

PRIMEX

PRIMARY INDUSTRY EXHIBITION
JUNE 2013 20TH 21ST 22ND

PROUDLY PRESENTS

PACIFIC BEEF

CASINO - AUSTRALIA

PROUDLY SUPPORTED BY OUR PARTNERS



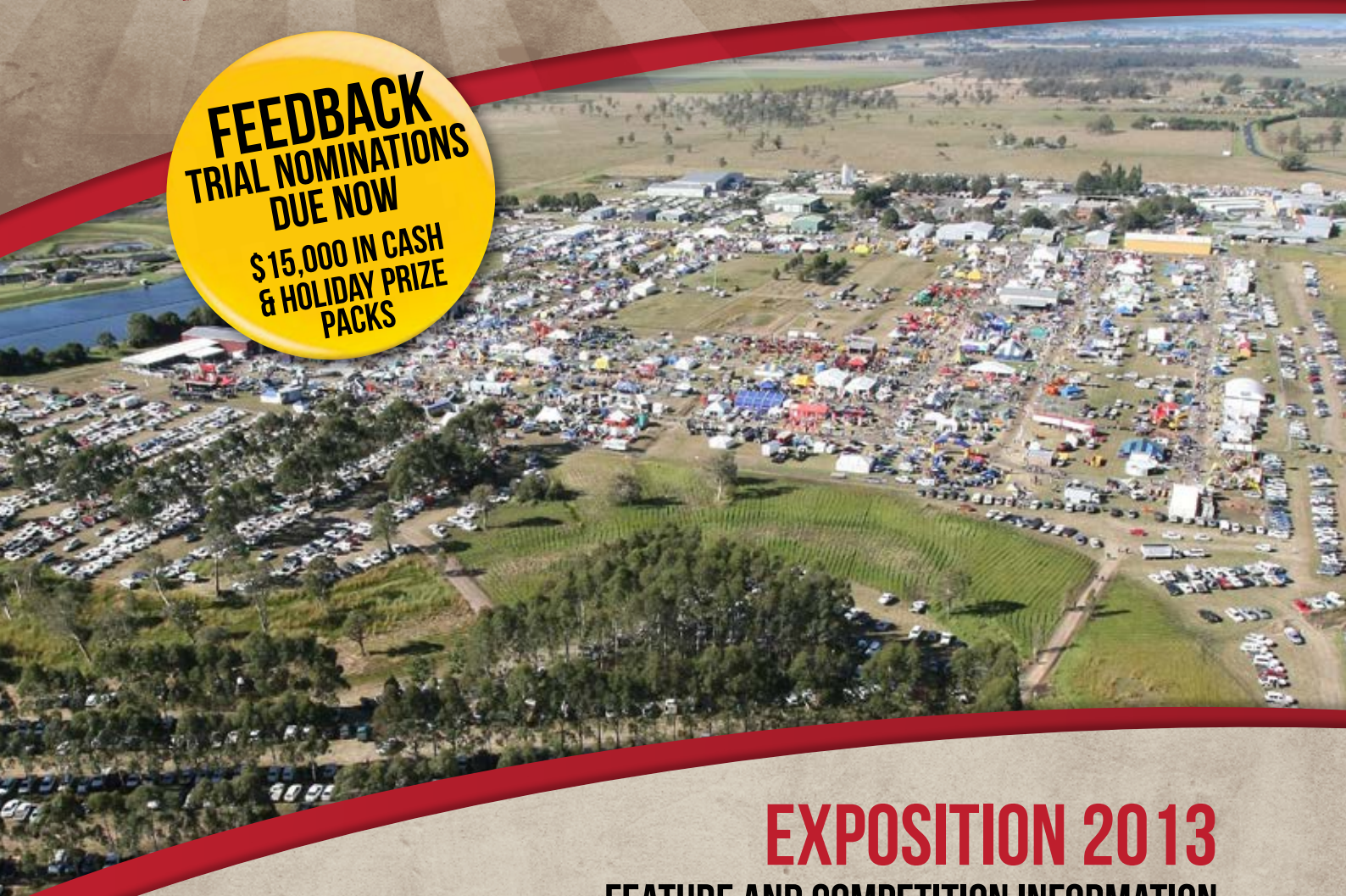
Department of
Primary Industries

**QUEENSLAND
Country Life**

Casino Travel Shoppe



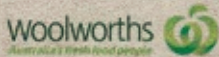
**FEEDBACK
TRIAL NOMINATIONS
DUE NOW**
\$15,000 IN CASH
& HOLIDAY PRIZE
PACKS



EXPOSITION 2013

FEATURE AND COMPETITION INFORMATION

AFFILIATED SPONSORS





PACIFIC BEEF

CASINO - AUSTRALIA

THE PACIFIC BEEF EXPOSITION

BACKGROUND

The Pacific Beef Exposition is one of the most significant annual Industry events in the country, incorporating coverage and programs that cater for every segment of commercial and stud production and forging a reputation of promoting the Australian Beef Industry from its base at Casino, on the North Coast of New South Wales.

As a Lead Feature and held in conjunction with the Primex Agricultural Field Days, Beef is the region's biggest single income earner (\$140 million annually), with the North Coast running breeding herds of over 600,000 head.

On average the event receives in excess of 45,000 visitors, with the next event scheduled for June 2013, hosting the most significant industry trade event for Beef and bringing together leading companies and suppliers from throughout Australia and internationally, offering the latest in innovation, technologies and equipment.

The Pacific Beef Exposition is located in the centre of Australia's eastern seaboard, in the Northern Rivers of New South Wales, where the region supports a wide range of primary industries, with the area designated as a pristine, clean green food bowl of Australia.

Recognized as one of the most comprehensive beef industry programs on offer for Australian Beef producers, the Pacific Beef Exposition is designed to promote and profile performance in the production of world class beef with two key parts;

PACIFIC BEEF EXPOSITION:

Incorporating extensive trade displays, education, seminars, workshops, networking events, sales, shows, demonstrations and tours.

