



**PROTEIN  
2022**  
DAIRY - PORK - BEEF - POULTRY

**Conference - Dalby**

**16 - 17 March 2022**

# EVENT PROGRAM

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# Welcome

# PROTEIN 2022



Bruce McConnell, TSBE Food  
Leaders Australia, General Manager

Southern Queensland is the home of intensive animal industries in Australia. The region has many advantages that see continued strong investment in the beef, pork, poultry and dairy sectors. With our reliable grain production, significant infrastructure spending in air, road and rail and available workforce, Southern Queensland will continue to drive these industries within Australia.

Today's conference will include four sessions to bring together all of these four industries with the view to share best practice, advocate for common policy change and allow collaboration across the sectors.

Day two of the conference includes a site tour of Smarter Nutrition. If you haven't already, please ensure you have informed TSBE staff of your intention to attend the tour.



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## Wednesday, 16 March 2022 | Conference

8.30am	<b>Registration</b>
9.10am	<b>Welcoming Address</b> Nicole Franklin, A/Economic Development Manager, Western Downs Regional Council
9.25am	<b>Industry and Economic Update (Virtual presentation)</b> Phin Ziebell, Agribusiness Economist, NAB
9.50am	<b>Keynote Address: Sustainability in Protein: Time for Action</b> Ian McConnel, President of the Global Roundtable of Sustainable Beef & Director of International Sustainability, Tyson Foods
10.20am	<b>Biosecurity and Monitoring - A winning combination</b> Carissa Hallinan, Rural Services Coordinator, Western Downs Regional Council
10.45am	<b>Morning Tea</b>
11.15am	<b>Labour Market Update: Solving our greatest challenge</b> Adrienne Ritchie, General Manager Sales, FIP Group
11.45am	<b>Labour Options - Innovative solutions for solving the labour challenge</b> <b>FarmReady Pty Ltd - Online solutions for new staff</b> Janne Dipple, Founder, FarmReady Pty Ltd <b>AnimalEYEQ - Automation for the animal sector</b> Carl Heath, Andrew Gray, Jim Seckold, Tom Coggan
12.30pm	<b>Lunch</b>
1.30pm	<b>Efficiency: Tomorrow's Nutrition Today</b> Wayne Bradshaw, Managing Director, Jefo Australia <b>Carbon Mitigation and Growth</b> Frank Mason, CEO, Genesis Algae Innovation
2.30pm	<b>Afternoon Tea</b>
3.00pm	<b>Agtech - Solutions for the Protein Sector</b> Four innovative solutions for the protein sector <ul style="list-style-type: none"><li>• Reeanjou Ram, CEO, iTrazo</li><li>• Philip Livingston, Founder and Managing Director, AgBot</li><li>• Andrew Walpole, Sales Manager, MarchNet</li><li>• Linda Woodford, Andrew Miles, Ian Perry, AXIchain</li></ul>
5.00pm	<b>Networking Session, Criterion Hotel Dalby</b> A courtesy bus is available for transport. Canapes and drinks provided.
7.00pm	<b>Finish</b>



## Thursday, 17 March 2022 | Site Tour

**9.00am - 10.30am**      **Site Tour**

Join us for the second day of the conference for a tour of a protein and fibre company based in Dalby.

Smarter Nutrition is a protein and fibre company based in Queensland. With sites at both Mannum and Dalby, Smarter Nutrition caters for a wide range of customers, from stockfeed manufacturers and individual farmer/graziers right through to opportunity lot feeders and professional feedlot operations.

Smarter Nutrition's flagship product, Rumenfibre™, is a fibre pellet specifically formulated for ruminant animals using a combination of fibre sources.

With the new addition of Soya Feeds in Dalby, Smarter Nutrition will also be producing a wide range of protein products including Full Fat Soya Meal, Corn Soy, Wheat Soy, Wheat Meal and Cottonseed Meal.

