



FELICITY RICHARDS - CATTLE AUSTRALIA BOARD

STANDING FOR SOUTHERN PRODUCER REPRESENTATIVE

Felicity Richards and her family run a 7,000-head Angus beef operation across 10,000 acres in Tasmania.

From breeding and finishing cattle to navigating regulation, workforce, markets and weather, Felicity knows the realities of running a family beef business.

As a producer, she brings practical experience.

As an experienced board chair and agricultural advocate, she brings strategic focus and a collaborative, solutions-driven approach.

Felicity is standing for the Cattle Australia Board to ensure southern producers are strongly represented and that family beef businesses have a clear voice in national decision-making.

**REFER TO YOUR CATTLE AUSTRALIA EMAIL
TO REGISTER YOUR VOTE.**

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**VOTE FOR PRACTICAL EXPERIENCE, BALANCED REPRESENTATION,
AND A STRONG SOUTHERN VOICE.**