock sector.



Felicity Wills

Ruminant Technical Advisor, MSD Animal Health

Felicity Wills is a dedicated Ruminant Technical Advisor at MSD Animal Health, supporting the productivity and wellbeing of Australia's beef and dairy herds. With a strong background in veterinary science and on-farm advisory, Felicity partners with producers to implement best-practice animal health programs. Her work bridges science and practical application, with a focus on preventative health strategies, parasite control, and ruminant nutrition. Felicity is passionate about the future of sustainable livestock production and is a trusted advisor across the industry.



Hanlie Jansen

Extension Officer, Angus Australia

Hanlie Jansen completed her honours project at the University of New England, investigating the impact of inbreeding depression on key production traits within the Australian Angus beef cattle herd. She received the inaugural Angus Foundation Research Grant, using the funds to support her research.

Speakers



Brianna Maslen

Gulbali Research Fellow at Charles Sturt University

Brianna Maslen completed her PhD at Charles Sturt University, researching faecal microbial profiles to assess cattle growth, immunity, and host genetics. She was awarded the inaugural Angus Foundation Research Grant, with her research supported by Angus Australia, CSU, and the Australian Government to deliver practical benefits to the beef industry.



Jena Alexopoulos

University of Adelaide School of Animal and Veterinary Sciences

Jena Alexopoulos completed her PhD at the University of Adelaide, researching the economic impact of fixed-time artificial insemination (FTAI) versus natural mating in commercial Angus heifers. In 2022, she received the Angus Foundation Research Grant, supporting her work in evaluating productivity, performance, and profitability to determine the value of FTAI in beef production systems.



Angus Gidley-Baird

Senior Analyst – Animal Protein

Angus is a Senior Analyst in Sydney, Australia, responsible for research and analysis of the local and global animal protein sectors. In his role, Angus provides regular market updates on beef, sheepmeat, pork, poultry, and seafood markets. Angus is a regular public speaker at farmer and industry events and also produces podcasts for the RaboResearch Australia/New Zealand team.

Angus formerly held roles at NSW Farmers' Association, the peak farmer representative body in New South Wales, and at the Department of Food and Rural Affairs in the United Kingdom. He holds an Honors degree in Agricultural Economics from the University of Sydney, with majors in Agricultural Economics and Marketing, and a Masters in Accounting from Curtin University in Western Australia.



Daniel William Shike

University of Illinois

Dan Shike is a Professor in Beef Cow/Calf Nutrition and Management and Interim Head in the Department of Animal Sciences at the University of Illinois. He earned his A.S. from Black Hawk College – East Campus and B.S. in Animal Sciences and Industry at Kansas State University. He received his M.S. and Ph.D. at the University of Illinois at Urbana-Champaign. Dan's research focuses on identifying nutritional strategies and management practices that improve efficiency, reproduction and profitability in beef cow/calf production. His research areas include grazing management, utilization of crop residue and cover crops, alternative cow housing, creep feeding and weaning strategies, heifer development, and developmental programming. Dan has authored over 80 peer-reviewed publications and given over 75 invited presentations.



Sam Bailey

Author of best selling book "Head Over Heels"

While jackarooing in the Northern Territory Sam Bailey became a C6/C7 quadriplegic in a car accident. Despite severe physical limitations he went home to the family property and became a farmer. In 1999 he proposed to his wife Jenny – a radio journalist – 'live' on ABC Radio and they went on to run a beef cattle property at Croppa Creek in North West NSW for quarter of a century. Sam appeared on 'Australian Story', his book "Head Over Heels" is a best seller, and he's working towards becoming the first quadriplegic in the world to fly a helicopter.



Darrell Stevenson

Stevenson Angus Ranch

Darrell Stevenson and his wife Sara own and operated Stevenson Down T Angus near White Sulphur Springs, Montana. The Stevenson family is a multi-generation Angus seedstock stud. Home to the longest established annual bull sale in America, Darrell's primary focus is with his commercial customers. Darrell is a founder and Board Member for ORigen bull collection and marketing centre. He is also currently serving on the American Angus Association Board of Directors as Treasurer.