**Please meet at Thomas Jack Park, 78 Pratten Street, Dalby by 9am.**

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**Nicole Franklin**  
**A/Economic Development Manager**  
**Western Downs Regional Council**

Nicole's career and passion has always been people, economic growth, tourism and good old fashioned hospitality. This experience and passion can be seen as she leads the economic and tourism initiatives for the Western Downs. In her role as A/Economic Development Manager, at Western Downs Regional Council, she enables further growth across key industries: Agriculture, Intensive Agriculture, Energy and Manufacturing. After opportunities across Australia and New Zealand, Nicole is focused on positive outcomes for the region whilst supporting and collaborating with business and community partners.



**Phin Ziebell**  
**Agribusiness Economist**  
**NAB**

Phin Ziebell is an Associate Director in NAB Group Economics and is NAB's Agribusiness Economist. He is responsible for analysing and reporting on the trends and developments across the agribusiness industry and works closely in conjunction with bankers in NAB's Agribusiness division. He also covers NAB consumer data and retail spending.

Phin joined NAB in mid-2014. He was previously an economist at the Victorian Department of Primary Industries and Victorian Treasury.



**Ian McConnel**  
**President of the Global Roundtable of Sustainable Beef & Director**  
**of International Sustainability**  
**Tyson Foods**

Ian McConnel is Tyson Foods Director of Sustainability for the International Business Unit. He leads the company's efforts to 'Feed the Future' through their global supply chains and production operations through efforts to combat climate change, improve animal welfare, ensure positive land use and protect people.

He is the president of the Global Roundtable for Sustainable Beef and has led the development of its global goals. Before joining Tyson, Ian spent a decade as WWF's Global Lead for Livestock supporting sustainable development in the beef industry across 22 countries.





**Carissa Hallinan**  
Rural Services Coordinator  
Western Downs Regional Council

Carissa Hallinan has an Honours Degree in Agricultural Science-Plant and Soil. Carissa was Landcare Coordinator for the Tara and Chinchilla regions for 9 years, where she successfully sourced funding and facilitated landholders through the process of Sub-Catchment Planning. Carissa is currently the Rural Services Coordinator for Western Downs Regional Council where for the past 10 years she has facilitated the management of Pests, Stock Routes, Natural Resources and Washdown Facilities. In 2021 her teams Coordinated Pest Control and Monitoring Programs achieved the LGMA Queensland Award for Excellence in Community Shaping and were also awarded the National Federation Award for Community Service Delivery.



**Adrienne Ritchie**  
General Manager Sales  
FIP Group

Adrienne Ritchie has been with the FIP Group for just over 12 months and is delighted to be part of the Senior Executive Team.

In 2007, after a successful 15 year career in publishing working as the Commercial Director for the largest free newspaper group in the UK, Adrienne moved into the challenging world of recruitment.

Adrienne has developed some outstanding relationships throughout most business sectors for example (but not limited to) Federal and Local government, FMCG, Technology, Transport & Logistics, Agriculture, Corporate and professional Services, Infrastructure and Utilities etc.

She is viewed by her clients as a source of truth when approaching their business challenges and an authority in successfully winning, developing and implementing some of the most complex recruitment solutions throughout all levels of the workforce.





**Janne Dipple**  
Founder  
FarmReady Pty Ltd

Janne brings over 20 years of education and training experience in the agricultural industry. Linking employers, farmers and workers to the practical resources and education they need to succeed in across various industries, specialising in the farming industry.

Janne has experience the pressures of managing an RTO for a leading tertiary institution and personally hold multiple qualifications for adult education, business, and agricultural subjects. She is also the owner of a farming enterprise, allowing for a holistic solutions that utilise industry knowhow together with formal educational experience across many levels of staff and worker cohorts, to design and delivery of genuinely customised training solutions. With the insight to facilitate the practicalities of implementation on the farm.



**Carl Heath**  
CEO and CoFounder  
AnimalEYEQ

Carl Heath is the CEO and Co Founder of AnimalEYEQ, a Computer Vision and Artificial Intelligence company developing autonomous monitoring solutions for the large-scale livestock production industry.

Carl is an experienced entrepreneur across farm machinery, property and security and monitoring industries and has a passion for business improvement.



**Andrew Gray**  
Australian Director  
AnimalEYEQ

Andrew Gray is the Australian Director of AnimalEYEQ and has a lifetime in agriculture and representative roles in red meat R&D and MLA.

