



Office of Queensland Senator Barry O'Sullivan

Media Release

8 May 2014

Queensland Senators announce David Farley as 'Squaretable' chair

Queensland Senators Barry O'Sullivan and Ron Boswell have revealed David Farley, one of Australia's most experienced agribusiness executives, will chair the newly formed 'Squaretable' for Sustainable Beef.

With a career spanning more than three decades, Mr Farley has held senior executive and board memberships in some of the nation's largest agribusinesses.

Mr Farley most recently served as Managing-Director of ASX-listed Australian Agricultural Company (AACo), Australia's largest beef enterprise.

Senator O'Sullivan said Mr Farley would bring a wealth of industry knowledge and business acumen to the 'Squaretable' forum.

"The discussion surrounding the Australian beef industry's sustainable credentials must be driven by industry," Senator O'Sullivan said.

"David Farley is no stranger to the beef sector and will ensure the Squaretable commits to focussing on the long term profitability of the industry.

"He will not take a backward step in the fight to improve the return at the farm gate."

Senator Boswell said Australian producers could rest assured that an 'experienced hand' was at the helm of this process.

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“Any decisions about the future of our beef industry need to be led by people who understand the business and have skin in the game,” Senator Boswell said.

“We need to move beyond political grandstanding from environmental groups.”

Mr Farley said he accepted the invitation to chair the ‘Squaretable’ because it provided an opportunity to improve communication channels across the sector.

“Depending on what your view is of the global roundtable, our industry isn’t structured well enough to capitalise on this opportunity or manage this threat,” Mr Farley said.

“The Squaretable meeting is about getting industry representatives into the same room to discuss the issues.

“If we can demonstrate mature and cohesive support for this process, it provides an opportunity to improve industry communication as well as our collective ability to tackle other supply chain challenges into the future.”

The inaugural ‘Squaretable’ meeting is set to be held in Brisbane later this month.

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