



Rabobank

*Media release
November 3, 2014*

From 'pharma' to farmer – Nindooinbah head to take part in global agri Master Class

Exchanging ideas and sharing experiences with leading farmers from around the world at this week's **Rabobank Global Farmers Master Class** will help further progress in the agricultural industries, says south-eastern Queensland beef producer and former pharmaceutical industry head Euan Murdoch, from Nindooinbah.

Selected to participate in the Rabobank Global Farmers Master Class, which begins on November 5, Mr Murdoch will join 40 of the world's leading primary producers who will gather in Victoria and New South Wales to share information and ideas on the future of farming. The week-long Master Class program will cover key topics in the context of global agriculture, including social enabling, sustainability, succession, supply chain, science, social media, and silicon farming (big data).

Mr Murdoch is passionate about agriculture and believes to improve industry productivity it's all about learning through the exchange of intelligence and ideas.

"It's about getting a cross-section of views and ideas from the participants and developing practical outcomes," Mr Murdoch says.

"People think their problems are unique and special to their situation, but when you collectively discuss them you realise the problem is not unique and everyone's issues are similar. Seeing these dialogues unfold at the Master Class among a group of primary producers from all over the world will produce some innovative solutions to our industry challenges."

After building a successful global pharmaceutical company, Herron Pharmaceuticals, Mr Murdoch and his wife Kaye decided to return to their rural roots and, in 2005, purchased Nindooinbah, located near Beaudesert, south-east of Brisbane.

The property is approximately 2,800 hectares and after extensive development, Nindooinbah is now Australia's largest beef artificial breeding centre leveraging and developing global reproductive technologies.

Nindooinbah collaborates with universities, Veterinary Pharma Coys, and specialist reproduction experts from around the world to breed tailor-made genetics developed specifically to suit their clients' environmental and market requirements. The property focuses on performance-recorded Angus genetics crossed with Brangus genetics, now known as the UltraBlack breed.

Mr Murdoch is known as an innovative thinker and says he is driven to bring about positive change in agriculture.

"On a broader level, my life's goal has always been to try and make a difference – hopefully we can for agriculture and for the beef industry as well," he says.



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“Productivity is a major issue for the beef Industry and by technologies sourced globally and being focussed on genomics and performance management we believe we can significantly address this issue.

“Performance management has played a major role in significantly increasing the productivity in poultry and pork and we are applying these methodologies and management practises to the beef industry.”

From a global perspective, Mr Murdoch says attending the Rabobank Global Farmers Master Class presents the opportunity to discuss the need for global food security and brand integrity, while painting the picture of a more efficient and equitable supply chain.

“I think the supply chain and how it is structured is a big challenge for the agricultural industry locally and internationally,” he says.

“The supply chain needs to be based on a collaborative model rather than an antagonistic one. We need to work together rather than against each other.”

Mr Murdoch says another major hurdle is industry structure.

“In Australia there are over 5,000 industry bodies representing agriculture – how can we possibly get our message through to our stakeholders and the government in particular with this number of industry bodies? Communications with government are often confused by competing and conflicting views and opinions.

“In the future, we need to manage this better and harmonise communication and regulatory processes within agriculture.”

Seven leading Australian farmers will be among the Master Class participants, including grain, beef and sheep producer Andrew Fowler from Esperance WA, mixed cropping and sheep producer Mark Modra from Port Lincoln SA, dairy farmer Pete Notman from Gippsland VIC, mixed enterprise farmer Robert O’Connor from Launceston TAS, cotton and beef producer David Statham from the New England NSW, and pig, sheep, cattle and crop farmer Edwina Beveridge from Blantyre Farms in Young NSW.

These farmers will then join with up to 600 participants from government, industry, academia, media and advocacy groups at the inaugural full-day Rabobank F20 (Food) Summit in Sydney on November 13. Titled ‘Global food security: shared responsibility, collective solutions’, the Summit will feature a range of international keynote speakers discussing the themes of increasing food production, improving access to food, encouraging balanced nutrition, and strengthening stability in markets and production chains.

For more information regarding the Rabobank F20 Summit, please visit www.rabobank.com.au/f20.

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