



Royal Agricultural Society of NSW

# *Information Pack*

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International  
Delegate Program

Sydney Royal  
Cattle Show

Sydney Royal Easter Show  
3 – 14 April 2020  
Sydney Showground  
Sydney Olympic park, Australia



## 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, the RAS 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 12 day 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. On average 824,000 members of the public, including 30,000-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.



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## 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.

“ There are many reasons why I enjoy being involved with the Show. Professionally it gives me the opportunity to talk to other producers about their farm practices and the future direction of the beef cattle industry especially in genetics, management and marketing. It's great to see how things are progressing. ”

DAVID KENT - CATTLE FARMER, KANGAROO VALLEY, NSW





## 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 26 million head.
- 49% of Australian farms carry beef cattle.
- Farms running beef cattle manage more than 75% of the total area of agricultural land in Australia.
- The red meat industry employs approximately 192,000 workers across farm, processing and retail.
- Australia produced around 1.1 million tonnes of beef and veal in 2018-2019.
- Australia has 2% of the world cattle inventory and is the world's seventh largest beef producer.
- Australia produces 3% of the world's beef supply and is the third largest beef exporter.
- In 2017-2018 Australia exported 72% of its total beef and veal production to more than 70 countries.
- Australia's largest export market is Japan, followed by the US and China.

Sources: Meat & Livestock Australia, October 2019  
ABARES Beef Farms Survey and Analysis November 2019

### Dairy Cattle

- The national dairy herd has 1.44 million cows.
- Average herd size is 276 head.
- Milk production is 8795 million litres a year.
- Average milk production per cow is 6,169 litres per year.
- The dairy industry is Australia's fourth largest rural industry.
- The dairy industry continues to be one of Australia's most important agricultural industries, generating \$4.4 billion of farm gate production.
- The export value of the industry is \$3 billion (in 2016/2017), equivalent to 6% of world dairy trade.
- Major markets for Australian dairy products include Japan, Greater China, Singapore, Indonesia and Malaysia.
- The dairy industry directly employs 46,200 people.

Sources: Dairy Australia, October 2019  
The Australian Dairy Industry at a Glance 2019

# International Delegate Program

The Royal Agricultural Society of NSW (RAS) welcomes international delegates from across a wide variety of industries to the 2019 Sydney Royal Easter Show.

The sheer scale and scope of the event for international delegates, including networking opportunities, tours, meet & greets and the welcoming atmosphere of the International Delegate Hub ensures all attendees receive everything they need to make their visit a success.

The Business Centre inside the Hub allows visitors to keep in touch, whilst the tours provide professional support and vital contacts. Discounts are available for breed association members and large groups, and a host is on hand to assist at all times.

Your Welcome Pack includes complimentary passes to RAS Members facilities, a suggested itinerary, Sydney Royal Easter Show cap and pin plus a list of daily highlights.

“ 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

## 2020 Calendar Highlights

During the course of the 12 day 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: 3 - 5 APRIL 2020

Young Auctioneers Competition - State & National Finals	Friday 3 April
Purebred Steer Auction	Friday 3 April
Angus Auction	Sunday 5 April

### SYDNEY ROYAL BEEF CATTLE SHOW: 3 - 6 APRIL 2020

Simmental - Fleckvieh	Friday 3 April
Speckle Park	Saturday 4 April
Red Angus	Saturday 4 April
Santa Gertrudis	Saturday 4 April
Limousin	Saturday 4 April
Shorthorn	Saturday 4 April
Angus	Sunday 5 April
Brahman	Sunday 5 April
Hereford	Sunday 5 April
Charolais	Sunday 5 April
Beef Championships	Monday 6 April

### SYDNEY ROYAL DAIRY CATTLE SHOW: 13 - 14 APRIL 2020

Ayrshire, Brown Swiss, Guernsey, Holstein, Illawarra, Jersey - Heifer & Dry Cow classes	Monday 13 April
Ayrshire, Brown Swiss, Guernsey, Holstein, Illawarra, Jersey - Milk classes	Tuesday 14 April
Dairy Interbreed	Tuesday 14 April

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



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