



**WORLD
ANGUS FORUM**
Australia



**WORLD ANGUS FORUM
PROGRAM**

7-8 May, 2025



Dear International Guests, Members of Angus Australia and Commercial Cattle Breeders,

On behalf of Angus Australia, it is our great pleasure to welcome you to the **2025 Neogen World Angus Forum** and its associated events - the AngusTREK, Zoetis AngusEXPO and the Zoetis World Angus Youth Competition. We are honoured to host this prestigious event on Australian soil for the first time since 1997.

With the theme "**Beef for a Better Planet**", this year's forum will explore cutting-edge developments in genetics, technology, and innovation across the global beef industry. Importantly, it will delve into the challenges and opportunities presented by carbon-neutral beef production and methane mitigation within cattle systems.

These events provide an invaluable opportunity to network with fellow delegates, engage with trade exhibitors, and strengthen global industry relationships. Held every four years, the World Angus Forum is the flagship event of the World Angus Secretariat, bringing together Angus producers and stakeholders from across the globe.

The World Angus Secretariat comprises peak industry organisations from 26 Angus-producing countries. Australia holds a significant position within this community. Based on our estimates, Angus Australia is home to the second-largest registered Angus population in the world, with world-leading levels of performance recording and genomic testing.

As of 2024, Angus Australia represents 4,270 members across every state and territory of Australia and New Zealand. In 2024 our seedstock members had 166,283 active females on inventory, sold 11,556 bulls at Auction and completed 89,387 genomic tests.

In 2024 Angus cattle comprised 52% listings on AuctionsPLUS, this is an excellent indicator of the Angus composition of the Australian beef industry. Our members breed Angus for a diverse range of environments and production systems - and we proudly believe that our Angus seedstock breeders are among the best in the world. Our vision, "**Angus for Every System**", reflects our commitment to providing profitable, adaptable genetics to producers both here in Australia and internationally.

We warmly invite you to connect with our Directors, staff, and breeders throughout the forum. Whether you're seeking genetics for a specific production system or just want to learn more about our work, we are here to help and share what we've learned.

Once again, we extend a heartfelt welcome to the **2025 Neogen World Angus Forum** and its associated events. We are proud of what our breeders have achieved - often in some of the world's most challenging environments - and we are excited to showcase the strength and future of the Angus breed. Thank you for joining us to be part of this global celebration.

Yours sincerely,



Scott Wright
Chief Executive Officer
Angus Australia



Sinclair Munro
President
Angus Australia



Erica Halliday
WAF Committee Chair
2025 Neogen World Angus Forum



Invested in Australian Angus.

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Angus-influenced cattle – here and around the world.

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Keynote Speakers



Mr. John Eales AM

Mr. John Eales AM is an Australian former rugby union player and the most successful captain in the history of Australian rugby. In 1999, he became one of the first players to win multiple Rugby World Cups. He founded the Mettle Group and serves on boards of prominent companies, establishing himself as a business leader. His entrepreneurial spirit and commitment to excellence have led him to become a respected figure in both sport and business arenas.



Simon Corah

Simon Corah is a highly regarded marketing strategist with extensive expertise in global consumer trends and brand positioning in the food industry. With decades of experience, he delivers engaging presentations that resonate with executives, leaders and sales teams, helping brands connect with consumers worldwide.



Dr. Anneline Padayachee

Dr. Anneline Padayachee is a respected nutritional food scientist, advocating for food security, accessibility and sustainability. With a PhD in nutritional food science, she integrates research, industry and consumer perspectives to improve health outcomes through practical applications. Anneline is a sought-after speaker and consultant in the food sector.



Michael McQueen

Michael McQueen is a strategic leader, bestselling author, award-winning speaker and visionary in the agricultural sector. Renowned for his forward-thinking approach, he prepares organisations for future challenges. Ranked #12 among the world's top futurists, he has advised brands like Google and Toyota, inspiring proactive change and innovation.



Simon Quilty

Simon Quilty is a leading meat and livestock analyst, specialising in meat trading, processing and risk management, with over 30 years in the industry. A Churchill Fellow, he founded Global AgriTrends Downunder, advises on market dynamics, develops risk management tools and explores global methane reduction initiatives for sustainable livestock production.

