



ICMJ

AUSTRALIAN INTERCOLLEGIATE
MEAT JUDGING ASSOCIATION

Australian Intercollegiate Meat Judging (ICMJ) Inc.



2017 Conference Proceedings

Inspiring & developing future professionals in the global red meat industry



www.icmj.com.au



Welcome to the 2017 ICMJ Conference

On behalf of the 2017 ICMJ Committee, I would like to welcome each of you to the 2017 Australian ICMJ conference, workshop and competition. This year we welcome some 129 students and 36 coaches from across ten Australian tertiary institutions and four international teams being Japan, Indonesia, Korea and the United States of America (USA).

This year's theme "Meating your future", will deliver a program that showcases the diversity of amazing career pathways available in the red meat industry; that provides personal and professional development opportunities; that builds links with future companies and most importantly helps you to meet friends and future colleagues from across the globe.

This conference would not be possible without the generous support of our all our sponsors, helpers and the tireless voluntary work and enthusiasm for the program from the current committee: Hamish Irvine, Ben Thomas, Kiri Broad, Rozzie O'Reilly, Jarrod Lees, Michael Campbell, Nick van den Berg, Jessira Perovic, Ruth Corrigan, Tim Ryan and Demi Lollback plus coordinator Maria Thompson.

We are excited to see the ICMJ programs go from strength to strength on an annual basis - *"Inspiring and developing future professionals in the global red meat industry"*.

Dr Peter McGilchrist, Australian ICMJ PRESIDENT

**Stay connected with ICMJ & the networks you
'meat this week'**

Please share your posts and photos to #ICMJ2017

**Facebook - Australian Intercollegiate Meat Judging Association
@AICMJ**

Twitter - @ausmeatjudging

Instagram - ausmeatjudging

www.icmj.com.au

meatjudging@gmail.com

Any issues or questions please call Maria on 0411961545, send a Facebook message or email meatjudging@gmail.com



2017 Sponsors

The Intercollegiate Meat Judging Association recognises and thanks the continued and generous support of its sponsors.



AMPC



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**Peter McGilchrist,
President**

Peter grew up on a cattle property in NSW and has a Bachelor of Rural science from UNE. He was a member of the UNE meat judging team in 2002 and the 2003 Australian team. Peter travelled and worked at Elders Killara feedlot before moving to Perth WA to complete a PhD at Murdoch University on 'Selection for muscling affects carbohydrate and fatty acid metabolism in beef cattle' with the Beef CRC. Peter then held a post doctorate research position at Murdoch with MLA working on beef eating quality projects. In 2014 Peter was appointed as a lecturer in Animal Production Science at Murdoch. Peter now works in Meat Science at UNE and continues with research into factors along the supply chain which impact the eating quality of beef and lamb plus the measurement of carcass yield.



**Jessira Perovic
Secretary**

Jessira comes from a farming background in Victoria and holds a bachelor of Animal Science. Jessira was a member of the Charles Sturt University (Wagga) meat judging team in 2008 and 2009 and was successful in being selected for the 2010 Australian National Meat Judging Team. After completing her university degree Jessira joined Meat and Livestock Australia as the Meat Standards Australia Research and Development Co-ordinator for three years. She is now the Project Manager for Eating Quality Data Analytics at MLA, based in Armidale NSW.

**Tim Ryan
Treasurer**

Tim comes from Baynton, in central Victoria, where he grew up on a family sheep property. Tim studied Economics at the University of Melbourne and was a member of the meat judging team in 2012. He was selected to join the Australian team in 2013, and, subsequently, coached the University of Melbourne team in the same year. Tim is the current Australian team. Tim has worked at MLA for three years as part of the Market Information Service as a market analyst. In his current role, he monitors global meat supply and demand trends and analyses their impact on the Australian livestock markets.



