



ALFA PROGRAM - BEEF AUSTRALIA | 3-7 MAY 2021

Thinking about getting involved with ALFA or entering a lotfeeding industry award? Wondering who ALFA is or what lotfeeders do in Australia? Heard about Australian Grain Fed Beef but not sure what that means?

Come and chat to us at the ALFA stand, Walter Pearce Pavilion WP85!

The ALFA stand will be open from 9am to 5pm daily, and some lotfeeding leaders will be present during the week at the times listed below.

MONDAY	10:30am Molly Sage YLFY Award 2020 3:30pm Daryle Belford Councillor
TUESDAY	10:30am Lachlan Brown ALFA / External Committee Member 12:00pm Christine Killop Cattle Heat Load Toolbox Lead 3:30pm Grant Melrose Councillor
WEDNESDAY	10:30am Amanda Moohen Councillor 3:30pm Barb Madden Councillor 4:00pm Australian Grain Fed Beef Feature
THURSDAY	10:30am Grant Garey Councillor 3:30pm Steve Martin Councillor
FRIDAY	10:30am Andrew Rushford Councillor 2:00pm Lauren McNally FCDT Project

AUSTRALIAN
GrainFed
BEEF

grainfedbeef.com.au

For the first time, Australian Grain Beef will have a voice via a dedicated website that will act as a central platform of factual and engaging information on grain fed beef production in Australia, to support grain fed beef producers, brand owners and marketers. Topics cover animal welfare, environment, production, people, product, nutrition, and links to further resources.

GIVEAWAY

Subscribe
and dine
out on Grain
Fed Beef

ALFA will be running a giveaway to support the launch of grainfedbeef.com.au. Two lucky subscribers will win a \$300 Good Food Restaurant Gift Card and a limited-edition grain fed beef carving knife.

To enter, follow @grainfedbeef, tag 3 friends in the comment section of the competition post that you would like to dine out on Grain Fed Beef with and subscribe to www.grainfedbeef.com.au.

The giveaway will open 30 April 2021 and close midnight (AEDT) 25 June 2021. Open to Australian residents only. Two winners will be randomly selected and announced on Instagram on 26 June 2021 and notified via email. grainfedbeef.com.au is proudly supported by the Australian Lot Feeders' Association and Meat and Livestock Australia.



LOTFEEDING LEADERS



Daryle Belford, Whyalla Beef
ALFA Councillor



Lachlan Brown, Pakaderinga Feedlot
ALFA Member
External Committee Member



Grant Garey, Teys Australia
ALFA Councillor



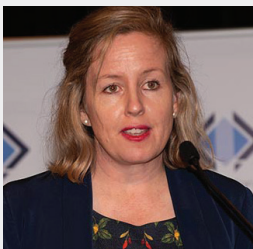
Christine Killop, Katestone
Cattle Heat Load Toolbox Lead



Barb Madden, Smithfield Cattle
ALFA Councillor | Australian Grain
Fed Beef Working Group Chair



Steve Martin, Stockyard Beef
ALFA Councillor



Lauren McNally, Mort & Co
ALFA Member | Feedlot Career
Development & Training Project
Working Group Member



Grant Melrose, Pakaderinga Feedlot
ALFA Councillor



Amanda Moohen, AACo
ALFA Councillor



Andrew Rushford, Stanbroke Beef
ALFA Councillor



Molly Sage, JBS Beef City Feedlot
Young Lot Feeder of the Year 2020