Meat & Livestock Australia's Innovation Workshops will focus on the key profit drivers in beef industry. The series of one hour hands-on sessions will deliver practical information and tools that can make a difference to the bottom line of beef businesses.



Department of
Primary Industries

NSW Department of Primary Industries sees Primex Rural Exhibition as an important opportunity to provide advice and educational opportunities to more than 50,000 visiting primary producers at the one location in northern NSW. DPI held a series of seminars at Primex in 2012 covering topics including beef production, soils & climate, Hendra virus, Paddock Plants and horticulture and intends to continue this successful relationship with Primex and its many rural visitors with information sessions on topics relevant to the State's primary producers.

PACIFIC BEEF FEEDBACK TRIALS:

Pacific Beef Carcass Competition proudly supported by Meat & Livestock Australia, Woolworths and the Northern Cooperative Meat Company, hosting Australia's first EU (120 day) trial and the highly successful MSA (70 day) trial, providing strategic insight into feedlot performance of their cattle, with comprehensive data and analysis measuring growth rates, health and insight into genetic performance. Use of ABCAS means judging and evaluating using advanced technology of the world's most comprehensive grading system.

Pacific Beef Exposition has a long and proud history of the Industry through the Region, where Beef is such a significant part of the fabric of the region's community and celebrating its position in the promotion of Australian Beef to the world.



THE PACIFIC BEEF EXHIBITION OUTLINE

The Pacific Beef Exposition is an opportunity for all Beef Industry Suppliers/Stakeholders, spearheaded by our Partners and Sponsors, to incorporate a broad program including trade displays, demonstrations, seminars, workshops, tours & farm visits, specialized industry promotions and networking events. These will all be designed to link and offer participating companies and their products, maximum brand exposure and trade leverage to one of the most comprehensive beef industry events to be held on the east coast of Australia in 2013.