**Jarrod Lees
University Liaison**

Jarrod is originally from Kingaroy, QLD and grew up on a small beef cattle property. He graduated from a Bachelor of Applied Science at The University of Queensland, before going on to complete a research Honours year. He is currently writing his PhD thesis on developing a new heat load index for subtropical dairy regions and is currently employed as a Producer Engagement Officer (Eating Quality) for Meat Standards Australia. Jarrod coached the UQ ICMJ team for the 2013 and 2014 competitions

**Ben Thomas
Media Coordinator**

Ben Thomas has been employed at MLA since 2012 and is currently the Industry Co-innovation Manager, where he is responsible for developing high value growth strategies with Australian red meat supply chain participants into China, ASEAN and the Middle East. He previously held the role of Market Information Manager. Prior to working for MLA Ben completed a six year cadetship with Twynam Agricultural Group, where he spent the majority of his time involved with livestock management and husbandry. Ben also spent two years managing the operations of a ranch in Canada, and grew up on a farm near Tamworth, NSW. He has the qualifications of a Bachelor of Rural Science from the University of New England and is in the process of completing a Master of Agribusiness at the University of Melbourne. He competed in the 2006 UNE ICMJ team and represented Australia on the 2007 tour.





Nick Vandenberg
ICMJ training materials

Despite not growing up with a farming background, Nick quickly developed a love for all things agriculture. This lead him to complete his Bachelor of Ag. Science at Adelaide University in 2013. It was during his studies he discovered meat judging and was fortunate to be a part of the 2014 ICMJ national team. Nick has since coached 2014-16 Adelaide meat judging teams and completed his honours on "Understanding the causes of dark cutting on pasture raised beef in south east south Australia". Nick has been fortunate to see a large cross section of industry, working from abattoirs and live export depots to full time shearing. He is very passionate about the Australian goat industry and is currently running his own livestock enterprise whilst freelancing within meat research and live export fields.

Michael Campbell
Venue and product coordinator

Michael is a lecturer at Charles Sturt University at Wagga Wagga and is currently completing a PhD with the Future Dairy group at the University of Sydney. Along with his wife and 3 children he runs a commercial cattle operation near Adelong. He has an MBA from UNE and a BScAg from The University of Sydney. Michael competed at the 2001 ICMJ competition and was a member of the winning team from the University of Sydney. Michael has previously been the manager of a fully integrated cattle operation in PNG and worked as a Beef Cattle Extension Officer and in rural finance.



Ruth Corrigan
Sponsorship coordinator

Ruth grew up on a beef property in southern NSW and was on the 2011 Australian ICMJ team to travel and compete in the US. She graduated from the University of New England with a Bachelor of Livestock Science in 2010, after participating in the meat judging program in her final year. She was employed by the Victorian Department of Primary Industries in livestock extension for three years, running lamb extension projects until 2014 when she returned to her family's Angus seedstock business.

Hamish Irvine
Presenter Coordinator

Hamish has always been involved in the Australian Meat industry, originally growing up on a lamb, beef and cropping property near Rankins Springs NSW. In 2013 he completed a degree in Animal and Veterinary Bioscience, during which he competed for Sydney university at ICMJ in 2013 and was then lucky enough to travel to the US with the national team in 2014. Hamish was employed as a sales manager for Rivalea Australia and now works with Archer Daniels Midland across Australia and New Zealand as a part of their Animal Nutrition team.



Kiri Broad
Social media and website

Kiri grew up on the south coast of NSW. She was first introduced to meat judging and meat science while completing a degree in Animal and Veterinary Bioscience at the University of Sydney, graduating in 2008. Kiri has worked for the Department of Agriculture, Fisheries and Forestry in Qld as a beef officer since 2010 in various locations across Qld and is currently based at Longreach, covering north and central western Qld.

Demelsa Lollback
Australian coach

Demi is from Grafton NSW where her family ran a beef breeding operation. She competed in the 2002 University of QLD Gatton Meat Judging team and then coached the 2003 team prior to graduating with a Bachelor of Applied Science (Animal Science) degree. After working for JBS at Beef City, Demi joined MLA 7 years ago as the MSA Project Officer for Eating Quality Implementation. She is now the Value Chain Relationship Manager with the Livestock Data Link (LDL) program, based in Armidale NSW. Demi is also heavily involved in facilitating and coordinating our NSW school contests.

