



**Rabobank**

*Media release  
Embargoed until: July 21, 2014*

## ***Market access a focus at sheep and beef events in southern NSW***

Improved market access and a heightened focus on the negotiation of Free Trade Agreements will be key in securing future profitability of the Australian sheep and beef industries, says a Rabobank analyst travelling throughout southern New South Wales this week.

Rabobank animal proteins analyst Matt Costello – who is a member of the bank’s Food & Agribusiness Research and Advisory division – says priority must be given to policy and regulatory settings that improve market access for Australian sheep and beef producers and exporters.

“Improving market access is critical for the future growth and success of Australian agriculture, given the importance and reliance on exports across all sectors,” Mr Costello says.

“The Australian government has made improving market access a major priority and after negotiating the Free Trade Agreement with Japan and Korea, China is now the focus. With future trade growth expected to come from Asia and the Middle East, urgency should be placed on improving access to these markets too.”

Travelling this week, Mr Costello is presenting to graziers across the southern parts of New South Wales, with presentations taking place in Gunning, Nimmitabel, Young, Wagga Wagga and Holbrook.

“Further leveraging Australia’s world class production and supply chain systems is also critical to ensuring Australia remains competitive in emerging markets,” Mr Costello says.

“We need to remain committed to supply chain integrity and product quality which will be critical key differentiators in supporting Australian trade and global market access for our food and agricultural produce.

“Australia needs to take advantage of its coveted position as being a supplier of clean, green, disease-free and transparent products, which alleviates food safety and security concerns, and gives us one up on our competitors.”

With large volumes of cattle processed in the northern parts of Australia both this year and last year, Mr Costello says prices could “well and truly” rise in the second half of 2014.

“There is a tightening of supply forecast for the end of the year when it comes to cattle markets – it all hangs on rain. And when the rain comes, we are expecting the local and international markets to firm up nicely– the same as we are now seeing in the US post-drought.”



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Mr Costello is responsible for research on animal proteins markets and is charged with analysing developments in the sheep, beef, poultry and pork industries, advising Rabobank's clients on strategic implications for their businesses. He has a degree in Agricultural Economics and has been with Rabobank since early 2013.

Joining Mr Costello on the week-long tour is commodity analyst Georgia Twomey who has recently joined Rabobank's Food & Agribusiness Research and Advisory division. Ms Twomey has a specific focus on wool, cotton and sugar markets analysis.

With the season having taken a favourable turn across most of southern NSW, Rabobank regional manager Michael White, based in Goulburn, says the tour couldn't have come at a better time for graziers in the area.

"Seasonally it has been one of the best autumns on record which is on the back of a blistering hot summer – this has allowed most producers hold onto stock going into winter," Mr White says.

"We are seeing stocking rates at levels we haven't seen for a long time and people are focusing on spring marketing. Given the point in time in the season, it's been great to give our clients an opportunity to hear from Matt Costello on his forecasts, outlook and broader market insights into how the sheep and beef sectors are tracking.

"We are all watching the lamb and cattle markets closely – people will be making decisions on whether to consolidate and hold onto stock into the spring, or sell on potentially strong prices."

With a sole focus on agriculture, Rabobank has the 'edge', Mr White says.

"We provide relevant and timely research at forums such as these for the betterment of our clients and their farm businesses," he says.

"We are 'walking the talk' and demonstrating our expertise in the ag industry. At Rabobank we don't just bank the sector – we live and breathe it. Our research experts, such as Matt Costello, generate the information and analysis and they work hand-in-glove with our rural managers in the local areas who can help transfer some of that knowledge and expertise to our clients."

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**Rabobank Australia & New Zealand is a part of the international Rabobank Group, the world's leading specialist in food and agribusiness banking. Rabobank has more than 110 years' experience providing customised banking and finance solutions to businesses involved in all aspects of food and agribusiness. Rabobank is structured as a cooperative and operates in 42 countries, servicing the needs of approximately 10 million clients worldwide through a network of more than 1600 offices and branches. Rabobank Australia & New Zealand is one of Australasia's leading rural lenders and a significant provider of business and corporate banking and financial services to the region's food and agribusiness sector. The bank has 93 branches throughout Australia and New Zealand.**



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**Media contacts:**

Denise Shaw  
Media Relations  
Rabobank Australia & New Zealand  
Phone: 02 8115 2744 or 0439 603 525  
Email: [denise.shaw@rabobank.com](mailto:denise.shaw@rabobank.com)

Jess Martin  
Media Relations  
Rabobank Australia & New Zealand  
Phone: 07 3115 1832 or 0418 216 103  
Email: [jess.martin@rabobank.com](mailto:jess.martin@rabobank.com)