



INTERNATIONAL DELEGATE VISIT PROGRAM

SYDNEY ROYAL EASTER SHOW
6 - 19 April 2017
Sydney Showground,
Sydney Olympic Park, Australia
www.rasnsw.com.au



Royal Agricultural Society of NSW



AUSTRALIA'S PREMIER AGRICULTURAL SHOWCASE

Since 1822, the Royal Agricultural Society of NSW (RAS) has been a driving force in the development of agriculture in Australia. Today, it continues to promote, foster and encourage the sustainable development of Australian agriculture through competitions, education programs, exhibitions and sales.

The annual Sydney Royal Easter Show is the RAS' signature event and a two week long celebration of agricultural excellence through the judging and display of 30,000 entries across 42 competition categories in the geographic heart of Sydney.

Thousands of people come from all over Australia to exhibit, sell and buy top-quality livestock at what is widely considered the country's largest and most prestigious agricultural industry event.

Over 800,000 members of the public, including 23,000-plus international visitors, attend for the agricultural displays, award-winning food and wine stalls, entertainment, unique shopping outlets, carnival rides, rodeo, woodchop competitions, fireworks and more.



SYDNEY ROYAL CATTLE SHOW

The Cattle Show held during the Sydney Royal Easter Show is the largest, oldest and most respected cattle event in Australia. Often attracting international judges, the value of winning a Sydney Royal ribbon, especially a Champion, is enormously rewarding - record sale prices are routinely achieved for award-winning exhibits.

In addition to the competition program, the Sydney Royal Cattle Show hosts a series of high-profile business events, auctions and sales which help facilitate networking and commercial opportunities for the hundreds of exhibitors, officials, buyers and trade delegates involved.



"The Sydney Royal Easter Show is home to Australia's most prestigious Cattle Show Show, including the renowned Hordern Trophy, with Australia's largest pool of prize money up for grabs. I've been exhibiting at the Show for over 40 years because it's the showcase of Australia's top genetics, and offers world class facilities for exhibitors and visitors conveniently located in Australia's most beautiful city."

GREG FULLER - PINE CREEK ANGUS,
COWRA, NSW



INTERNATIONAL DELEGATE PROGRAM

The Royal Agricultural Society of NSW welcomes all international industry delegates to the 2017 Sydney Royal Easter Show. Register for the International Delegate Program and find out about pre and post agricultural tours and business matching programs. At the Show:

- Receive a 'welcome pack' on arrival
- Access complimentary passes to the RAS Members facilities
- Meet the international delegate host who will facilitate a guided tour
- Find out how you can attend networking events and activities.

“From the cattle sheds to the grand parade the Sydney Royal Easter Show is the premier livestock event in Australia. It is an ideal destination for cattle producers interested in networking and making business contacts with purebred breeders producing Australia’s top genetics. The people, both staff and exhibitors at the Sydney Royal are second to none and the whole experience of the show would be one hard to find anywhere else.”

CARRIANN JOHNSON - DC FARMS LIMOUSIN STUD,
ALBERTA, CANADA

Register now at
www.rasnsn.com.au/international-delegate-program

AUSTRALIAN CATTLE INDUSTRY FAST FACTS

BEEF CATTLE

- Australia is one of the world’s most efficient producers of cattle and the world’s third largest exporter of beef.
- Australia’s national cattle herd stands at 29.3 million head.
- There are 76,807 properties with cattle in Australia, with the beef industry accounting for 55% of all farms with agricultural activity.
- The red meat industry employs approximately 200,000 workers across farm, processing and retail.
- Australia produced around 2.5 million tonnes of beef and veal in 2013-2014.
- Australia has 4% of the world cattle inventory and is the world’s seventh largest beef producer.
- Australia produces 4% of the world’s beef supply and is the third largest beef exporter.
- In 2013-2014 Australia exported 70% of its total beef and veal production to more than 100 countries.
- Australia’s largest export market is Japan, followed by the US and South Korea.

Source: Meat & Livestock Australia, October, 2015

DAIRY CATTLE

- The national dairy herd has 1.69 million cows.
- Average herd size is 268 head.
- Milk production is 9,239 billion litres a year.
- Average milk production per cow is 5,471 litres per year.
- The dairy industry is Australia’s third largest rural industry.
- The Australian dairy industry is a \$13 billion farm, manufacturing and export industry.
- The export value of the industry is \$3.21 billion (in 2013/2014), equivalent to 7% of world dairy trade.
- Major markets for Australian dairy products include Japan, Greater China, Singapore, Indonesia and Malaysia.
- The dairy industry directly employs 43,000 people.

Source: Dairy Australia, October, 2015

2017 CALENDAR HIGHLIGHTS

During the course of the two week Sydney Royal Cattle Show, over 20 breeds and more than 1,200 head of cattle are displayed. Auctions and sales are held in the first week alongside the Beef competition. Dairy cattle are exhibited in the second week.

SALES & AUCTIONS: 6 - 9 APRIL 2017

• Young Auctioneers Competition - State & National Finals	6 April
• Purebred Steer Auction	6 April
• Limousin Feature Breed Auction	8 April
• Angus Auction	9 April

SYDNEY ROYAL BEEF CATTLE SHOW: 7 - 10 APRIL 2017

• Charolais	7 April
• Limousin Feature Breed (Bulls)	7 April
• Limousin Feature Breed (Females)	8 April
• Hereford	8 April
• Red Angus	8 April
• Shorthorn	8 April
• Angus	9 April
• Speckle Park	9 April
• Simmental	9 April
• Beef Championships	10 April

SYDNEY ROYAL DAIRY CATTLE SHOW: 17 - 19 APRIL 2017

• Ayrshire, Brown Swiss, Guernsey, Holstein, Illawarra, Jersey – heifer & dry cow classes	17 April
• Ayrshire, Brown Swiss, Guernsey, Holstein, Illawarra, Jersey – milk classes	18 April
• Dairy Interbreed	19 April

FUTURE HIGHLIGHTS

• Hereford - Feature Breed	23 March - 3 April 2018
• Angus - Feature Breed	12 April - 23 April 2019

Dates correct at time of printing. Please check the website for any changes.



“The Sydney Royal Cattle Show is a world class event. It provides a unique opportunity for international delegates to network with key industry producers, suppliers and exporters from all over Australia. The Sydney Royal Easter Show is an event you really don't want to miss!”

DAWN WILSON - MILLER WILSON ANGUS, BASHAW,
ALBERTA, CANADA

CONTACT

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