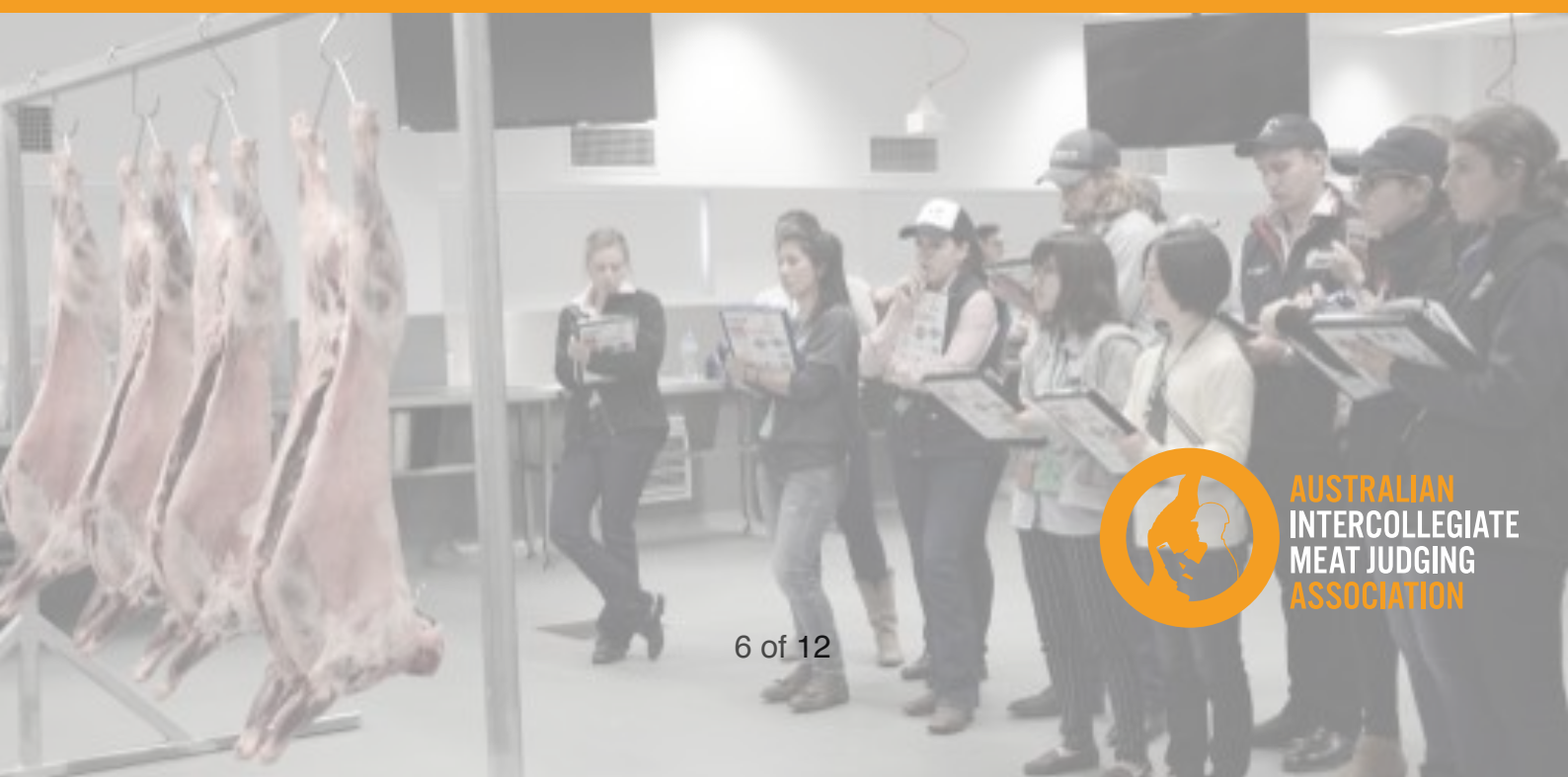


Rozzie O'Reilly
Careers Expo coordinator

Rozzie O'Reilly grew up on a small sheep and cattle enterprise in southern NSW. Following high school, she completed a Bachelor of Animal Science at the University of New England (UNE) in 2014 and is currently a Beef Supply Chain Trainee at Kerwee Lot Feeders. Rozzie competed for UNE in 2012 and was fortunate to be selected as a member of the 2013 Australian ICMJ team. She also co-coached UNE ICMJ teams throughout 2013 and 2014

