

LOVING THE LAMB



One hundred members of Australia's sheep and lamb industry were toasted at last week's LambEx when they were named on the inaugural Australian Sheep and Lamb Industry Honour Roll. Pictured were those inductees who attended the Novartis Grands-Lamb dinner held last Thursday night. The intention of LambEx organisers is to add to the honour roll every time a LambEx is held. For the full list see pages 62-65.

By
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LAMB was on everyone's lips last week with the first LambEx conference hailed a huge success.

Over 500 people turned out for the two-day event to talk, listen, discuss and act upon the significant challenges and opportunities facing the lamb industry.

The audience was sprinkled with a diverse range of innovative sheep and lamb producers, stud breeders, processors, live exporters, agricultural service providers and government representatives keen to move

the industry forward.

Even Meat and Livestock Australia's (MLA) Lambassador Sam Kekovich made a guest appearance to share his loud and passionate message and conclude the conference with confidence.

The event was billed as the lamb industry event of the year, comprising of a two-day conference program, a trade show, a gala Novartis Grands-Lamb dinner all in the one venue.

It gave individuals involved at every level of the Australian sheep and lamb industry the opportunity to network and exchange information.

An assorted array of speakers and topics kept delegates entertained and interested throughout the conference, while host Gerry

Gannon's knack for asking the hard questions and cracking jokes in between presentations kept proceedings running smoothly.

Inaugural chair of LambEx, Dawson Bradford said the tremendous crowd that attended the event exceeded his wildest expectations.

"It was an outstanding success," Mr Bradford said.

"A lot of the feedback we received was that people were grateful to come to such an event where useful, quality presentations were made."

Mr Bradford said there was a very positive tone throughout the event, and the frank exporters' presentation had got the occasion off to a cracking start.

Having so many representatives from the

industry in the same location was another advantage of the convention.

"It breaks down the barriers when people can meet and chat to people from all aspects of the industry, which was something we were trying to achieve," Mr Bradford said.

And the future looks bright for the LambEx convention, with plans to hold the event every few years in different locations.

"We've offered it to states in the east and two are looking at it seriously," Mr Bradford said.

"They think it's a good idea and are already starting to gather support.

"The industry needs a high quality outlet such as this, and with a collaborative effort we will be doing our bit to keep it going."