THE CURRENT OUTLINE OF THE PACIFIC BEEF EXHIBITION PROGRAM INCLUDES;

- Australia's leading Beef Industry Organizations and Stakeholders
- Comprehensive Beef & Ag based Trade Displays
- Equipment & Genetics Workshops
- Educational Seminars and Farm Tours
- Advantages of the Beef & Bean program
- Growing the regions vealer herd
- Animal health and lifetime traceability
- Guest Speakers, Networking & Industry Forums
- Over 20 Beef Breed Societies and Promotion Groups
- Carcass Competitions (Domestic & Export Classes)
- Live Bull & Heifer Classic Show
- Commercial Heifer Sale
- Invitation Stud Beef Cattle Sales

Thanks to the generous support of Frasers Livestock Transport and Cavanagh's Transport, we can confirm provision for free transport for Competitors on a "first in first served" basis for cattle travelling from southern NSW and central / north Qld. The Pick Up locations will be ROMA: Frasers Livestock Transport and TAMWORTH: Cavanagh's Transport at a date to be fixed based on numbers and prior to the Induction date.





THE PACIFIC BEEF FEEDBACK TRIALS

PACIFIC BEEF CARCASE EVENT – TARGETING THE STRATEGIC FACTORS IN IDENTIFYING & PRODUCING QUALITY AUSTRALIAN BEEF

Commercial beef producers from around Australia can now be a part of one of the most innovative beef industry events. Designed to inform and provide leading technologies that will enable the industry's leading cattle producers, the Pacific Beef Carcase Event offers the opportunity to be at the cutting edge in terms of their cattle through the assessment and performance in feedlot weight gain, carcase quality, carcase yield and eating quality with \$15,000.00 prizes (including holiday packages and prize money).

POINTS OF DIFFERENCE

Key Points of Difference with the Pacific Beef Carcase Event include;

- All participating commercial producers will gain strategic insight into feedlot performance of their cattle and the quality of meat produced.
- The Feedlot Performance will incorporate a special category measuring growth rate and health of the cattle through the duration of the feeding process.
- Use of ABCAS, means the judging and evaluation using the advanced technology of the world's most comprehensive grading system, Meat Standards Australia (MSA) with point score based on Market Specifications, Saleable Meat Yield and MSA Eating Quality.
- Producers will receive a full report including all results associated with the event, presented at PRIMEX 2013 – Australia's premiere primary industry exhibition.
- The winning categories and Champion will be profiled to Australia's Beef Industry within Rural Press Publications.
- The Pacific Beef Carcase Event will have 2 classes;
- 70 day MSA domestic class for grainfed steers/heifers.
- The 120 day EU Grain Fed class for steers/heifers will now be held for the first time in Australia

NOTE: All cattle entering either the MSA 70 Day or EU Grain Fed class's should also have milk teeth to avoid any qualification penalties within the category and requirements. Cattle that have more than 2 teeth at slaughter will be ineligible for awards and prize money in either class.

All cattle entering the EU Grain Fed class must be eligible for sale and arrive at the feedlot accompanied by an EU vendor declaration.

PACIFIC BEEF EXPOSITION & FEEDBACK TRIALS PARTNERS;



PACIFIC FEEDBACK TRIALS SPONSORS;



CAVANAGH'S TRANSPORT





MAYDAN FEEDLOT WARWICK QLD

custom feeding specialists

Maydan Feedlot is a privately owned business specialising in tailor made rations to suit all markets.

Our speciality is our expertise in long-term custom feeding of Wagyu cattle. Our major advantages are our perfect climate for long-term feeding and our close proximity to major abattoirs. We also offer livestock transport at competitive prices.

- EU accredited
- Home of 'Michinori'
- Japanese Wagyu feeding regime specialists

our results
speak
for themselves

Maydan Feedlot phone 07 4667 4785
(office)

Geoff Willett phone 07 4661 9600
(owner) 0408 716 960 (mobile)
fax 07 4661 9601
email geoff@maydan.com.au



Purchaser's for both categories will be confirmed and with notification presented to competitors prior to entry at Maydan Feedlot. George and Fuhrmann are the assigned agents coordinating logistics and accounts for the competition.

- The Pacific Beef Carcase Event will provide feedback to producers about compliance to market specifications, the feedlot growth and health performance and its potential eating quality, assisting in effectively improving their ability to maximise profitability in the identification and production of Australian Beef.
- The event will offer opportunities for business networking, attracting leading industry key note speakers and a leading Chef presenting the country's best red meat.
- Exclusivity of sponsors will offer networking opportunities with Australia's commercial beef producers

COMPETITION FORMAT

The Pacific Carcase Feedback Trials format will comprise of two key areas:

- Feedlot Performance (50 POINTS);
- ABCAS (100 POINTS)

1. FEEDLOT PERFORMANCE (50 POINTS)

25 points Growth Rate at feedlot based on average daily gain.

