

RCC NOMINEE PROFILE

RCC Region 12

Barbara Colls



Barbara Colls is a North Queensland cattle producer, sugarcane grower and business owner based in the Burdekin. She holds a Bachelor of Business and has a strong background in agriculture, auditing and data-driven decision making.

Barbara and her family operate a mixed agriculture enterprise where she focuses passionately on breeding Fullblood and Purebred Wagyu, recently expanding to increase breeder numbers and commence backgrounding also. Barbara is currently part of the Advancing Beef Leaders program, is actively involved in the AWA progeny Test Program and has previous experience working closely with other properties and research organisations. Barbara has a strong interest in maximising land productivity, animal fertility, genetics, technology and using production and carcass data to improve on farm decisions.

Barbara is passionate about the future of Australian Agriculture and ensuring grassroots producers have a meaningful voice in industry decision making. She is particularly interested in strengthening the connection between producers, research and industry so that investment and innovation translate into practical, safe and profitable outcomes on-farm.

Why are you interested in a role on the RCC?

A position on the RCC should not just be as an input voice for producers, it needs to be a person willing to represent the best interests of Cattle Australia back to producers too. I am interested in a role on the RCC as I have the skills and passion to share information in both directions. I know I can demonstrate this quality and encourage a culture where this becomes equally important for all producer representatives.



Fundamentally I really want to contribute to this industry, I care deeply about grassfed cattle and I want to ensure the voice of producers is heard in the decisions that shape our future. I am particularly passionate about ensuring smaller and medium sized producers are represented. We make up a significant proportion of North Australia's producers, as many as 75%, and our collective contribution deserves strong representation.

If selected on the RCC I would bring a practical producer perspective, business experience, curiosity and a willingness to listen, ask questions, challenge constructively to test robustness and advocate for outcomes that are relevant. I am open to new ideas, continuous improvement and collaborative opportunities.

I also feel there are areas for Cattle Australia to explore that would contribute to increased membership and building industry trust that I could bring to the table for consideration, both of which are maximised if advocated for from RCC producer representatives themselves.

How will you represent the interests of producers of grassfed cattle in your region?

North Queensland is incredibly diverse and geographically vast. I am actively attending North Queensland events both in person and virtual opportunities when available. My networks extends through the local NRM group (NQ Dry Tropics), having completed RCS and attending kit days, holistic management and their networking events, the ABL program and other research and training opportunities from time to time, I am in regular contact with producers to hear and share ideas, concerns and questions.

I would represent the interests of producers by bringing our shared perspectives to the RCC clearly and constructively. I would also make a point of communicating RCC discussions and outcomes back to producers in practical, accessible language. Representation needs to work both ways, closing the feedback loop is essential so that it doesn't go cold.

Grassfed cattle sector experience (production, supply chain)

My family operates a commercial cattle enterprise in the Burdekin, with a focus on Wagyu production and improving animal performance through genetics, fertility, pasture and management.

My experience includes breeding, fixed time and natural AI ourselves on farm, ET programs through Wise Repro, genetic analysis and joining management, preg testing myself, weaner management, pasture utilisation and soil regeneration, animal performance measurements and decisions around turn-off weights and markets. I also deliver an increasing quantity of grassfed paddock to plate options locally.

I am also strongly interested in the broader beef supply chain and how value is created and lost between the paddock and the consumer.



Do you play an active role in your community, and how?

Agriculture is both my profession and my community, and I actively participate throughout North Queensland. As a business owner in the Burdekin I engage with producers, businesses and industry representatives on a daily basis. As mentioned above, I engage with our NRM group, DPI, QRIDA services, MLA and am also a 2026/2027 Advancing Beef Leaders participant creating multiple touch points with beef community members.

Outside of business my agriculture connections continue with my involvement as Secretary on the Burdekin Delta Working Cattle Dog Association, with the Ayr Pony & Hack Club and the Kalamia State School P&C. These positions and memberships see our family travelling and networking actively within the local and extended community.

My experience in auditing and industry governance has also given me a strong appreciation of transparency, accountability and representing the interests of those who rely on those advocating for the best interest of the industry