



WELCOME FROM THE NATIONAL BEEF 2010 - CHAIRPERSON

A very warm welcome is extended to exhibitors, sponsors and visitors to NATIONAL BEEF 2010. National Beef is now established on the cattle industry calendar and the National Beef Committee is to be congratulated on presenting its 5th National Beef event this year with a world class cattle show, multi vendor all breeds sale, carcass competition and education programme. With over 30 breeds represented, National Beef is increasingly being recognised in the beef industry as successfully showcasing most beef breeds used in Australia and especially in the southern states. This year the Committee is pleased to host the National Dexter Show and also

the Victorian Charolais showcase which will attract entries from all over the country.

National Beef also involves commercial organisations which sell into the cattle industry in particular and to the farming community in general; their take up and staffing of commercial sites at National Beef plays a very important role in the National Beef event. Our sponsors continue to show confidence in National Beef and their support is highly valued. This year our major sponsors are Stock & Land, Kattlegear, Rumevite, City of Greater Bendigo and RAS Victoria and I would like to thank all our sponsors for their contribution to our event's success. Ellis Nuttall & Co and F P Nevins & Co are continuing their involvement as sponsors and their conduct as agents of National Beef's cattle sales is much appreciated. National Beef would not be possible without the dedication and hard work of the National Beef committee. My very sincere thanks must be extended to our immediate past president, Gay Ward, our secretary Rod Bowles and to members of the Bendigo Agricultural Show Society and Southern Beef Breeders Inc. who, together, enable the National Beef event to happen. On behalf of National Beef 2010, we look forward to seeing you in Bendigo in May. I would encourage exhibitors to complete their entries by due date (end March) and to ask questions of our secretary, Rod Bowles, or myself ahead of the cut off date, if you are uncertain about any aspect of this schedule.

Richard Ham – Chairperson

WELCOME FROM THE BENDIGO AGRICULTURAL SHOW SOCIETY- PRESIDENT

Once again the Bendigo Agricultural Show Society is pleased to support the National Beef show which is celebrating its 5th year. It has been a very challenging year with the continuing drought conditions and the global financial downturn but we are pleased to report that numbers at the show are on the increase. Our event enables breeders from all over the country to get together to discuss and share their knowledge and experience of the various breeds with others. The event is not only gives the breeders the opportunity to show their cattle during the exhibition but is a great social event not to be missed. This event would not happen without the dedication of the National Beef Committee who works tirelessly throughout the year together with the willing band of workers from the Bendigo Show Society and various volunteers.

Our Sponsors are an integral part of the Show. They make it possible for the National Beef Show to be held and to show case Australian Beef at its best. The City of Greater Bendigo has been a strong supporter of this event and together with the national Beef Committee sees the importance of such an event to the Bendigo economy. I would like to thank Gay Ward for her dedication as Chairperson of the National Beef Committee for 2009 and welcome Richard Ham as the new Chairperson for 2010. The Society is still lobbying for funds to further improve our buildings at the Showgrounds and hopefully 2010 will see an outcome.

I would also like to thank you the exhibitor for your support and look forward to seeing you in May for the 2010 national Beef Show.

Kevin Reade - President



TIMETABLE

TUESDAY 18TH MAY

Cattle can arrive from 8am onwards.

Please Note: Any animals arriving prior to this time cannot be accommodated.

WEDNESDAY 19TH MAY

Cattle can arrive any time during the day.

Led & Unled Carcass Competition exhibits must be at the Showground by 9am for Scanning, Inspection, & Weighing.

Live Judging at 1pm.

Sale of Led & Unled Carcass Exhibits 5pm,

Exhibits then trucked to Hardwick's Abattoirs immediately after the sale. On completion of the Sale a happy hour will held in the Bar area.

THURSDAY 20TH MAY

ALL EXHIBITS MUST BE ON THE SHOWGROUND BY 9AM

Weighing, Scanning, and Inspections of All Breeds

Preparation Day for Judging on Friday

Junior Education Program, activities all day including

Junior Judging competition & Sausage Sizzle

FRIDAY 21ST MAY

Judging commences from 9am – various breeds

Trade Site Displays

Official Opening & Calf Classic – 5pm

FRIDAY EVENING - Social BBQ Function

SATURDAY 22ND MAY

Judging continues at 9am – various breeds

Commercial Cow & Calf Competition

Trade Site Displays

SATURDAY EVENING

Cattleman's Dinner –including Carcass Competition

Results and Presentations (bookings essential)

SUNDAY 23RD MAY

Junior Handlers Competitions – 8.30am

Helmman System All Breed Cattle Sale – 10.30am

Interbreed Judging – 12 noon

Trade Site Displays

Cattle Depart – 4pm onwards