25 points Animal Health Performance at feedlot. All animals will start with the same animal health pre treatment and induction. Any additional animal health treatment will result in a 5 point deduction.

2. ABCAS (100 POINTS) AUSTRALIAN BEEF CARCASE APPRAISAL SYSTEM (ABCAS)

The Australia Beef Carcase Appraisal System ranks beef carcasses on their overall merit, and gives feedback to producers about compliance to market specifications, the yield of saleable meat and the potential eating quality of the meat. All Entrants in the 2012 Pacific Beef Carcase Competition have been assessed under the ABCAS model by Meat Standards Australia.

ABCAS combines the experiences of the NSW Department of Primary Industries and the technology of the world's most comprehensive grading system, Meat Standards Australia (MSA). MSA focuses on the factors that affect eating quality including pre-slaughter management, livestock handling, hanging method, chilling and ageing.

All costs associated with Maydan feedlot including induction/ animal health, feed and transport to processor/s will be deducted from sale proceeds.

Carcasses will be judged within the general parameters of the Meat Standards Australia Competition Model, incorporating carcase attributes relevant to Market Specifications and MSA developed eating quality standards.

Market Specification

Eye Muscle Area	20 points
P8 Fat	10 points
Meat Colour (min 1B, Max 3)	5 points
Rib Fat (min 3mm)	15 points
Distribution	5 points
Total Market Specification	55 points

Eating Quality

Calculated using the MSA prediction model (average eating quality score for the 17 main primals by their cooking methods) and records all MSA parameters for feedback.

Total Eating Quality 45 points
TOTAL SCORE 100 POINTS

To be eligible for an award, carcasses should meet the following MSA requirements:

- pH, less than 5.7;
- Meat Colour, minimum Ausmeat Chip 1B, maximum Ausmeat chip 3;
- Rib Fat Depth, minimum 3mm;
- Fat Distribution, even fat coverage over major primals and good even coverage over entire carcass. Carcasses will lose points for uneven coverage and excess waste. Carcasses in the EU competition, also have the following additional requirements:
- 0-2 teeth
- Fat Colour, maximum Ausmeat chip 3
- Ossification of less than 260

Category	Carcass Weight Range (Kg)	P8 mm (Rump)	Rib 12/13th mm
MSA 70 + day fed	215-320	8-12mm	5-8mm
EU HQ GF 100 + day fed	300-370	10-15mm	8-13mm

Like yours tender, juicy every time?

Look for the Meat Standards
Australia Symbol on selected cuts
at your local Woolworths.



Woolworths
Australia's fresh food people





PACIFIC BEEF

CASINO - AUSTRALIA

ANIMAL HEALTH

All animals will be inducted to the feedlot on the same day and given the same treatments. It is expected that all animals have been vaccinated at least 2 weeks prior to arrival at the feedlot. Animal health treatment on cattle in the competition will be at the competitor's expense. Sponsorship Based on minimum team entries being achieved there will be an overall total Prize Pool value for both classes of over \$15,000 including major holiday packages. Prizes will be allocated under the following three categories with the organising committee holding the right to adjust if required:

- Team Feedlot performance (prize pool \$1000).
- Individual and Team Carcase performance (prize pool \$4000).
- The competition will proceed based on minimum number of teams per category.
Minimum entry: 70 day MSA - 12 Teams
Minimum entry: EU - 9 Teams
- Total Team Score – Combined Feedlot and Carcase performance of the best three animals in a team (total prize pool \$5000).

TEAM ENTRIES

There is no limit to the number of teams entered. Numbers of cattle in each entry consist of 4, with the best 3 animals in each group being used for results, ear tags will be supplied prior to competition start.

INDUCTION & RECOMMENDED WEIGHT

MSA – 70 Day Category:

- Recommended induction weight into feedlot 300 to 370 kg with a tolerance of up or down 10kg (290 -380). Outside of these weight cattle are not able to enter the competition.
- Specifications including payment will have a target carcass weight between 215 - 320kgs
- MSA 70 Day entries will be processed at Churchill Abattoir, Ipswich.

