



Luis Monsegur
President of the World Braford Confederation 2003-06

Welcomed all visitors to Australia and handed his role over to Elwyn Rea for the next three years.
Presented the Argentinian Country of Origin.



Wang Zhi Liang
Guest Speaker from China

High quality beef opportunities in China

China presents market opportunities for high quality beef and urgently needs foreign investment in agricultural technology, a livestock industry leader Wang Zhiliang told the World Braford Congress in Yeppoon on May 1.

While domestic beef production is increasing to meet rising demand, quality beef was in short supply, said Mr Wang, President of the China Animal Breeding Stock

Import and Export Corporation.

The Chinese population was developing a taste for good beef as incomes rose and they were introduced to western-style food. Mr Wang said China produced 76.5 million tonnes of meat in 2005, excluding poultry, with the gross value of the animal production chain about \$US185 billion.

He said there was an urgent need for advanced agricultural technology for meat production and supply chain management. International investment was also needed to modernise meat processing. Exposure to western technology started with the first joint venture in 1987. Mr Wang said China used about one third of its grain production for animal feed.

Beef production costs were about 80 percent of international levels and likely to remain low with large amounts of grain imported since China entered the World Trade Agreement.

Martin Lil
Aurora Braford Stud - Coonabarabran NSW
Presented the Australian Country of Origin.

Australia has enjoyed a period of relative stability in beef prices and market accessibility, but Australia's real triumph is the new generation of Cattle Producers – young producers willing to adopt new developments and technologies, balancing performance and efficiency whilst having a social conscience in regards to the environment, biosecurity and welfare.

Interestingly, the qualities on which the Braford breed was originally developed are still very relevant in today's markets and will come more relevant in the future.





Harry Collins
Novartis - Head of Asia Pacific Region (Based in Sydney)
Introduction of new product: Acatac Duostar.

- Kills both ticks and worms
- Provides dual tick protection
- Is QDPI approved for pre-clearing
- Is an easy to use pour-on.

Pieter Schulenberg
South African Speaker

Presented the South African Country of Origin.

"I'm looking forward to seeing some Braford's at Beef 2006 and out on farms. I reckon there is something in every Braford that you can learn."



Greg Harper
M.L.A.

Beef industry set for technology surge

Major advances in genetic and reproductive technology are set to boost the performance of the Australian beef industry.

"The research focus has been on production-related genes. There will be many more markers identified at an increasingly greater rate.

"The challenge will be to make effective use of the technology by integrating these markers into genetic improvement."

Dr Harper said reproductive efficiency was also a focus of research to improve beef production.

New technologies were being developed to reduce the time before cows got back into calf – a factor contributing to relatively low calving rates in extensive grazing areas.

Calving could be better synchronised to optimise production and heifers calve at a younger age.

In their Braford Congress paper Dr Harper and Professor D'Occhio said in the future it might be possible to introduce superior bull genetics without the need for artificial insemination.

Jason Strong
Genestar - Sponsor presentation
DNA Technology

Technology known as spermatogonial stem cell transfer allowed the testes of a bull to be populated with donor semen from an animal with high genetic merit.

These superior genes could be passed on through natural mating as an alternative to artificial insemination in extensive beef production areas.

Mr Strong said major research was on-going through the new CRC for Beef Genetic Technologies. International research was also increasing.



David Crombie
Past M.L.A. Chairman
Market Outlook Presentation

"The race is not over and the race will never be over for the Australian Beef Industry."



Don Nicol
Breedlink

Brafords have huge tropical globe potential

Braford cattle have a huge future for cross breeding with zebu herds across the tropical beef world, a leading genetics specialist Don Nicol said this week.

Mr Nicol, principal of the independent consultancy Breedlink, said there had been a Braford explosion in South America.

He told delegates attending the third World Braford Congress in Yeppoon that new opportunities were now presented for Australian breeders to target large Brahman and Nelore herds.

“There has been a huge amount of work done proving the superior performance of Brafords in Queensland and this is applicable in many parts of the tropical world,” Mr Nicol said.

“You will face strong competition, but the good news is that there is hard data from trials on the feed efficiency of Brafords.”

The breed produced the strongest hybrid vigor of any Brahman crossbreeding system with upgraded carcass quality and fertility while maintaining resistance to parasites.

Mr Nicol said the challenge for Australian breeders was to identify genetically superior sires.

“The future is in your hands to make Brafords a world breed with key global sire lines delivering multi-trait genetics for profitable beef production,” Mr Nicol said.

Barney Foran

Beef must face up to environmental challenge

“Agricultural industries are resource intensive but there are many things you as beef producers can do to lift your image and portray yourselves as responsible land managers.”

“As Braford breeders you are well placed to create a market niche for quality beef from natural pastures.”

“You need to measure everything you do. Benchmarking your operations and your use of the natural resources will become increasingly important.”

Mr Foran said rural industry groups had to work to educate consumers to pay a lot more for their beef.

“I’m talking about a substantial increase, two or three times more. Every kilo of beef has to have an environmental value in dollar terms.”



Robert Mills
Rock Crest Ranch, Texas U.S.A.

President U.B.B.
Presented the U.S.A. Country of Origin.

Fernando Mattos

Presented the Uruguay Country of Origin.

“Thank you, and we expect to receive you next at the 4th Braford World Congress in Uruguay in 2009”