Maria Thompson
ICMJ Coordinator

Maria grew up on her family's beef cattle property in Tenterfield, NSW. Maria graduated with a Bachelor of Rural Science (Hons) and a Master in Agriculture from UNE. In 2002, Maria was a member of the UNE Meat Judging Team. In 2011, Maria established her own project management consultancy firm AgSTAR Projects and has successfully managed and delivered projects in strategic planning, facilitation, policy review, stakeholder consultation, event management, extension, adoption and communication. Previous roles include managing the animal health, welfare and biosecurity portfolio for Sheepmeat Council of Australia, working as a consultant for a private agricultural PR & marketing company and being employed as a BREEDPLAN Consultant. Maria and her husband own a beef cattle property in Coonabarabran, NSW and are currently living Katherine, NT.



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2017 Australian ICMJ Program Tuesday July 4 to Sunday July 9, 2017 Wagga Wagga, NSW, AUSTRALIA “MEATING YOUR FUTURE”

Time	Activity	Presenter	Location
Tuesday July 4th			
2:00pm – 5:00pm	Pick up of accommodation keys		CSU accommodation
6:00 – 9:00pm	“Meating your future colleagues” Pork Industry stand up dinner sponsored by Rivalea Pork		Wagga Wagga RSL Mirage Room
Wednesday July 5th			
7:00 am	BREAKFAST		CSU Dining Hall
8:00 AM	Introduction and general housekeeping	Maria Thompson, ICMJ Coordinator	Wal Fife Lecture Theatre
8:10am	Welcome to the Australian ICMJ Conference & Workshop	Peter McGilchrist, President Australian ICMJ Association	
8:20am	Official welcome and opening	David Lean, AMPC	
8:40am	Introduction to the Australian red meat Industry	Tim Ryan, MLA	
9:20am	The Processors Story – Signature Beef	Blair Angus, Signature Beef	
10:00am	MORNING TEA		
10:40am	The value of accurate measurement of yield and eating quality to the sheep industry	Professor Dave Pethick, Murdoch University	
11:20am	The impact of stress on lamb meat quality	Sarah Stewart, Murdoch University	
11:40am	Factors impacting alpaca meat quality	Melanie Smith, Sydney University	
12:00pm	Producing pork in Australia	Edwina Beveridge, Blantyre Farms	
12:40pm	LUNCH		CSU Dining Hall
1.45pm – 5.00pm	Coaches Surprise Tour	Off Campus	
2.00pm – 5:00pm	Students - INTERACTIVE WORKSHOPS – Pre-Clinical Centre (PCC), CSU Wagga Break into 4 groups (A-D) to rotate through practical activities, 45 min each session A. Retail cut identification B. Value add cuts in the chuck & rump - Blair Angus C. Understanding lamb carcass yield – Dave Pethick and Knights Meats Butcher D. Porkstar – understanding more about pork retailing and cut uses – Mick Bartlett, Rivalea		
6.30pm	Dinner Sponsored by NH Foods , Key note speaker – Greg Simmons, Export Sales Manager, NH Foods		Wagga Wagga RSL Mirage Room

Thursday July 6 th			
7:00AM	Breakfast		CSU Dining room
8.00am	Lamb Supply Chain Group – collaboration, co-investment and capacity building	Bruce Hancock, Rural Solutions SA – PIRSA/Sheep CRC	Wal Fife Lecture Theatre
8:40am	The importance of offal	Tom Maguire, Teys Australia	
9:20am	Prime lamb production in southern NSW	Tom Bull, Lambpro	
10:00am	MORNING TEA		
10:40am	Megatrends, Meat and Me.	Sarah Hyland, Australian Institute of Food Science Technology	
11:20am	Grain feeding cattle in Australia	Bryce Camm, Camm Agricultural Group	
12:00pm	RAD Meat Professionals Career Panel Q&A Session	Maria Thompson, AgSTAR Projects & Rebecca Mohr-Bell, Argyll Consulting	
12:40pm	Lunch		CSU Dining room
2:00pm – 4:00pm	Coaches Professional development session – Principles of human learning, Stuart Eastwood		Green Room, CSU
2:00PM	TRAINING WORKSHOP ROTATIONS – break into 5 (1-5), 40 min per session – Pre-Clinical Centre (PCC)		
	1. Pork carcass judging 2. Judging primals – pork and beef 3. Lamb judging including how to write effective observations and answer questions 4. Primal identification 5. Writing reasons		
6:30 PM	Dinner sponsored by AACo, key note speaker -Simon Kensit, Graduate Program - Processing, AACo		Wagga Wagga RSL Mirage Room
7.30 PM	Coaches/Team Leaders Meeting		

