

Beef 94



THE FACE OF BEEF 94

The image of Patrick Underwood which appears on the Beef 94 poster, major advertising and the covers of the Beef 94 Programme and Catalogues, was chosen because it epitomises our youth, our cattle sons - their contemplation, their hopes, their needs and their commitment.

Patrick's parents, John and Terry Underwood, run Riveren Station, a vast 1855 square kilometre area on the headwaters of the Victoria River in the Northern Territory.

From pre-school to Year 7, Patrick and his three brothers and sisters, took correspondence lessons from Katherine School of the Air, and beyond the school room and homestead, readily became experts in weather

patterns, tracks, creatures and plant life, acquiring life long qualities of resourcefulness, reliability, self-sufficiency, and an affinity with the land.

Patrick then left Riveren Station to complete his secondary schooling at a Sydney Boarding School, and in 1993, aged twenty two, graduated with a Bachelor of Commerce from the University of New South Wales, majoring in accountancy.

Like many other youth in our industry, Patrick is considering how best to integrate his knowledge of accountancy with his understanding and love of the cattle industry.

By the camp fire at dinner camp he ponders.....

Visit the Terry Underwood
Photographic Exhibition "The Cattle Kingdom"
on the Mezzanine Floor at the rear of the main
grandstand, Rockhampton Showgrounds - a display
not to be missed!



"In the Yards"

Photo from the Terry Underwood Collection.