PRE

5.30pm

Welcome Function
The Norman Hotel

Dress: Smart Casual
Includes: Drinks and Canapes

6 May, 2025

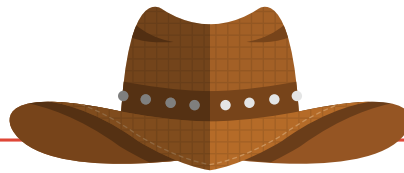
DAY 1

7 May, 2025

TIME		TOPIC	SPEAKER	MODERATOR
7.00am		Registration Open		
8.30am	Welcome to Country	Welcome and Official Opening	Shannon Ruske	
8.45am	Welcome	Official Opening of 2025 Neogen World Angus Forum	Hon. Dr Jeannette Young AC PSM, Governor of QLD	Sinclair Munro President of Angus Australia
9.00am	Opening Speech	Address by Queensland Minister of Agriculture	Hon. Anthony Perrett MP Minister for Primary Industries	
9.15am	MC	First Session Introduction	Oli Le Lievre	Oli Le Lievre
9.30am	Keynote Speaker	Rugby and Business	Mr John Eales AM	
10.00am	Speaker Session	Beef for a Better Planet Industry Outlook	Michael Crowley MLA Managing Director	
10.30am	Morning Tea	--- Trade Display ---		
11.00am	Speaker Session	Global Thinking The World Angus Evaluation	Mark McCully CEO at American Angus Association	Oli Le Lievre
11.30am	Speaker Session	The CAB Story Behind the World's Most Successful Branded Beef Program	John Stika President at Certified Angus Beef	Oli Le Lievre
12.00pm	Speaker Session	Angus for Every System From Hobart Roots to National Reach	Scott Wright CEO Angus Australia	Oli Le Lievre
1.00pm	Lunch			
2.00pm	Speaker Session	Cows are not to Blame How Livestock Methane is Different, and Why Livestock are Critical for the World	Prof Frank Mitloehner	Oli Le Lievre

TIME		TOPIC	SPEAKER	MODERATOR
3.00pm	Panel Discussion	Does Beef Deserve to be on the Menu?	Prof Frank Mitloehner, Dr Anneline Padaychee, Michael Crowley, Simon Quilty.	Marg Will
3.30pm	Afternoon Tea	--- Trade Display ---		
4.00pm	Speaker Session	Getting the Message Through How to Tell the Story of Beef to Consumers	Simon Corah CEO, Growth Mantra	Oli Le Lievre
4.30pm	Speaker Session	The Global Outlook for Beef Analysing Market Trends and Future Indicators	Simon Quilty Director at MLX Pty Ltd	Oli Le Lievre
5.00pm	Close Day 1	--- Trade Display ---		

GALA DINNER COMMENCES AT 6PM



The Neogen Gala Dinner

WILL TAKE PLACE AT THE STAR, BRISBANE.



Time: 6pm – late | **Includes: 6 course sit down meal, drinks & entertainment**

This formal event will see the Angus family come together to celebrate and enjoy a menu featuring Angus beef and Australian traditional flavours.



Entertainment for the Evening
Butcher Girl Alison & Radio Club Band

TIME		TOPIC	SPEAKER	MODERATOR
7.00am	Invitational Breakfast			
8.30am	Speaker Session	The New Frontier of Genetics DNA and Biotechnology	Prof Alison Van Eenennaam	Scott Wright
9.00am	Sponsored Speaker Session-Neogen	Where is Genomics Taking Us? The Future of Angus Genetics	Dr Stephen Miller ACBU	Scott Wright
9.30am	Speaker Session	Angus Breeding Values Where to next?	Carel Teseling Angus Australia COO	Scott Wright
10.00am	Speaker Session	Does Less Methane Equal More Meat? Updating the Low Methane Beef Genetic Project	Prof Sam Clark	Scott Wright
10.30am	Morning Tea	--- Trade Display ---		
11.00am	Speaker Session	Outback But Front of Mind Supplementing Cattle in Large Scale Operations and Addressing Livestock Emissions	Dr Mariana Caetano	Oli Le Lieve
11.30am	Speaker Session	Ticking Off on Ticks The Updates and Finer Details on the Tick Vaccine Research and the Future of Tick Control	Prof Ala Tabor	Oli Le Lieve
12.00pm	Sponsored Session Auction Plus	Sale-0! Maximising Your Livestock Profits Through Big Data and What the Future Looks Like	Paul Holm General Manager	Oli Le Lieve
12.30pm	Keynote Speaker	Prepare for What's Next Building Resilience in Your Business and Life	Michael McQueen	Oli Le Lieve