Friday July 7 th			
7:00AM	BREAKFAST		
8:30AM – 9:10AM	Introduce Careers Expo companies		Convention Centre + lecture rooms
9:30AM – 12:30PM	Careers Expo including workshops (Split group into 3 groups) – 1 hour per rotation. Morning tea served during Careers Expo rotation 1. Careers Expo 2. Industry Advocacy, Kathleen Allan, Sheepmeat Council of Australian 3. Preparing for your first job – Rimfire Resources		
12.30	LUNCH		CSU Dining room
1:30 PM	Groups A – D - Small Stock Competition Session 1		Pre-Vet Clinical Centre
1:30 PM	Groups E – H 1:40pm International presentations (Japan/US/Indonesia/Korea). 15 minutes each		Green Room + lecture rooms
1:30PM – 4:00PM	Coaches Professional development workshop for coaches, Kathleen Allan, Sheepmeat Council of Australia	Green Room	
3:15PM	Group changeover		
3:45PM	Groups E – H - Small Stock Competition Session 2		Pre-Vet Clinical Centre
3:45PM	Groups A – D 3:55pm - International presentations (Japan/US/Indonesia/Korea) 15 minutes each		Green room + lecture rooms
5:30PM	Spare time		
6:30PM	Dinner – Sponsored by JBS & Andrews Meats, key note speaker - Kylie Schuller		Wagga RSL
8:00 PM	Coaches/Team Leaders Meeting	Tim and Demi	

Saturday July 8th		
6:00am	Travel to Teys Australia – Note students to arrange their own breakfast	
7:30am – 11:00am	Meat Judging Contest – Beef	Tey's Australia
	Coaches Meeting	Tey's canteen
	Lunch	
	Presentation from 2016 Australian team	
	Australian team	
2:30PM	Return to CSU Campus	
6.30pm	Coles Presentation dinner, key note speaker Marcus Walta, Coles	Wagga RSL
Sunday July 9th		
9:00am	STRICT checkout of CSU accommodation	
8.30-10.30	Annual General Meeting (AGM)	Pre-Clinical Vet Centre



Conference Presenters



David Lean, AMPC

David Lean is a food industry professional with wide-ranging experience in processing safety, protein ingredients and performance chemicals across Australia and New Zealand. Having worked with global innovators such as Fonterra, 3M and Ecolab, he has the unique perspective of helping processors manage microbial risk from farm, factory to market. David is also passionate about health and nutrition in the Australian agri-food network.

Tim Ryan

Tim comes from Baynton, in central Victoria, where he grew up on a family sheep property. Tim studied Economics at the University of Melbourne and was a member of the meat judging team in 2012. He was selected to join the Australian team in 2013, and, subsequently, coached the University of Melbourne team in the same year. Tim is the current Australian team. Tim has worked at MLA for three years as part of the Market Information Service as a market analyst. In his current role, he monitors global meat supply and demand trends and analyses their impact on the Australian livestock markets.



Blair Angus

Blair is owner and manager of Angus Pastoral Company running 35 000 head across 4 properties in Central and Northern Queensland, breeding, backgrounding and feedlotting. He has also developed Signature Beef a vertically integrated, wholesaling and beef marketing company taking the company's product through to the consumer. The company's four beef brands, Kimberley Red, Angus Pastoral, Sondella and Boss are now enjoyed in 24 countries. Signature Beef has grown to not only market all of the prime cattle produced by Angus Pastoral Co but also service processes for other producers and has become a significant wholesaler of beef products. With wife Josie, and their four children, the family has a passion for all facets of the beef industry.