Kent Andersen

Director of Global Beef Genetic Technical Services

Kent Andersen was raised on a diversified livestock and farming operation in central Nebraska. Following graduation from the University of Nebraska (B.S., 1985) and Colorado State University (M.S., 1987 and Ph.D., 1990), Andersen served as Director of Education and Research (1990 to 1999) and Executive Vice President (2000 to 2009) for the North American Limousin Foundation (NALF). In his position with Zoetis, Andersen serves as Director of Global Beef Genetic Technical Services, Precision Animal Health. Andersen remains active in his family's commercial cow-calf operation in Nebraska. He and his wife Wendy reside in Windsor, Colorado, and their daughter Claire attends the University of Nebraska – Lincoln.

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ANGUS EXPO



Saturday

9.00am

Opening Address by Angus Australia and Zoetis Representatives

9.30am-11.00am

Ben Law, The Financial Bloke

High Performing Families: Agriculture's Best-Kept Secret - How to Future-Proof Your Family and Business

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Panel Discussion: Duncan Whan, Head of Relationship Management, Rabobank Armidale & Greg Chappell, Dulverton Stud, Glen Inness

'The importance of investing in yourself'

11.00am-11.45am

Dr. Meredith Harrison, Chief Scientific Officer, C-Lock Inc.

Beyond Methane: Unlocking the Link Between Feed Efficiency and Emission

Dr. Meredith Harrison is the Chief Scientific Officer at C-Lock Inc. She earned her PhD in Animal Biology with an emphasis in feedlot production from University of California, Davis. Meredith is passionate about the combined application of precision livestock technologies and mathematical models to improve beef/dairy biological and economic efficiency. Meredith has reviewed countless methane emission monitoring protocols, data sets, and research proposals. She believes in continuous improvement of livestock production efficiency and sustainability through technology, data, genetics, and management.

12.00pm-12.45pm

Chris Howie, CEO, RMA Network

The State of the Nation, Australia's Livestock Sector.

Chris has over 40 years involvement with the Australian livestock industry. His career has gathered a unique skill set enabling him to cover a wide range of topics. Shearer, Mutton boner, Stock Agent, Auctioneer, Key account manager, Electronic sales platforms, Data Maintenance management, Football Coach, Livestock Finance, Training, Article Writer, Agricultural Executive, steering committee and Board roles to list a few.

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2.00pm-2.45pm

Getting the most out of your vaccination

Presenters: Tom Burke, Veterinary operations manager at Zoetis- Livestock and Luke Wiggan, Senior Sales Representative, NSW Livestock

Australian producers are fortunate to have access to a range of world class livestock vaccines. Producers rely on these vaccines to reduce mortality, improve reproductive and boost production outcomes. This session we will cover everything from storage and handling to injection site technique. Join some of the team from Zoetis Australia to find out how to get the best out of your livestock vaccine purchases.

3.00pm-3.45pm

Dr. Mark Ferguson, CEO neXtgen Agri International.

Breeding an efficient herd

With a background in farming from Hopetoun, Victoria, and a PhD in genetics, he helps livestock producers improve profitability through genetic selection and improved management. He hosts the Head Shepherd podcast and co-founded Genesmith, which develops AI and machine vision technology for livestock farming. Based in Christchurch, he works with farmers and industry organisations throughout both countries.

A lot is expected of the humble beef cow and with new traits coming on stream all the time, achieving the right balance can seem increasingly difficult. This talk will explore the combination of traits that is likely to result in an efficient herd on a per hectare basis rather than per head. It will examine the concept of whole body energy, efficiency of weight gain, efficiency of weight loss, interactions with nutritional status and what it all means for breeding cow reproduction. The talk will delve into how traits like body condition score, hip height and mature cow weight fit into future breeding programs.

Sunday

8.00am-10.00am

Cattle Clash: The Ag Debate Down Under

The Cattle Clash: The Ag Debate Down is a dynamic and thought-provoking event where the Zoetis World Angus Youth Competition teams go head-to-head, debating key issues in agriculture and the beef industry. Designed to challenge participants' public speaking, critical thinking, and industry knowledge, the debate pushes these teams to articulate well-reasoned arguments on topics shaping the future of agriculture and beef production. This competition not only hones communication skills but also encourages participants to engage with real-world agricultural issues, fostering the next generation of informed and passionate beef industry advocates.

10.00am-10.45am

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11.00am-11.45am

Angus Foundation Research Snapshot & Q&A

A dynamic session showcasing the cutting-edge research from our grant recipients. This session will showcase key research from Angus Foundation grant recipients, highlighting their findings and industry impact. With short presentations and a Q&A discussion, it's a great opportunity to engage with the latest insights from grant recipients.