AUSTRALIAN FACTS

Cattle Population

29.9 Million including 27.8 beef cattle (estimate).

Cattle Breeds

50% of the beef herd are Angus or Angus infused.

Export

Approximately 80% of agricultural produce is exported.

TIME		TOPIC	SPEAKER	MODERATOR
1.00pm	Lunch	--- Trade Display ---		
2.00pm	Speaker Session	Carbon Where to go Next With Carbon for the Family Farm?	Dr Stephen Wiedemann	Oli Le Lievre
2.30pm	Speaker Session	Meating Our Needs Understanding Why Red Meat is Critical for the Human Body	Dr Anneline Padayachee	Oli Le Lievre
3.00pm	Youth Awards			Nancy Crawshaw Erica Halliday
3.30pm	Afternoon Tea	--- Trade Display ---		
4.00pm	Youth Panel	Bold Minds, Strong Herds, Bright Futures The Next Generation of Angus Producers	World Angus Youth	Nancy Crawshaw Erica Halliday
4.30pm	WAS/WAF Handover	Brazil in 2027 and the USA in 2029	Sinclair Munro, President Tim Brittain, Secretary	Scott Wright
4.50pm	End of Forum			
6.00pm	Farewell Function	Plough Inn		

CELEBRATING ANGUS

For over seven decades, Teys has recognised the quality of Angus cattle, working with Aussie producers to bring the best of Angus beef to the world.

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Australia's National Science Agency

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They say there's always room to improve. What matters is whether you can find it. For beef producers who never stop improving their feed efficiency or sustainability, C-Lock delivers inspired automation and unmatched insight for a complete picture of your performance. And that's just the beginning. Start now at c-lockinc.com.



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Forum, site 9**

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Our prime focus is farming

Rabobank has a deep understanding of farming life, and what it takes to run a successful agribusiness. That's why we take a long-term view of your business and are committed to helping you grow.



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Site 30-31

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**AUSTRALIAN
ANGUS CATTLE**



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Contact your local Elders Agent

Friday 2 May from 2pm AEST
Online only, exclusively on AuctionsPlus
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Frozen Genetics
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Contact Angus Australia or
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Online only, exclusively on AuctionsPlus
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AuctionsPlus

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Contact Angus Australia or
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Sunday 4 May from 1pm AEST
Live Auction
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*When compared to Cydectin Pour-On 1. NSW DPI (2020) Duck Creek Endoparasite Trial (data on file). "Weight Gain" is not a Cydectin Platinum claim. 2. Refer to registered label (APVMA No. 88072).

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PROGRESS.



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A Better World Right From This Land

Warren Salter

Out in the fields, where the Angus cattle roam,
We raise them strong, make this land their home.
With hearts and hands, we tend to every need,
Growing beef for a planet, planting future seeds.

We're riding on, with goals in sight,
Doing things differently, shining a light.
With Angus pride, and a love so grand,
We're building a better world, right from this land.

From Queensland's hills to the rolling plains,
We're working hard, through sun and rain.
With every calf, a promise we uphold,
For a better tomorrow, with stories untold.

We're riding on, with goals in sight,
Doing things differently, shining a light.
With Angus pride, and a love so grand,
We're building a better world, right from this land.

It's the way we care, the way we strive,
Together in this journey, we feel alive.
Hand in hand, we chase the dream,
For a greener earth, a flowing stream.

