



## International Beef Alliance/Young Leaders Program Conference NZ: October 15–21 2016

### **About the International Beef Alliance**

The first conference of beef producing nations was held in 1976 and the first Four Nations Beef Conference was held in 1983 and included Australia, Canada, United States and New Zealand. It later became the Five Nations Beef Alliance when Mexico joined in 1993.

Increasing global income and a more liberalized trading environment has resulted in global beef trade increasing over the past few decades, with these five beef-producing nations accounting for one third of this trade. When cattle exports are included, almost half of the world's beef and cattle exports are from these five nations.

The success in beef and cattle production of these five nations has been achieved through internal efficiencies and through a lack of government and other artificial support. Global beef trade is expected to continue to increase – however, efficient trade in beef has been restricted by a variety of factors. As with many other agricultural products, many regions still operate with trade distorting measures, including high tariffs and quota restrictions.

Trade has been obstructed severely by animal health issues. The discovery of BSE in North America and the resulting disruption in beef trade has greatly affected the pattern of trade. In the late seventies, the beef cattle producer organizations of Australia, Canada, New Zealand and the United States of America formed the Four Country Beef Conference as a forum to provide better understanding of the production and trading complexities experienced in each of our respective countries. In addition, the group provided an opportunity to develop a consistent position on international trade and animal health standards. In 1993, Mexico, as a growing player in international beef trade and a member of the North American Free Trade



Agreement, was invited to participate and obtained full status as a member, agreeing to promote the set of principles guiding the group. The entry of Confederación Nacional de Organizaciones Ganaderas created the Five Nations Beef Conference.

More recently, the group became the Five Nations Beef Alliance, recognizing the increasing importance of evolving animal health, welfare, and trading standards and this group's ongoing participation in these issues. The FNBA has focused on a shared vision toward these matters that concern us as a group of beef trading nations. To address these issues, the FNBA has coordinated efforts to work with our respective national governments and other international and inter-governmental organizations that are related to the beef industry. As global beef trade increases, organizations such as the World Trade Organization (WTO), the Food and Agriculture Organization of the United Nations (FAO), and the World Organization for Animal Health (OIE) become increasingly important for groups such as the FNBA and the beef producer organizations that form the Alliance.

In October of 2015, during the FNBA annual Conference in Mazatlán, México, it was agreed to expand the Alliance endorsing the membership of producer representative organizations from Brazil and Paraguay. The Associação dos Criadores de Mato Grosso and the Associação Nacional dos Confinadores from Brazil and the Asociación Rural del Paraguay were welcomed to the group. The inclusion of these two important beef producing countries will see the Alliance grow to represent 46% of global beef cattle production and 63% of global beef exports. As a consequence, the Alliance has been rebranded the International Beef Alliance.

### **The Young Leaders program**

Established in 2010, this youth program under the International Beef Alliance attracts participation from young leaders within each nation who are passionate about the future direction of the beef industry.

Young representatives are selected within each nation through various selection processes to take part in the IBA annual conference, representing their country as delegates. They also have the opportunity to participate in different events in their nations according to their respective programs. The first gathering of the FNBA Young Ranchers took place in January 2010 when 10 beef enthusiasts experienced a jam packed week of tours, round tables and sightseeing in Denver Colorado during the International Livestock Congress held in conjunction with the world renowned National Western Stock Show.

This program was held in conjunction with the existing ISEF event and the International Livestock Congress – USA (ILC-USA).

The 5 Nations Young Ranchers Round Table adopted a project to complete a YouTube video from all five nations exhibiting clips of the participants on their own ranches/farms



promoting why they have a passion for being a part of feeding the world a high nutrient-dense protein.

Since then, we have had a group of young leaders as part of the delegations attending the annual conference. Every group has worked on different projects, from videos, to blogs and white papers providing valuable input with their thoughts and opinions regarding issues concerning beef producers globally. The perspective of the younger generation has been educational and is an inspiration for the leaders of our member organizations.

### **IBA Young Leaders Scholarship 2016**

Beef + Lamb New Zealand is offering a scholarship to attend the Young Leaders Program and the International Beef Alliance Conference in Taupo, New Zealand, from 15 to 21 October 2016. The scholarship covers airfares, accommodation and the conference.

#### **Criteria for scholarship application:**

- Existing experience in beef industry
- Career pathway – current and future
- Beef industry knowledge
- Ability to speak on behalf of the NZ beef industry in an international forum
- Availability to present experiences to NZ beef meetings post-conference
- Aged 22–32
- Must be available between 15 and 21 October 2016.

#### **Application requirements:**

Please explain your career experience and aspirations in the beef industry as follows:

- Your beef-related roles (in list form, with a brief description)
- Your personal areas of interest relating to beef and what it is about the beef industry that inspires you (150 words max)
- Looking forward, what are your goals and ambitions in regard to your career in the beef industry? How do you plan to achieve these goals and ambitions? (200 words max)
- Thinking of the NZ beef industry, what do you consider to be the most important issue facing the industry, and why? (200 words max)

Please supply a printed copy of your CV with written references from two people involved in the beef industry.



### **Post-conference obligations**

As the winner of this scholarship, you will be required to speak to NZ beef meetings about your experiences at the International Beef Alliance Conference on behalf of Beef + Lamb New Zealand. The cost of attending these meetings will be met by Beef + Lamb New Zealand.

### **Application dates and contact details**

- Applications close 5 p.m. on Wednesday 10 August 2016
- Please forward applications to Doug Macredie: [doug.macredie@beeflambnz.com](mailto:doug.macredie@beeflambnz.com)
- Hard copies can be mailed to:
  - Doug Macredie**
  - Sector Capability Manager**
  - Beef + Lamb New Zealand**
  - P O Box 121**
  - Wellington 6140**
- The successful applicant will be informed by Friday 19<sup>th</sup> August 2016
- If you have any questions or require further information or clarification regarding this application, please contact:
  - Doug Macredie – phone 027 687 5650**