

## 2011 SCHOLARSHIP SUPPORTERS

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Friday 22<sup>nd</sup> October, 2010

## LAMB PRODUCERS NEED TO IMPROVE EFFICIENCY SAYS NEW NUFFIELD SCHOLAR

James Male, from Yerong Creek in NSW, will tonight be awarded a prestigious 2011 Nuffield Scholarship supported by Meat and Livestock Australia.

James will research the export lamb industry, focussing on a range of issues including breed selection, the sustainability of market prices, the ability of the Australian market to cover a fall in prices, lamb feedlot structure, market competitors and threats and ways to improve feed conversion efficiency through both breeding and nutrition.

Nuffield Australia is an organisation which provides an opportunity to Australian farmers to travel overseas on an agricultural research scholarship. It is a 16-week program which consists of both group and individual travel. The next group will be travelling through New Zealand, North America, Brazil, Mexico and France in February-March 2011.

In partnership with his brother Greg, James is a director of a mixed farming enterprise in southern NSW, specialising in cereals, oilseeds and pulse crops and sheep for prime lamb production. Greg manages the cropping operation whilst James oversees the livestock operation. Currently they have 4400 hectares in crop (share farmed and owned), and are turning over up to 8000 lambs per year in both their feedlot and on grazing cereals.

James would like to visit major importers of Australian lamb, including North America, the Middle East, Asia (Greater China and Japan) and the UK. He also hopes to visit the JBS Swifts headquarters in Brazil, one of the world's largest meat companies. In addition, James would like to visit Australia's main lamb export competitor in New Zealand.

James is sponsored by Meat and Livestock Australia (MLA), who provide R&D and marketing services to the Australian red meat industry.

MLA is a producer-owned company, working in partnership with industry and government to achieve a profitable and sustainable red meat and livestock industry. MLA has the unique responsibility of providing marketing and research services to over 47,000 livestock producer members and the broader red meat industry to help them meet community and consumer expectations.

MLA recognises the Nuffield program as important platform allowing producers to explore innovative ideas that will deliver long-term benefits to Australia's rural industries.

James is available for interviews to talk about his planned study.

Mobile: 0429 203 702

Email: [jamesmale@activ8.net.au](mailto:jamesmale@activ8.net.au)

A high-resolution photo of James is available for download from [nuffield.com.au/gallery.html](http://nuffield.com.au/gallery.html)