Professor David Pethick

Professor David Pethick, who leads the Centre for Production Animal Research at the School of Veterinary and Life Sciences at Murdoch University has enjoyed a 35-year research career which has seen him contribute valuable findings to the sheep, beef cattle and pig industries, as well as to dog and horse studies.

His nutritional biochemistry research has led to diet formulation for beef cattle and lambs to optimise meat quality. Professor Pethick completed an undergraduate degree in agricultural science at the University of Adelaide. He completed his PhD in the field of ruminant biochemistry and nutrition at Cambridge University in the UK. This set him on a research path that has involved many different animal species and their nutrition, biochemistry and physiology. Career highlights have included playing an instrumental role in the development of Meat Standards Australia's lamb and beef quality meat grading schemes. He is also the leader of the quality-based sheep meat value chains program for the Cooperative Research Centre for Sheep Industry Innovation (Sheep CRC) and he previously led the Beef CRC's Beef for global consumers program.



Dr Sarah Stewart

Sarah is currently completing her PhD in meat science at Murdoch University, which focuses on 'the influence of pre-slaughter stress on lamb meat quality and yield'. This project, which is funded by the Australian Meat Processors Corporation (AMPC), aims to help update best practice pre-slaughter management for lambs. Most recently, Sarah has signed on as a Post-Doctoral Fellow, working on Program 2 in the Advanced Livestock Measurement Technologies for the measurement of carcass traits that impact on consumer eating quality. In addition, Sarah has coached the Murdoch University Meat Judging team for since 2012 and has a passion for the development of young people in agriculture.



Melanie Smith

Melanie grew up on a small property on the South Coast, where she developed a passion for animals and a keen interest in livestock production. During her Bachelor degree at the University of Sydney and after completing her honours in dual purpose ewes and lambs with walk over weigh systems she knew she wanted to pursue a career in agriculture.

Melanie has been involved in the ICMJ competition since she competed in the USyd team in 2011. She has been involved in coaching the USyd team since 2013 and has had a main role since 2015, and was awarded coach of the year in 2016.

Melanie has recently finished her PhD thesis which investigated factors impacting on the attributes of alpaca meat and methods to improve quality. She is now a research associate at the University of Sydney in the area of meat science and animal production. Her PhD has helped target specific areas within the alpaca industry where fundamental production parameters and scientific literature was lacking.



Mrs. Edwina Beveridge

Edwina and her husband own and operate Blantyre Farms, a 2,200 sow pig farm and 4,700 hectare mixed farm of sheep, cattle and crops. In the last ten years, the pig farming operation has doubled in size, plans are underway to build accommodation for another 2,200 sows and their progeny.

In operation for five years, a methane digestion system captures methane gas from pig manure and converts it into electricity. 40% of Blantyre's pig feed comes from other people's waste products.

Edwina has a commerce degree from the University of Sydney and is a former chartered accountant turned pig farmer. She is on the board of Australian Pork Limited and holds other industry positions. Edwina and her husband are both from farming families and have three children, aged between five and ten.



Bruce Hancock

Bruce is a Rural Solutions SA:PIRSA senior livestock consultant and has been the Sheep CRC/MLA National Lamb Supply Coordinator since 2009. With over 37 years' experience in agricultural development, industry empowerment and capacity building he has worked with businesses along the meat sheep supply chain from Research Development Corporations Managers, researchers and adoption agents, ram breeders who supply the genetics, sheep producers, marketers and processors and retailers and exporters. The essential ingredient has been the development of a shared vision of a consumer focus with clear market specifications, feedback and benchmarking on their performance to initiate review and continuous improvement.