Andrew has generated a vast network of industry contacts beneficial to AnimalEYEQ.





**Jim Seckold**  
Business Director  
AnimalEYEQ

Jim Seckold is the International Business Director for AnimalEYEQ

Jim is an experienced industry professional with experience in the beef, pork, sheep and poultry industries both in Australia and internationally.



**Tom Coggan**  
Manager of Logistics and Development  
Coggan Farms

Tom Coggan is the Manager of Logistics and Development at Coggan Farms.

Tom is a 5th generation farmer with experience in integrated farming techniques involving sheep, cattle and irrigation.



**Wayne Bradshaw**  
Managing Director  
Jefo Australia Pty Ltd.

Wayne commenced Jefo Australia in 2005. Jefo is a specialist in non-medicated in-feed Solutions who develop and manufacture species specific Functional Nutritional Solutions for Pig, Poultry, Feedlot, Dairy and Aquaculture industries.

Previous to this Wayne has been involved with the Australian Intensive Livestock Industries for over 37 years, working his way up from Sweeper to Manager then Owner. Wayne has participated in various roles throughout his career including Auctioneer, Livestock Buyer, Communications Officer, Vaccine Sales Manager and Nutrition Sales.





**Frank Mason**  
CEO  
Genesis Algae Innovation

Frank is the CEO of Genesis Algae Innovation with 35 years experience in agribusiness and natural resource management as well as 26 Years in Queensland State Government in agriculture, natural resource management and economic development.

He manages algae farm operations in Bowen, product development in carbon sequestration, animal and horticulture formulations.

Frank leads innovation/research for Genesis Algae Innovation as Director of Mackay Innovation Centre and is also Director of New Life Foundation, a registered charity both domestically and internationally focusing on children welfare and education in developing countries.



**Reeanjou Ram**  
CEO  
iTrazo

Reeanjou Ram is the CEO of iTrazo specializing in Supply Chain traceability and bespoke Agtech solutions. As the creator of iTrazo's award-winning Supply chain Traceability platform, Reeanjou is a business and IT pioneer who has developed new ways to enable practical, large-scale analysis of securely encrypted active digital identities.

With over 20 years of international and domestic experience, Reeanjou is an ambitious and determined IT industry leader managing large scale programs, incorporating company mergers & acquisitions, across multiple sectors and industries, including Banking & Insurance, Supply Chain Logistics, Agriculture, Manufacturing and Health.

As a natural relationship builder who models ethics, integrity, transparency, Reeanjou draws on her wealth of knowledge in business to deliver powerful business outcomes and utilizes her innovative vision to challenge the conventional business model and unlock opportunities through design thinking and strategy development.





**Philip Livingston**  
Founder and Managing Director  
AgBot

Philip Livingston is founder and Managing Director of Gasbot. Prior to Gasbot, Philip founded Redback Technologies, an energy storage and electricity grid intelligence company operating on the University of Queensland's long-pocket campus. Philip has 20 years experience within the energy industry and is passionate about customer use cases that leverage his skills in IoT communications, materials science, production engineering, and scalable cloud platforms.



**Andrew Walpole**  
Sales Manager  
MarchNet

With 20+ years in the telecommunications and ICT industries, Andrew is a strategic, well-connected and trusted sales leader with diverse experience and skills, and a proven track record of developing and executing successful sales strategies.

Andrew's relationship management experience spans key government and industry stakeholders in metro, regional and remote locations, including federal, state and local government, minerals and energy, agriculture, and enterprise clients more broadly.

With a career in the telecommunications industry across a broad range of technologies including applications, fixed line, wireless, satellite and IoT networks, Andrew is a well-rounded and innovative problem solver with a passion for assisting clients to overcome challenges and achieve goals.





**Linda Woodford**  
Founder and CEO  
AXIchain

Linda started AXIchain in 2018 with the view to digitise supply chains with integrated payment systems and finance for export and domestic trade. Linda and her team have digitised the red meat supply chain from farm to fork and have grown the business to over 470 registered users. Linda previously had 10 years in trading as the director of Kaizen Consulting Asia-Pacific with experience and network spans sectors, such as Oil/Gas, Mining, Agriculture, Food and Beverage.