Hanlie Jansen – Inbreeding Depression: Cause for concern?

Brianna Maslen – Gut Microbes as Performance Indicators: Uncovering Links to Growth, Immunity and Genetics

Jena Alexopoulos – Fixed-Time AI vs. Natural Mating: Which is More Profitable for Angus Heifers?

12.00pm-12.45pm

Felicity Wills, Ruminant Technical Advisor, MSD Animal Health

Advancing monitoring technology for beef cattle – Sensehub Cow Calf

SenseHub Cow Calf identifies the precise stage of heat and provides precise guidance for insemination timing to optimize conception rates. SenseHub Cow Calf delivers exceptional heat detection accuracy and actionable insight, in real time. It leverages years of experience in developing sophisticated algorithms to analyze behavior monitoring based on activity, rumination, eating and other proprietary key cow states. SenseHub Cow Calf identifies the precise stage of heat and provides precise guidance for insemination timing to optimize conception rates. The solution is ideal for AI and natural breeding farms (cow-calf operations) and for both penned and grazing cows. It is effective at identifying cows with silent heat signs.



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ANGUSEXPO

Cattle Breeders College

Location: Ridley's Education Building

Ticketed Event, 90 mins

Saturday

9.00am

Opening Address by Angus Australia and Zoetis Representatives

Location: RaboTruck

9.30am-10.30am

Angus Gigley Baird, Senior Analyst- Animal Protein, RaboBank.

State of the Nation: What's up and what's down with Angus beef in the world

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11.00am-12.30pm

Sam Bailey

You don't need wings to fly

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2.00pm-3.30pm

The Angus Revolution at JBS Australia

Discover how JBS senior leadership has harnessed the power of the Angus breed to drive transformation, enhance eating quality, and build popular brands. Learn about the strategic role Angus cattle play in shaping the future of JBS Australia's beef industry.

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4.00pm-5.30pm

Dan Shike, Professor in Beef Cow/Calf Nutrition and Management and Interim Head in the Department of Animal Science at the University of Illinois.

What is the ideal cow?

Professor Dan Shike earned his A.S. from Black Hawk College – East Campus and B.S. in Animal Sciences and Industry at Kansas State University. He received his M.S. and Ph.D. at the University of Illinois at Urbana-Champaign. Dan's research focuses on identifying nutritional strategies and management practices that improve efficiency, reproduction and profitability in beef cow/calf production. Dan has authored over 80 peer-reviewed publications and given over 75 invited presentations.

This session will focus on how the type of beef cattle have evolved through selection and planned matings targeted at meeting consumer demands and maximising producer profitability. Over the past hundred years, cattle have increased in frame size and lean growth in the US, with more focus in the late 80's using performance records, sire evaluations, and expected progeny differences (EPD) being utilised in conjunction with visual appraisal for selection and breeding decisions. In the 2000's and 2010's breed associations introduced bioeconomic indexes allowing multiple traits to be combined into a single value.

The information and tools available to cattle breeders has dramatically increased and so has the complexity of breeding programs. Ideal beef cattle type has evolved as selection decisions continue to focus on meeting consumer demands and maximising producer profitability.

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Sunday

7.30am-8.30am

Church Service Led by Scott Wright

11.00am-12.30pm

GET LINKED – Angus Stud Breeders, Commercial Producers, Consumers – Leverage Genetic Innovation.

Dr Kent Anderson: Director of Global Beef Genetic Technical Services, Zoetis & Mr Darrell Stevenson: Stevenson Angus Ranch, Montana - USA and Treasurer and American Angus Association.