Tom Maguire

Tom Maguire is Teys Australia General Manager Corporate Services. Teys Australia is a 50/50 partnership between the Teys family and the Cargill Company. The Teys family has been involved in the Australian beef industry since 1946, when four Teys Brothers formed a partnership that was involved in wholesaling and retailing meat in South East Queensland. From these humble beginnings, the family has grown its business to become the second largest meat processor and exporter in Australia. Teys Australia operates six modern and efficient beef processing facilities strategically located across the Eastern seaboard. The company also operates three feedlots located at Jindalee (NSW), Condamine (QLD) and Charlton (VIC).



Tom Bull

Lambpro is one of Australia's largest suppliers of Prime Lamb Genetics, based at Holbrook NSW. Lambpro Poll Dorset and Primeline Maternal rams sire over 400,000 lambs annually. The business, operated by the Bull family, is a leader for performance and innovation within the Australian lamb industry.



Sarah Hyland

Sarah is the General Manager, Industry Services at the Australian Institute of Food Science and Technology. Sarah is passionate about future trends, innovations and what our relationship with food tells us about our society. She has lived and breathed the food business since working at a North Melbourne flour mill at the tender age of 18. A brief 15 year segue in consumer market research saw her work across every grocery aisle, including the bottle shop. Through her role at AIFST, Sarah is energised by establishing connections with all kinds of food, beverages and people.

Bryce Camm

Bryce Camm hails from Dalby in Queensland's Darling Downs region where he oversees his family's farming and feedlotting operations as part of the greater Camm Agricultural Group; an integrated beef enterprise with interests across Queensland. Bryce has been managing the group's Wonga Plains Feedlot for eight years and has overseen the operation triple in size. He is also responsible for marketing the turnoff from the group's operations. Growing up on "Natal Downs" in North Queensland Bryce undertook a dual degree in Business Administration and Communications at Bond University before returning to north for a time prior to moving to the feedlot.



Maria Thompson & Rebecca Mohr-Bell

Maria Thompson from AgSTAR Projects and Rebecca Gowen from Argyll Consulting, have teamed up to deliver the *RAD Meat Professionals* project, funded by Meat & Livestock Australia (MLA). This is essentially a people strategy for the red meat Research, Development & Adoption (RD&A) sector. It aims to create a professional development framework, which will attract new entrants to careers in red meat RD&A and to ensure that our skilled professionals, are supported and encouraged to remain in the industry.

The draft framework includes a hub for information on careers, scholarships and opportunities, networking events, technical and professional skills training and awards celebrating the hard work and achievements of RD&A professionals. We would welcome your feedback on the draft and invite you to speak to either Maria (maria@agstarprojects.com.au) or Rebecca (rebecca@argyllconsulting.com.au).

Rebecca is an agricultural economist based near Katherine, NT. Her company ArGyll Consulting was established in 2014 to provide services in strategic planning, economic analysis and stakeholder engagement to pastoralists, Aboriginal corporations and industry bodies across Northern Australia. In her spare time (!) she assists with the operation of Mathison station and sits on the board of the Future Farmers Network.



Nigel Crawley

Nigel studied Ag Science at Dookie as well as Agribusiness Post Grad studies through Monash. After 8 years working across corporate agribusiness in the dairy, rural retail and machinery sectors in Australia, North America and the UK, Nigel, along with Mick Hay established Rimfire Resources in 2001. With 15 years in Australian and New Zealand agribusiness recruitment, his expertise includes recruiting graduate to management roles across dairy, machinery, retail, food processing and manufacturing, logistics and supply chain, and commodity trading and agribusiness investment.

Kathleen Allan

Kathleen is a fifth generation farmer. Kathleen and her family live on a property near Yass in southern NSW, where they run a self-replacing, superfine merino flock and operate an award-winning small business *farm animal resource management* (farm) - an agricultural education business that was established in 1994 to promote the importance of agriculture in an increasingly urban community and provide consumers with an opportunity to engage with practicing farmers. Kathleen has a Bachelor of Rural Science with Honours from the University of New England. Kathleen has worked in a number of regulatory, program management and policy roles with the Australian government in Canberra. She has worked in animal welfare, agvet chemical regulation, food policy and water management. Kathleen was most recently the Program Manager for Capacity Building at the Grains Research and Development Corporation in Canberra before starting as the Industry Leadership and Communication Manager with the Sheepmeat Council of Australia in September 2015.

