

Media Release



Tuesday 2 July 2019

Livestock industries tackle key issues at Annual Meeting

Members of the cattle, sheep, wool and goat industries will gather at the Victorian Farmers Federation (VFF) Livestock Group Annual Meeting to discuss the key challenges facing livestock producers.

“Our industry is under increasing scrutiny and many livestock farmers are feeling pressure on all sides. It’s crucial for us to come together to discuss a national strategy for dealing with issues like vegan activists, animal welfare, live export, mulesing, and industry sustainability,” said Mr Leonard Vallance, VFF Livestock President.

“We will have representatives from all the national peak livestock bodies at the Annual Meeting to discuss how we can collectively address these challenges, and use them as an opportunity to connect with consumers.

“Many of the issues we’re experiencing are rooted in the disconnection between farmers and our customers. This means we have an opportunity to become better advocates for our industry and to better communicate how we’re working hard every day to meet customer expectations.

“All of the peak bodies presenting at our Annual Meeting are leading the livestock industry to increase traceability, to be more sustainable, and to communicate the immense value of our product,” said Mr Vallance.

The VFF Livestock Group Annual Meeting and 40th Dinner will be held on Wednesday 24 July 2019 at the Silks Function Centre at the Bendigo Racecourse. The Annual Meeting will host speakers from Meat and Livestock Australia, the Goat Industry Council of Australia, Sheep Producers Australia, Wool Producers Australia and the Cattle Council of Australia.

The 40th Dinner is a social event for producers to reconnect over a delicious meal. Dinner guests will hear from Minister for Agriculture Jaclyn Symes and be entertained by keynote speaker AFL legend Kevin Sheedy.

Farmers and industry members can register for the Annual Meeting and 40th Dinner by calling 1300 882 833 or online at <http://bit.ly/2XHm0Wg>.

Media wishing to attend the Annual Meeting should call Heather Smillie, VFF Stakeholder, Media and Communications Officer, on 0400 874 589 to register their interest.

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About the VFF

The Victorian Farmers Federation (VFF) is dedicated to representing the interests of farmers and making a positive difference to their businesses and communities. We strive to create an environment for our members, our farmers, that enables profitable, safe, sustainable production to ensure an enduring social licence in a community that respects and values the sector.