

BOARD DIRECTOR NOMINEE PROFILES

Northern Director Role

Adam Armstrong



Photo credit: Simon Scott, The Australian

I have extensive experience across all segments of the beef supply chain in Australia and Internationally from production through to branded product.

Early working life was spent working for family and corporate owned northern beef operations in Queensland and Northern Territory before progressing downstream into feedlots and live export.

Spent 8 years living and working in South East Asia as an extension of Australian live export industry value adding Australian livestock (beef, dairy and small ruminants).

Upon returning from Asia in 2019, my company Lembiru Agri joint ventured with well known Russell Pastoral Company to form Russell Pastoral Operations which I am managing director of. RPO operates beef breeding and backgrounding operations across central western and southern Queensland and in northern New South Wales.



Why are you seeking a position on the Board?

I believe my broad and diverse national and international experience would enhance the existing skill sets of current directors.

To help shape industry policy settings on the key threats and opportunities currently affecting and also coming at the grassfed sector. I have been heavily engaged in environmental and natural capital advocacy discussions and how the frameworks in development need to accommodate beef sector productivity and profitability

Having owned and operated a live export business through the tumultuous live export ban and ensuing regulatory overreach that resulted, I acutely understand the perverse outcomes that often result from well- intentioned but poorly implemented policy and regulatory responses.

Policy development needs to be formed in a well thought out, calibrated and effectively articulated manner. I have demonstrated experience and skill in these areas which I believe would be valuable to the Cattle Australia board.

How will you represent the interests of the grass-fed cattle industry as a Director?

I plan to continue the advocacy work I have been doing to influence policy discussions in key areas such as environmental and sustainability areas and which agriculture is often excluded from.

Continue the role I have played in bridging gaps between the various agricultural advocacy groups. Have played a role in strengthening relationships between Agforce and Cattle Australia and am attempting the same with other organisations where relationships have sometimes been fraught.

Hold government to account where regulatory and policy settings conflict with agricultural productivity and profitability and pander to activist groups with no skin in the game.

Experience in the grass-fed cattle sector.

Significant experience across all elements of grassfed Australian production systems including breeding, backgrounding and finishing.

Have worked and managed beef operations from highly extensive to highly intensive.

Significant experience in fully integrated live export supply chains with Australian cattle production and procurement through to backgrounding, feedlotting, processing and meat distribution in Indonesia, Malaysia and Philippines.



Understanding of the purpose of a peak industry body.

Directors of Cattle Australia serve a fundamental role in developing and advocating policy that serves grassfed (and broader cattle industry) production interests.

Cattle Australia ensures industry R&D bodies are correctly calibrated and are correctly allocating financial and practical resources to the key areas that currently affect and in future will affect grassfed producers.

Cattle Australia works directly with producers (via RCC) and with state farming organisations to ensure the grassfed beef industry across Australia is effectively represented and considered at all levels of government where policy settings can positively or negatively affect grassfed production systems and the broader beef industry.