



MEDIA RELEASE

30 April 2020

BeefEx 2020 postponed, but excellence recognition lives on.

As the world feels the effects of the coronavirus (COVID-19) pandemic, the Australian Lot Feeders' Association (ALFA) has announced that BeefEx 2020, its premier industry event, is postponed until October 2021.

ALFA President Bryce Camm outlined that the difficult decision to postpone BeefEx was made due to the current limitations on mass gatherings and the uncertainty of when such restrictions would be lifted. It was regarded in the best interests of the feedlot community and, whilst unfortunate, provides the opportunity for an even bigger industry celebration once the pandemic passes.

"ALFA and its events committee put an immense effort into organising the pinnacle grain fed beef event, BeefEx. Our decision to postpone was a hard one but necessary in the current circumstances. I would like to take this opportunity to thank our members, sponsors and stakeholders for their support, patience and understanding at this time," Mr Camm said.

"ALFA remains dedicated to supporting our feedlot community with events and training opportunities. While face to face events are not possible currently, we look forward to relaunching our events program once government restrictions are lifted."

Despite the BeefEx postponement, the Association also announced that the *ALFA Recognition of Excellence Program* will be continuing through 2020, albeit in a modified format.

Mr Camm said that, as a source of industry optimism and pride, it was important that the *ALFA Recognition of Excellence Program* continued through the unusual conditions the country currently faces.

"While the current situation has been challenging for the nation and our citizens it is important to recognise that our feedlot community continues to operate and produce high quality grain fed beef for consumers at home and around the world," Mr Camm said.

"It remains important that personal and business success is recognised in the feedlot sector. While the awards program and processes will look a little different in the current environment, we sincerely look forward to celebrating our people and their achievements."

The *ALFA Recognition of Excellence Program* is set to be announced on 1 June 2020. For more information, head to the [Association website](#).

ENDS

For more information:

Bryce Camm
President – ALFA
E: bryce@cammgroup.com.au
P: (02) 9290 3700

Elise Mizzi
ALFA Acting Manager - Membership,
Communications & Capability
E: elise.mizzi@feedlots.com.au
P: 0447 146 844