We're riding on, with goals in sight,
Doing things differently, shining a light.
With Angus pride, and a love so grand,
We're building a better world, right from this land.

So here's to the cattle, and the folks we trust,
In fields of green, it's work or bust.
For a brighter future, with every stride,
We're making waves, with Angus pride.



See how Australian
vets and producers are
\$aving business.



Pestivirus robs beef and dairy cattle producers blind. Hear from these vets and producers on why they use Pestigard to protect their business. Pestivirus is a national, insidious and underestimated disease that can be very costly if not managed properly.



Scan to watch each person's story on YouTube at 'Livestock Solutions with Zoetis'



Always on guard

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AUSTRALIAN FACTS



The Commonwealth of Australia

Country and Continent comprising six (6) States and two (2) Territories.

Dial Code

+61

Dates

Day/month/year format.

Currency

Australian Dollar (AUD).

National Language

English.

Size

7,688,287 km2 total land mass.

Entry

Visa is required.

Measurements

Metric system.

Population

28 million. Multi-cultural.

Indigenous

Aboriginal and Torres Strait Islanders.

Driving

Left side of road. Steering wheels are located on right-hand of vehicles.

Head of State

His Majesty King Charles III. The Prime Minister is Head of Government.

Political System

Constitutional Monarchy. Representative democracy. Parliamentary system with three (3) tiers; Federal, State and Local.

Seasons

March, April and May are Autumn. Average temperatures for May 1st:

Sydney
14°C to 21°C

Bathurst
6°C to 18°C

Tamworth
9°C to 23°C

Brisbane
15°C to 24°C

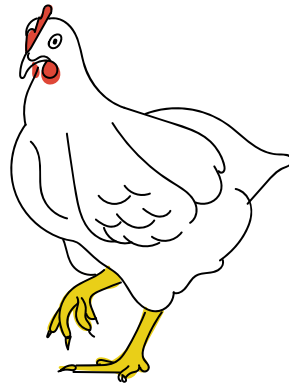
Emerald
15°C to 28°C

SPONSORS



AUSTRALIAN WORDS

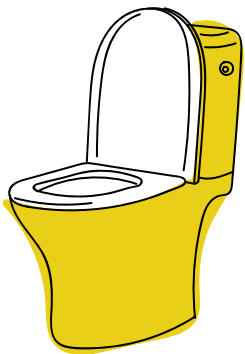
Arvo	Afternoon
Bogan	An unsophisticated person or someone with a lack of style
Bush	Rural or wilderness areas, often used to describe untamed land
Fair dinkum	Genuine or real
Esky	A portable cooler for keeping drinks cold
C'day	Hello



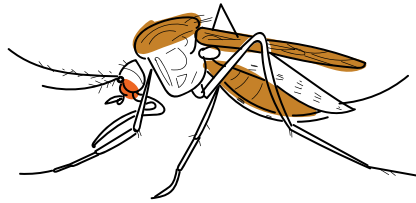
“Chook”
Chicken



“Cuppa”
A cup of tea or coffee



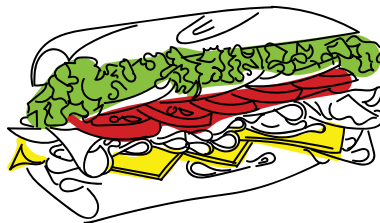
“Dunny”
Toilet



“Mozzie”
Mosquito

Lollies	Sweets or candies
Maccas	McDonald's
Muster	To gather cattle or round up
No worries	It's okay or no problem
Stocky	Livestock Agent
Servo	Service station or gas station

Sickie	A day off work, often taken when one is not actually sick
Stoked	Very pleased or happy
Straya	Australia (informal)
Thongs	Flip-flops or sandals
Ute	Utility vehicle or pickup truck



