



MEDIA RELEASE

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International line-up announced for SMARTBEEF 2019

The program for [SMARTBEEF 2019](#) has been released with the exciting announcement that Hardcore Carnivore® Jess Pyles, an Australian barbeque celebrity now based in Austin, Texas, will be joining the line-up alongside renowned industry speakers and respected international guests.

The grain fed beef industry's premier technical event, hosted by the Australian Lot Feeders' Association (ALFA), SMARTBEEF 2019 will be held in Dalby, Queensland over 2-4 October 2019.

ALFA President Mr Bryce Camm said the SMARTBEEF 2019 program was developed with the future of the Australian lot feeding sector front of mind.

"SMARTBEEF 2019 is driven by the ALFA Membership, Events and Industry Capacity Committee and they've done an outstanding job to secure an array of great speakers and put together the comprehensive program that they have," Mr Camm said.

Highlights of the program include:

- "Food and National Security": Keynote by Dr Sam Barringer, Diamond V
Dr Leon 'Sam' Barringer is a highly regarded United States military veteran and ruminant health specialist. He is currently the Director of Ruminant Business Strategy and Food Safety for Diamond V, and is travelling to SMARTBEEF 2019 to present his experiences and views on the importance of food security within a country's broader national security policy. This session is brought to SMARTBEEF 2019 by [Feedworks](#).
- Coopers Welcome Reception: Celebrating NFAS 25th Anniversary
The Australian lot feeding industry proudly marks 25 years of the National Feedlot Accreditation Scheme (NFAS). Friends across the industry will come together to celebrate the world-first initiative and enjoy drinks, canapes and live music sponsored by Platinum Member [Coopers Animal Health](#).
- Young Lot Feeder of the Year Award 2019 Grand Finalist Presentations

A major highlight is the announcement of the Young Lot Feeder of the Year 2019 Award, proudly sponsored by [Performance Feeds](#). The award presentation will take place in the Conference Main Hall on Thursday, 3 October.

- “For the Love of Feedlots”: Presentation by Russell Lethbridge, Werrington Station
Russell’s producer perspective will give insight into how and why he’s tailored his North Queensland beef operation to specifically target the feedlot market and the benefits of his business’ approach.

Delegates also have the opportunity for a free 15 minute health check on the Heart of Australia Bus, which is being brought especially to Dalby for the event thanks to [ProAgni](#).

“It’s going to be an incredibly informative two days for our industry,” Mr Camm said.

“As well as speakers and events, we have a great trade show, so conference delegates will have the opportunity to speak one-on-one with an array of businesses providing the latest in innovation and opportunity to the industry.”

The full program is available online via the conference website at www.smartbeef.com.au and registrations are also being taken online. Spaces are limited and registrations will close 16 September 2019.

-Ends-

For more information:

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