

Herefords Australia



Leading the Way

HAL Organisation

- Joint venture between Australian Hereford and Poll Hereford Societies
- Operational since June 2007
- 2,500 members Australia wide
- Board comprises representatives from both Societies
- Head office in regional Armidale, NSW



HAL Objectives

- Modern, pro-active organisation
- Shift in direction of new organisation
- Focus on the commercial, market orientated demand – listening to industry feedback
- To grow Hereford breed to be the preference for stud and commercial sector, feedlotters, processors and industry in general
- Marketing plan focused on building strategic relations with industry groups
- Focus is on promoting the HAL brand – rather than on individual studs & events



HAL Initiatives

- More exposure in media via editorials and monthly column, revamped website
- Feedlot Ready Program
- Breed Development Program
- Hereford Breedplan (\$) Index
- New markets for Herefords –
 - domestically (H'ford Prime)
 - Internationally (Russian)



Australian Overview in General

- Spiralling grain prices impacting cattle sector
 - Herefords however proving their flexibility
 - Fatten quickly on grass – feed efficiency
 - Also perfect for short fed Feedlot market
 - Demand for Herefords demand increasing in feedlots
 - Herefords eat less in feedlot but gain weight quicker
 - More grass fed cattle due to number restrictions in Feedlots



Australia's World-Leading Genetics

- Australia is the world's largest live exporter of Quality Beef with only 2.6% (27 million head) of the world cattle population.

Australia's #1 position of the last 30 years is achieved by world best genetics.

- Challenged by nature
- Backed by science
- Proven by performance



Live Export Cattle

- Australia exported live cattle to 23 countries in 2007
- 722,148 cattle exported
- Valued at \$520 million
- 88% cattle exported to Asia/Pacific



Market Potential

- Australian export and domestic market
 - More opportunities for Herefords
 - Large opportunities to Russia, Ukraine and China.
 - Hereford the breed of choice