“Sanga”
Sandwich



“Ripper”
Excellent or great

REGIONAL AND CULTURAL TERMS

Ringer
Farmhand or livestock attendant

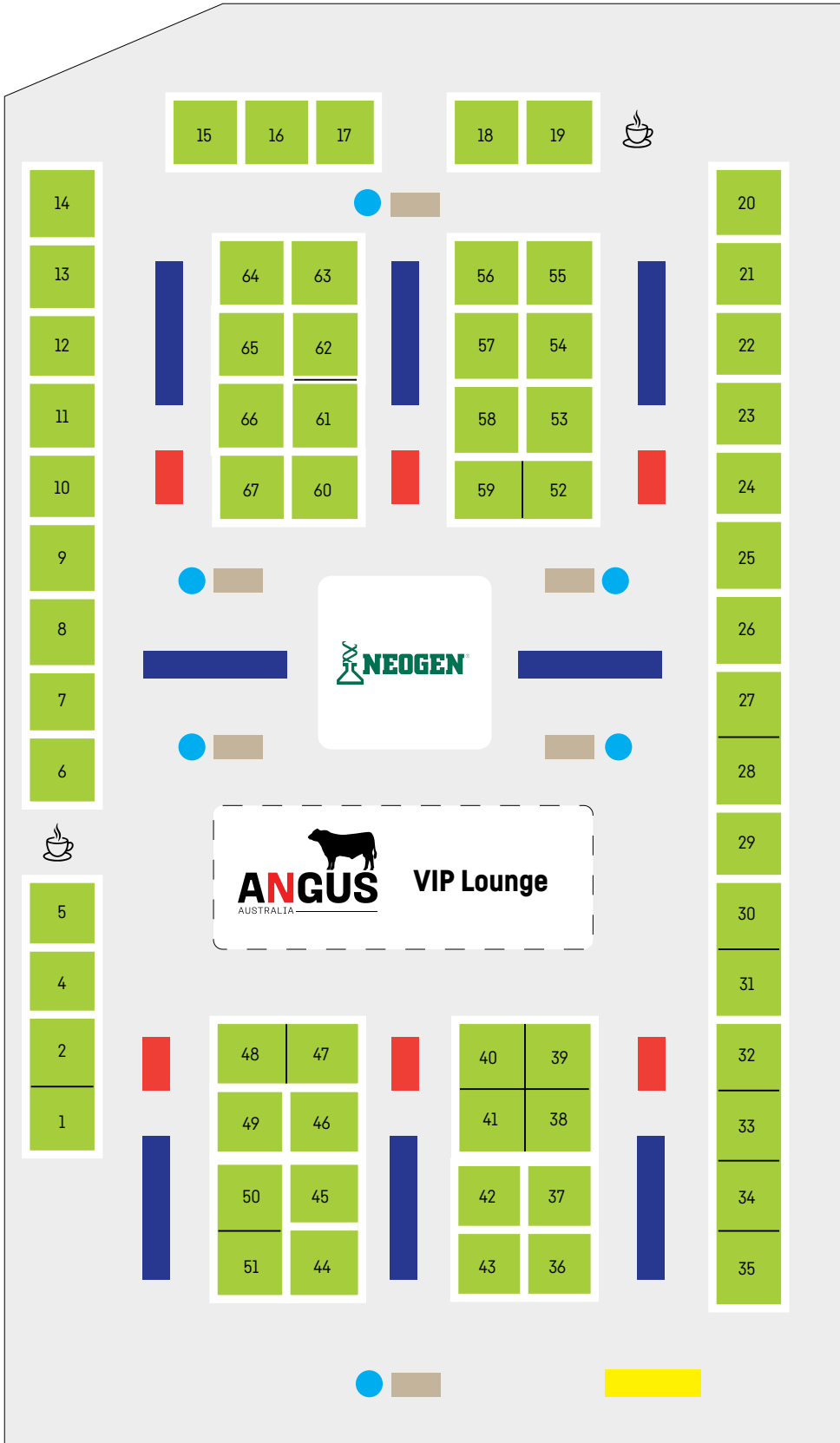
Tradie
Tradesman or tradeswoman

Yakka
Work or effort

NEOGEN 2025 NEOGEN WORLD ANGUS FORUM



**WORLD
ANGUS FORUM**
Australia



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- Buffet
- Dessert Buffet
- Dietary Buffet
- Coffee Station
- Water Station
- Coffee Cart