EU 120 Day Category:

Eligibility for EU HQB GF class require livestock to have:

- Teeth = 0 only
- Liveweight (range) = 380-500kgs
- Breed Type = Any
- EU entries will be processed at the Northern Cooperative Meat Company.

NOMINATION FEE

The nomination fee is \$160.00 for each team of 4 head and will include:

- Invitation and hospitality at the Mid-Term Field Day at Maydan Feedlot to be advised.
- Invitation to the formal Award Presentation and function at Primex 2013
- Free Entry into Primex Field Days.
- Information on performance of cattle and judges results on Competition.

MID-TERM FIELD DAY / INSPECTION OF CATTLE FOR COMPETITORS HOST: MAYDAN FEEDLOT

Please indicate on entry form your interest to participate in the mid-term inspection / field day at Maydan. A mid-term field day will be held at Maydan Feedlot, where Competitors can view their cattle and receive general information of the performance of their cattle. A Guest Speaker will present a summary incorporating relevant detail on subjects that may include live cattle assessment, value of back grounding etc. with Queensland Country Life and The Land also co-hosting the day with hospitality, competition and trade related activities within the program.

TRADE DIRECTORY

Primex Bruce Wright 0411 740 374

Maydan Geoff Willet 0408 716 960

Meat Standards Australia Jake Phillips 07 3620 5200

NCMC Merrick Blok 0447 417 406

NSW DPI Phil Bevan 0429 458 053

George and Fuhrmann Darren Perkins 0428 660 324

Allflex Sabina Kindler 07 3245 9165

Riverina Stock Feeds Guy Porter 0427 376 751

Fraser's Livestock Transport Ross Fraser 07 4661 2922

Cavanagh's Transport Robert Cavanagh 0427 223 439

Casino Travel Shoppe John Dougall 02 6662 6255

THE EU MARKET IS GROWING...

AS PATHWAYS FROM AUSTRALIA TO THE EUROPEAN MARKET EXPAND WHICH IN TURN DRIVES DEMAND AND IN THE LONG TERM HIGHER PRICES FOR EU CATTLE.

With over 2,000 certified properties in Australia, the trading of cattle between breeders, backgrounders, grass finishers and lot feeders needs to occur to enable this market opportunity to benefit producers with higher returns.

As the EU production system is closed, producers need to work with other EU producers and EU Premium Beef will enable this to occur so higher returns can be realised.

EU Premium Beef delivers this through:

- Market information (no cost)
- Assistance to buy and sell cattle while they are on farm
- Better market access to improve your operation
- Established market relationships to improve EU returns

HOW IT WORKS

EU Premium Beef is a simple system that runs parallel with other marketing or buying strategies and enables producers to:



Advise EU Premium Beef details of cattle to sell or buy, numbers, breed, weight, sex, delivery periods (plus photos for sale cattle).



EU Premium Beef presents to other EU operators (finishers, backgrounders, breeders, processors) and assists in negotiation of a sale.



Cattle are delivered in accordance with agreement and payment is finalised.



Partners in Progress



EU
PREMIUM BEEF

James C. K. Maclean | ALLIED BEEF, PO Box 2307, Toowoomba Q 4350

T 07 4638 1200 | M 0437 554 658 | F 07 4638 1300 | www.alliedbeef.com.au



FINAL RESULTS PRESENTATION AND COMMENTARY DAY

Due to food safety and WH&S regulations the processing of carcasses / eye muscles may be photographed (subject to entry numbers) and used during the formal presentations at Primex 2012 - Friday, June 20th, when all reports and statistical results are distributed and awards categories presented.

