



MEDIA RELEASE  
August 28 2009

## Beefing up live cattle export management

Australia's largest live cattle exporter, Wellard Rural Exports, has beefed up its cattle division with the appointment of two general managers to develop the company's beef and breeding cattle operations.

Last year Wellard exported more than 230,000 cattle, comprising about 1/3 of Australia's live cattle exports. The company plans to increase that number towards the 300,000 head mark this year.

Fred Troncone has been appointed General Manager of Wellard's rapidly expanding South East Asia Division to drive that growth.

Prior to commencing employment at Wellard, Fred worked with a number of organisations in the agriculture, government, mining, energy and financial services sectors to improve their operations and expand into new markets. His most recent experience was with BankWest, where he successfully managed their business division's East coast expansion.

Fred has a long association with the livestock export industry in WA, providing business planning, technology and process improvement advice to cattle exporters.

At Wellard, Fred will oversee the sustainable development and growth of the Wellard business into South East Asia and to ensure that the appropriate infrastructure, processes and systems are in place to effectively deliver services to our clients. He will be involved in all operational areas including procurement, pre export quarantine, logistics, shipping and marketing.

Fred will be assisted by Jim Teasdale, who has been appointed as a livestock officer.

Jim enjoys an in-depth understanding of the live export trade, working as an on-board stockman for Wellard for numerous voyages in the past two years. Jim has worked extensively in the cattle industry throughout northern Australia.

Vincent Heeran has been appointed as the General Manager of Breeding at Wellard, to oversee Wellard's growing role in the export of dairy and beef breeding cattle.

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Vincent possesses a wealth of experience in intensive livestock management, most recently as Elders National Feedlot Manager. He spent five years as Livestock Manager in one of Saudi Arabia's largest dairy facilities and brings a very broad range of experience to Wellard.

Based in Victoria, Vincent will manage procurement, stock management, marketing and logistics.

"Fred, Vincent and Jim bring to Wellard, and the live export industry, a vast amount of skill and experience. Importantly, all three possess Wellard's desire to drive and adopt continuous animal welfare improvements to sustain the long term future of the live export industry in Australia," said Wellard Rural Exports Managing Director Steve Meerwald.

"Wellard is intent on growing the South East Asian beef cattle and the international breeding cattle trades, and Fred, Vincent and Jim will help to drive that growth."

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### **Background – Wellard Rural Exports**

Wellard Rural Exports is Australia's largest livestock exporter, with an investment in the live export industry without peer. It has supplied quality Australian dairy and beef cattle and sheep and goats to the world for 30 years. Based in Fremantle, the company's operations cover every aspect of the export chain, including feed and high fibre milling, road transport, feedlot facilities and modern shipping.

The company's flagship carrier, the MV Ocean Drover (formerly the MV Becrux), is a purpose-built livestock carrier capable of carrying 75,000 sheep or 18,000 cattle from Australia to major markets around the globe. She was commissioned in 2002.

Its other vessel, the MV Ocean Shearer (former the MV Stella Deneb) can carry 125,000 sheep or 23,000 cattle, or a combination of both.

Two new vessels, the MV Ocean Swagman and the MV Ocean Outback, are due for launch in the second half of 2009 and first half of 2010 respectively. In August 2008 Wellard and Siba Ships announced a US\$250 million contract to build an additional two new livestock vessels which will be able to carry 17,000 cattle or 70,000 sheep or a combination of the two.

For more information visit: [www.wellard.com.au](http://www.wellard.com.au)