

Who's Who in beef to hit Yulgilbar expo

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PROGRESSIVE northern NSW cattle operation Yulgilbar Pastoral Company's August beef expo and forum is shaping up to be one of the premier industry events on the calendar for 2017.

Everything currently shaping the beef industry will be up for discussion, from the technology advancements that are changing the face of the game to the great controversies of the past year and the secrets of staying profitable as a trader on today's market.

The event, on August 4, is expected to attract some of the biggest names in cattle and beef production and hundreds of producers.

The challenges facing the processing industry in what is arguably one of the toughest years on record will be put under the spotlight.

How the lotfeeding game is travelling amid rising grain prices and the continuing shortage of cattle supply will also be on the agenda.

Australia's largest beef producer Australian Agricultural Company will share its ideas on vertical integration and Gina Rinehart's Hancock Prospecting will also be represented on the topic of investing in Australian agriculture.

And in what will no doubt be a colourful session, Ian McConnel from environment outfit WWF will discuss the role of his organisation and whether it is negative to beef production.

The Myer family owned Yulgilbar Station is run on 13,000 hectares around Baryulgil with three main operating hubs: the Homestead division with its intensive farming and an artificial insemination (AI) centre, the Broadwater division and Tooloonki, which operates as a separate entity.

It is home to an historic Santa Gertrudis stud and has been in agricultural and pastoral production for 177 years.

"While believing in maintaining and preserving our history, to be sustainable in the future we must adapt to change," said general manager Rob Sinnamon.

Thus, the forward-thinking operation has always operated with a willingness to share knowledge in the beef industry.

Every three years, Yulgilbar hosts a field day which attracts some of the most respected people in beef.