TIMELINE

Monday February 4th 2013

Induction of MSA & EU Classes at Maydan Feedlot

Friday April 5th 2013**

Mid Term Field Days and Inspection of Cattle at Maydan Feedlot (61 days into Competition)

Week of Monday April 15th 2013

MSA Class Cattle processed by Woolworths at Churchill (75 days)

Week of Monday June 3rd 2013

EU Class Cattle processed at Northern Cooperative Meat Company (120 days)

Thursday June 20th 2013

Primex & the Pacific Beef Exposition

Friday June 21th 2013

Pacific Beef Feedback Trials Presentation and Awards at PRIMEX

CONDITIONS OF ENTRY

The decision of the Stewards on all matters pertaining or incidental to the competition shall be final and binding on all nominations for the competition. In addition, the competition organizers reserves unto itself the right at any time, without being liable, for any loss or damage which may be sustained, to alter, postpone the date of competition or cancel the same, or to change the venue of the competition. Every care will be taken of the Exhibits, however, the committee and all parties associated with the competition, its sponsors, stakeholders and the Primex event, will not be responsible for any damage, accident, loss or death.

CONDITIONS

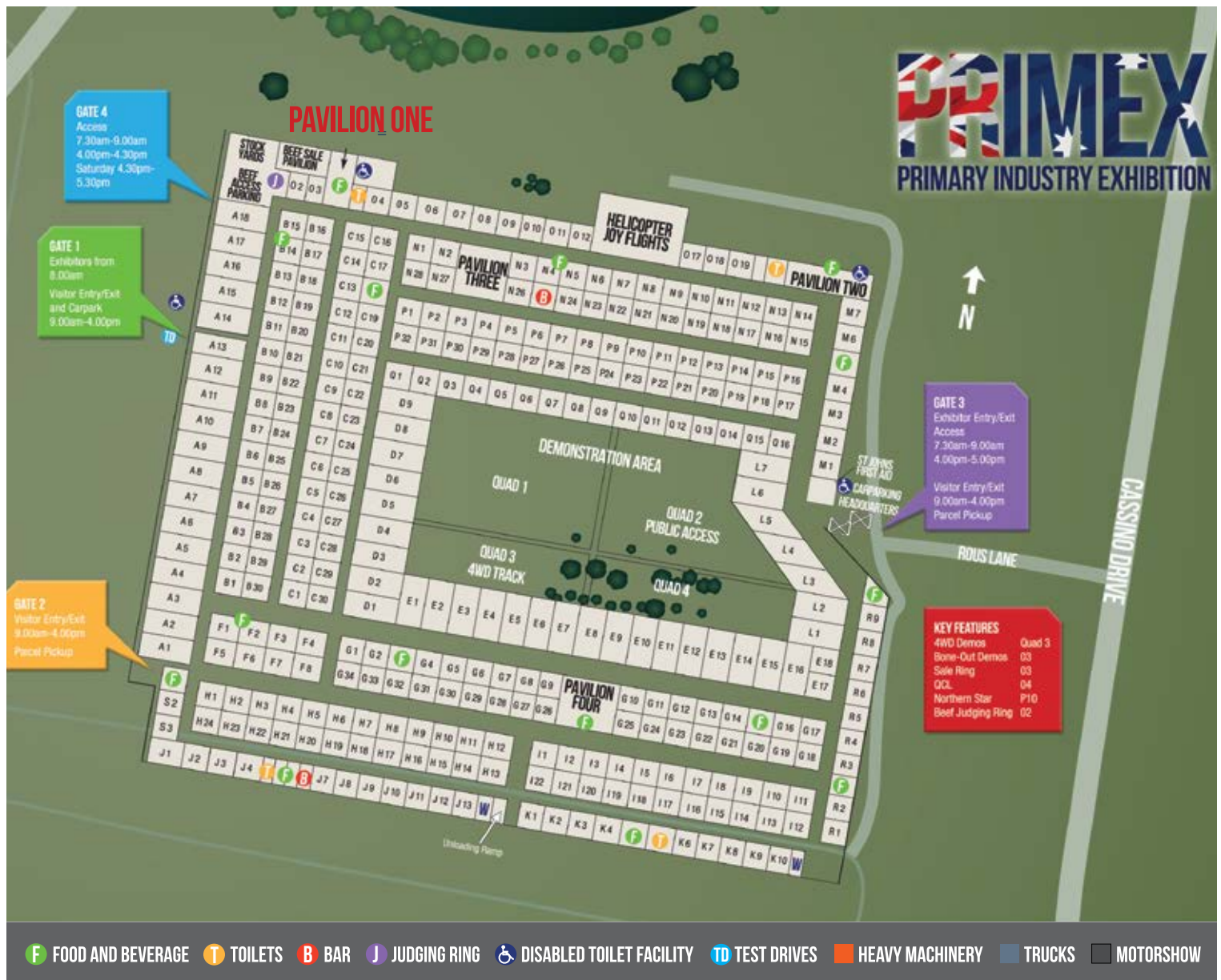
1. Open to all breeds or cross breeds of cattle.
2. Entries to be bona fide property of the exhibitor at least three (3) months prior to the date of judging.
3. Cattle must be at the Maydan Feedlot prior to induction date when they will be weighed. Late arrivals will not be accepted and will forfeit their entry fee in full.

