



Rabobank

*Media release
October 17, 2014*

Progressive young Queensland beef producer receives 2014 emerging agri leader award

Darling Downs beef producer Bryce Camm has received the **2014 Rabobank Emerging Leader Award**, acknowledging exceptional up-and-coming leadership in Australia and New Zealand's food and agribusiness industries.

Mr Camm was presented with the award at last night's annual Rabobank Leadership Dinner held at Taronga Zoo, Sydney, where more than 200 industry professionals attended from across Australia and New Zealand.

Leading Australian agribusiness identity Mick Keogh, executive director of the Australian Farm Institute, received the flagship **Rabobank Leadership Award**.

Mr Camm, 30, whose family beef enterprise Camm Agricultural Group is located in Queensland's Darling Downs, is just the second recipient of the Emerging Leader Award, which was introduced last year, recognising an up-and-coming industry professional with a tenure of less than 10 years in the sector.

Announcing the award, Rabobank CEO Australia Thos Gieskes said despite his relatively young age, Mr Camm had reached great heights in his career to date, delivering an extraordinary transformation to his family enterprise as well as representing many industry organisations at community and business level.

"Without the drive, enthusiasm and engagement of emerging leaders like Bryce, the beef sector and wider Australian agricultural industry will not unlock the profitable and prosperous future that lies ahead," Mr Gieskes said.

"Bryce is a clear-cut, well-deserving recipient of the 2014 Rabobank Agribusiness Emerging Leadership Award – he already holds several directorships on key beef industry organisations and several non-for-profit committee memberships, allowing him to spread his influence and contribute to development of Australian agricultural sector."

Growing up on Natal Downs station in North Queensland, Mr Camm has always had a passion for the beef industry, stemming from a solid family connection which has allowed him to develop into the young business leader he currently is today.

Receiving the highly-regarded accolade in Sydney last night, Mr Camm said the experience of being involved with the award has been very humbling.

"Growing up on the land has given me a close affinity with agriculture and a strong connection to the land and the cattle business – I've been intrinsically involved in our business from a young age," Mr Camm said.

"I think dealing with an animal-centric industry strikes a chord with me – we're working with a living product in livestock and there's a real substance to what we do."



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Mr Camm has played a crucial role developing his family enterprise – Camm Agricultural Group – with a core focus on managing the group’s Wonga Plains Feedlot in the Darling Downs for eight years. He has overseen the operation more than triple in size.

After completing a double degree in 2004 in Business Administration and Communications at Bond University on the Gold Coast, he returned home to implement his tertiary education on-farm and begin growing the business.

Mr Camm is responsible for marketing the turnoff from the group’s operations and can often be seen leading international delegations from China or the Middle East through the Darling Downs to showcase first-hand the quality of the Australian beef produced locally in Queensland. He demonstrates a local and global perspective on a day-to-day basis, constantly engaging with domestic and international industry stakeholders in securing trade opportunities for the Camm Agricultural Group.

Mr Camm is also a director of the Australian Lot Feeders Association, a director of Beef Australia, and a founding member of the RNA’s Future Directions Committee – a youth-oriented group of agriculturalists. He is a fellow of the Australian Rural Leadership Foundation having undertaken the program in 2013.

In terms of his industry, Mr Camm says he is “bullish about beef”.

“I am positive about the shape of beef the sector domestically, certainly around the new basis we’re seeing in pricing,” Mr Camm said.

“I think we’re dawning on a new era. There is a spotlight being shone on agriculture more than ever before and that will bring interesting opportunities our way.

“In our industry, there will always be cycles, but there is a feeling of resurgence and growth right now and I look forward to being a part of that.”

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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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