**Andrew Miles**  
Sales Manager  
AXIchain

Andrew has a lifetime in agriculture, which began on the family farm in the SE of South Australia. He has a passion for the livestock supply chain - from farm to consumers all around the world. Andrew brings a wealth of experience, and his previous roles include a Livestock Agent buying and selling livestock, a Supply Manager sourcing meat, wine and beer for China and Agribusiness Banking across several states. Not to mention Export Sales Manager with several large Australian exporters responsible for the SE Asia and Northern Asian markets across beef, lamb and mutton and establishing branded beef programs.



**Ian Perry**  
Finance Consultant  
AXIchain

Ian Perry has a long history in Banking, Finance, and Capital Markets in the Agriculture and Agribusiness industries. His prior roles include Head of Agribusiness, ANZ Corporate & Institutional Banking and Executive General Manager Financial Services for Ruralco Holdings and Nutrien following its acquisition of Ruralco. Ian has a deep understanding of the capital needs of Agriculture Enterprise and is passionate about the sector and working with companies across the supply chain. Ian's aim is to work towards embedding new technologies in traditional finance products to improve the customer experience.



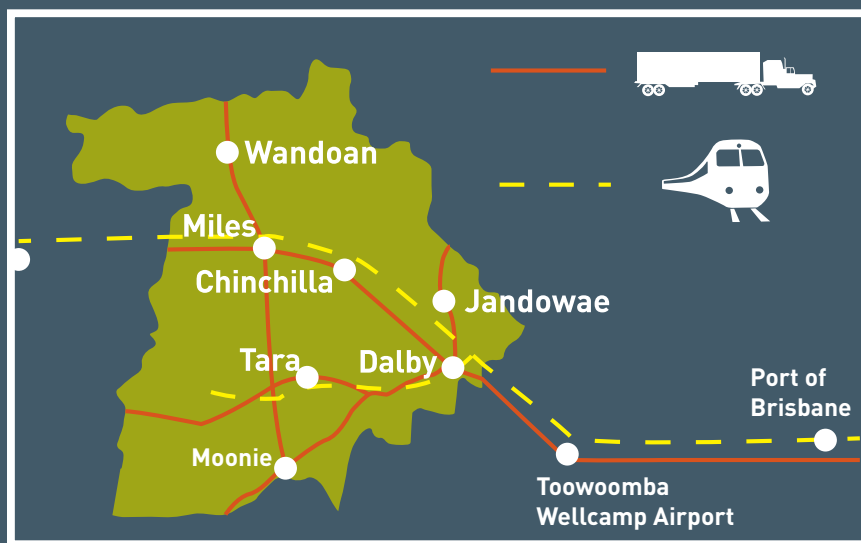
# ESTABLISH YOUR BUSINESS IN THE WESTERN DOWNS

Locating your business in the Western Downs positions you with easy connectivity to national and international export markets, a growing diverse economy with established supply chains, lower location investment costs and the support of a progressive regional council.

As at June 2018, the Gross Regional Product (GRP) of the Western Downs region has grown by 26.3 percent over a twelve-month period to reach \$4 billion.

With a strong agricultural foundation that continues to grow and diversify, the region has also experienced investment over the past 15 plus years by the Energy Production Industry (EPI) into large scale resource sector developments.

These ongoing projects and others, provide flow-on economic opportunities for your business to increase business scope and profitability.



## Fast Facts

- The Energy Capital of Australia
- Opportunity across a diverse range of established industries and access to major projects
- Access to the award-winning Western Down Regional Council Planning Scheme (fast approval process)
- Land zoned to allow for low, medium and high impact industry
- Up to 87% lower land acquisition costs per hectare when compared to the Brisbane city area
- Available land to expand your business as required
- A pool of skilled workers with positive team cultures and high workforce retention rates
- Efficiencies around connectivity (road, rail and air), with B-Triple approved routes
- Access to the Port of Brisbane and Toowoomba Wellcamp Airport create export opportunities
- Support from economic development groups, industry groups, active Chambers of Commerce and Western Downs Regional Council