4. Only poll or de-horned cattle not showing any re-growth in excess of 3cm with no sharp edges, are eligible to compete in this competition.
5. All cattle when they arrive at Maydan will be tagged with special competition ear tags in the NEAR SIDE EAR; these tags will be provided to competitors, at the feedlot according to entry numbers in the catalogue.
6. All entries will all be inducted and fed together in their class groups.
7. Ear tag numbers of beasts will correspond with the numbers in the catalogue. Pens of Four (4) will be number A, B, C & D. The exhibitor must nominate reeds to correspond for identification.
8. All cattle must be fitted with a NLIS devise and accompanied by current National Vendor Declarations).
9. Feedlot judging will be conducted from data collected by the feedlot on all cattle on the same day for weights and the animal health treatments recorded as part of the feedlot QA program.
10. Cattle will be transported to the processor as specified within the Competition schedule where they will be judged.
11. The carcasses are to remain the property of the buyer, with the organizing committee retaining the right to exhibit the carcass or product at Primex.
12. Stewards reserve the right to limit entries as it deems necessary to fulfil the best interests of the competition.
13. The results of the feedlot performance will not be taken into consideration when the carcass is being judged.
14. All entries must be nominated with paperwork and fees paid directly to Exhibition Marketing (Primex) before entry is accepted.

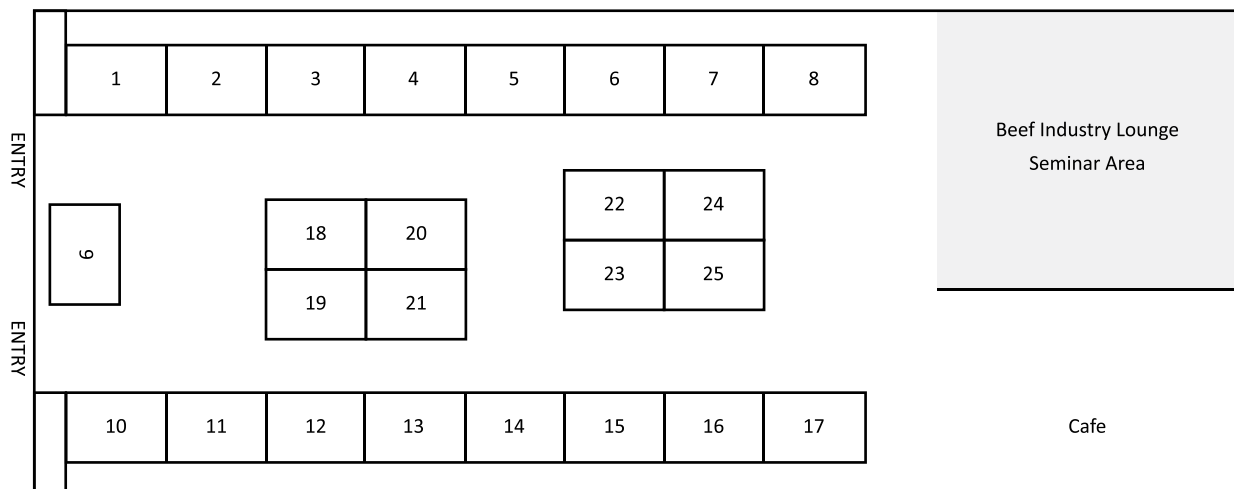
ENTRY FORM CHECKLIST

(Please use this checklist to ensure all forms are with your entries) Have you:

1. Nominated Animal information required
2. Completed and Signed your Entry Form?
3. Completed and Enclosed your Payment Details? (Card details or cheque/money order made payable to Exhibition Marketing Pty Ltd
4. Completed and signed GST Declaration?
5. Enclosed a photocopy of completed NVD (hoof and Hook entrants only)
8. Completed and signed John's Declaration?
9. Cattle all have NLIS Tags and Property Identification Code (PIC) provided?