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Our Sponsors



Zoetis AngusExpo

3rd and 4th May 2025

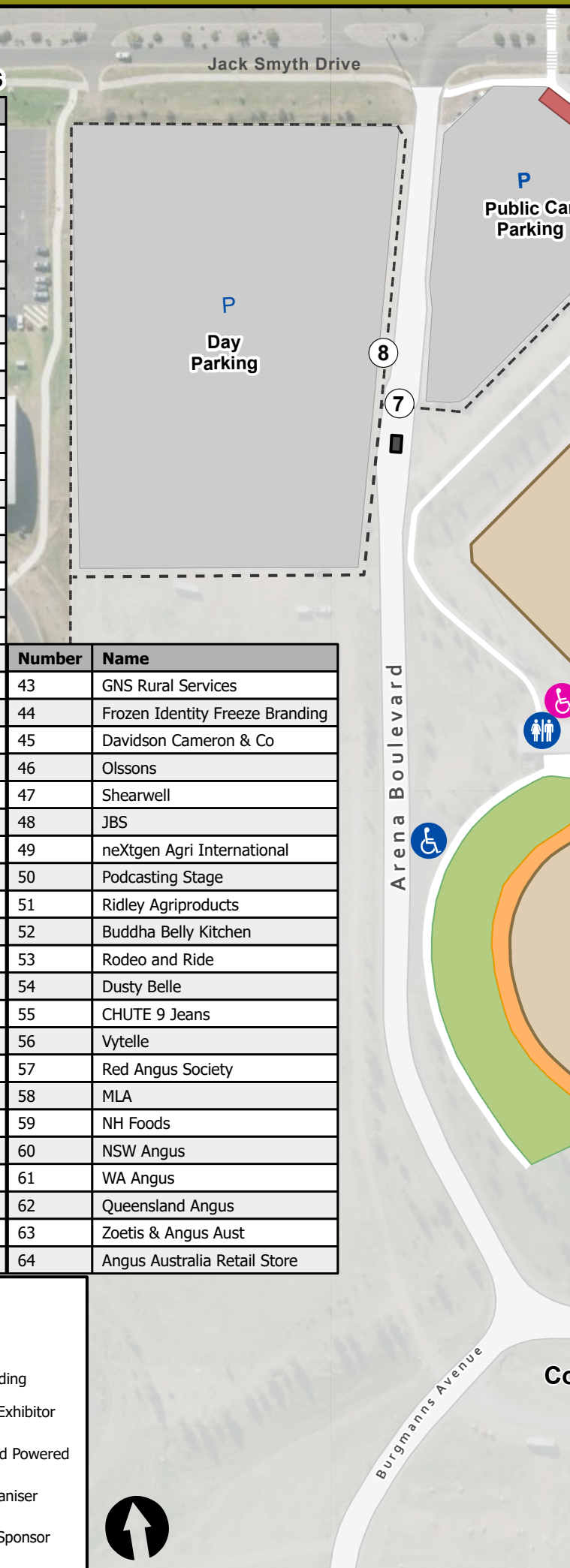
Zoetis AngusExpo Traders

Number	Name
1	Rabobank
2	ArrowQuip
3	Teys Australia
4	MSD Animal Health/Allflex
5	Elders
6	AuctionsPlus
7	Neogen
8	Agricore
9	C-Lock Inc
10	Virbac
11	Killain Angus
12	Datamars
13	Stocklive
14	Gallagher
15	The Signature Bull
16	Jacks Creek
17	CSIRO
18	Australian Community Media
19	M&M Stockyards
20	ABS Australia
21	Australia Premier Genetics
22	Better cows for a better world
23	World Wide Sires
24	Nybryo
25	Agrigene
26	Holbrook Breeders
27	Bovine Breeders & Embryo Life
28	Steelsave
29	Ceres Insurance Group
30	Morrissey & Co
31	McGregor Goulay Agricultural Services
32	Andromeda Industry
33	Atlas Ag
34	Hutcheon & Pearce
35	John Deere Kids Zone
36	Reptile Solutions
37	Bryon Capital
38	Bee Friendly Farming
39	Red River Rural
40	Black Box
41	Elanco Australasia
42	Offsider Ag Equipment

Number	Name
43	GNS Rural Services
44	Frozen Identity Freeze Branding
45	Davidson Cameron & Co
46	Olssons
47	Shearwell
48	JBS
49	neXtgen Agri International
50	Podcasting Stage
51	Ridley Agriproducts
52	Buddha Belly Kitchen
53	Rodeo and Ride
54	Dusty Belle
55	CHUTE 9 Jeans
56	Vytelle
57	Red Angus Society
58	MLA
59	NH Foods
60	NSW Angus
61	WA Angus
62	Queensland Angus
63	Zoetis & Angus Aust
64	Angus Australia Retail Store

Legend

	Accessible Toilets		Toilets
	Accessible Parking		Cattle Loading
	Emergency Assembly Point		Livestock Exhibitor Parking
	First Aid		Pre-Booked Powered Camping
	Food Stalls		Event Organiser Parking
	Lift		Allocated Sponsor Parking





Competitor Camping

Youth Challenge