

## Meet Australia's Best Producers

RAS Cattle Exhibitor: Hannah Powe, Joint Owner/manager of cattle stud, Cargo, NSW



Hannah Powe showing cattle from Goondoola Stud

"We've been going to the Sydney Royal Easter Show for as long as I can remember and although we've been successful (winning major awards like the 2016 Supreme exhibit at the Red Angus feature show), for our family it's really been about having the opportunity to exhibit our cattle on the greatest marketing platform there is for our industry. It's the major show for the year and we get to see how our breeding program and animals compare to others which helps us gauge what the international interest in our cattle might be.

A win or a ribbon at Sydney Royal will potentially draw in buyers and potential future clients. Plus the results can be added to marketing material. To say showing at Sydney Royal is important to our business is quite an understatement.

Our successes at Sydney Royal have helped our breeding program gain recognition both domestically and globally; we've noticed a massive increase in demand for our bulls and heifers which is no small feat. Australian seed stock cattle rate highly for quality on the international stage and we are progressing rapidly in that market - it's an exciting place to be.

I believe the Sydney Royal Easter Show fosters the best cattle community in the world. Our fellow exhibitors at Sydney Royal are like family to us; they're the friendly faces who work with us to promote breeds or sell stock, and they're the ones who we have real conversations with about breeding programs. Those who come to watch various events throughout the Show are the ones that help us create a network of clients that come to us to purchase bulls, females, or genetic packages. The relationships we've formed with international delegates have enabled us to demonstrate how their genetics are going in our country. Showing at Sydney Royal has been great for our business.

**For more information, or to register your interest in meeting other Australian producers such as Hannah, please visit:**

<http://www.rasnw.com.au/sydney-royal-competitions/competitions/cattle/general-information/international-delegate-program/>