PAVILION ONE



Trade sites open and indoor are available - Please refer to PRIMEX prospectus for more information.

QUEENSLAND Country Life

Primex Field Days 2013 official handbook

EARLY BIRD RATES

Available until November 30, 2013

Phone Lesley today on 0741 305 776

Everything you need to know about regional Australia's
Premier Primary Industry Exhibition: Programs,
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Give your business a head start. 54,700 copies distributed
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The Land Newspapers

Queensland Country Life – the biggest read both in print and online



LIVESTOCK ENTRY FORM/TAX INVOICE

ABN:
Name of Exhibitor: (This name will appear in the Schedule)
Address: (All correspondence will be directed to this address)
Postal Address
State Postcode

CONTACT DETAILS:

Telephone Fax
Email

COMPETITION CATEGORY ENTRY DETAILS

☐ MSA 70 DAY

☐ EU 120 DAY

Team 1 <input type="text"/>	Team 2 <input type="text"/>
Ear Tag <input type="text"/> ID <input type="text"/>	Ear Tag <input type="text"/> ID <input type="text"/>
A <input type="text"/>	A <input type="text"/>
B <input type="text"/>	B <input type="text"/>
C <input type="text"/>	C <input type="text"/>
D <input type="text"/>	D <input type="text"/>

Team 3 <input type="text"/>	Team 4 <input type="text"/>
Ear Tag <input type="text"/> ID <input type="text"/>	Ear Tag <input type="text"/> ID <input type="text"/>
A <input type="text"/>	A <input type="text"/>
B <input type="text"/>	B <input type="text"/>
C <input type="text"/>	C <input type="text"/>
D <input type="text"/>	D <input type="text"/>

Team 5 <input type="text"/>	Team 6 <input type="text"/>
Ear Tag <input type="text"/> ID <input type="text"/>	Ear Tag <input type="text"/> ID <input type="text"/>
A <input type="text"/>	A <input type="text"/>
B <input type="text"/>	B <input type="text"/>
C <input type="text"/>	C <input type="text"/>
D <input type="text"/>	D <input type="text"/>

I would be interested in attending a MTFD / Inspection at Maydan Feedlot ☐ Yes ☐ No

GST DECLARATION (MANDATORY)

All fees/prize money quoted in the schedule is inclusive of GST. Sale proceeds will be calculated from the nominated buyer's grid less feedlot feedcosts and will be plus GST.

1. My involvement in exhibiting cattle is based on a hobby. **Yes, Please sign here**

No Go to Question 2

2. My organisation is registered for GST. ☐ Yes ☐ No

My organisation's ABN is My organisation's name is

3. Prize money Cheques made Payable to

PAYMENT DETAILS

Total Entries: \$160.00 per team of 4 Total entry Fees:

Please find enclosed Cheque/ Money Order made payable to

Please charge fees to my (please tick) MasterCard Visa for the fees as listed on the following Entry Form/Tax Invoice.

Full Card Number Expiry Date

Cardholders Name

Cardholders Address Postcode

Cardholders Signature

INDEMNITY

a) I hereby apply to enter the foregoing exhibits in terms of and upon the conditions set out in the Pacific Carcase Competition Regulations, by which I agree to be bound in all respects b) This application for entry and the regulations shall constitute the whole agreement upon which entries are submitted and I agree that all representation and statements not appearing herein or in the regulations so far as permitted by law are hereby excluded.

Signature of Exhibitor Signature of Parent/Guardian (if under 18) Date

Date

Copies of Johnne's disease Status documents and PIC information as required

FORMAL PRESENTATIONS AT PRIMEX:

June 15th Please mail / fax your entry form back with payment of nomination fee to P.O. BOX 255 Main Beach, QLD 4217, email info@primex.net.au or fax to 07 5531 3072 with nomination fee required to confirm participation payable to Exhibition Marketing Pty Ltd