

**BOARD DIRECTOR NOMINEE PROFILES**

**Southern Director Role**

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**Erica Halliday**



I am a positive, “can do” person who is passionate about the land and the beef industry. We run a 5th generation grazing business in the Northern Tablelands of NSW and are the current Principals of Ben Nevis Grazing Co, and Ben Nevis Angus, (est in 1947). We run 800-1000 females and sell 100-150 bulls across Australia and NZ annually. I am the immediate past President of Angus Australia, recent Chair of the successful 2025 World Angus Forum. I am also a Director of Rural Aid, Australia's most trusted Rural Charity which supplies hay, clean water, counselling and most importantly hope to people in rural and regional areas across Australia affected by Natural Disasters. I have trained and worked as a Facilitator and Business Coach for Resource Consulting Services. I believe in fighting for our communities and people. In my spare time I enjoy hockey, photography and of late have swapped Kung Fu training for Yoga.



### ***Why are you seeking a position on the Board?***

After being elected to the Cattle Australia Regional Consultative Committee in 2025 I have come first hand to experience the dedication and passion that the CA Staff, Executive and Board have for a better future for grass fed producers. I feel I can be a valuable member of this team.

I want to do everything I can to unite the Australian Beef Industry to tell its great story about how we can be part of the solution to two of the globes biggest issues- climate change and the desperate need for high quality food that addresses protein and nutrient deficiencies.

I also feel that with increasing regulation around our pastoral communities that farmers are given a fair go.

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

By listening to them and then helping them be heard loudly and clearly by policy makers and the public. By working with CA staff and other members to scrutinise policy and ensure grassfed producers interests are reflected there.

### ***Experience in the grass-fed cattle sector.***

40 years in the beef business, including leasing State Forests from a commercial mixed breeding enterprise to an established seedstock business.

Worked in an Abattoir (University of Illinois, USA)

Worked in a feedlot- Horton Co, USA

### ***Understanding of the purpose of a peak industry body.***

To first understand and identify the issues affecting and needs of grassfed producers. Then to work through the excellent governance framework provided by Cattle Australia to affect policy and ensure that cattle levies are responsibly spent for the benefit of the industry as a whole.

I also believe that as the industry's peak body that we should also provide a strong and unified voice to tell our good story to the public, the media and stakeholders.

While ever kids are coming home from school telling their parents they want a "meat free" Monday to try and save the planet we have a lot of work to do to address that misinformation.