



# Wellard

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## INNOVATIVE NEW RELATIONS IN THE SUPPLY CHAIN

The creation of a two-way information supply chain has been integral in achieving Wellard Rural Exports' south-east Asian live cattle expansion, WRE managing director Steve Meerwald has told a meeting of independent stock agents.

Three years ago Wellard Rural Exports exported just 5000 cattle to South-East Asia. By the end of the 2006/07 financial year that figure had jumped to about 170,000 cattle.

Speaking at the Rural Marketing Association annual general meeting earlier this month, Mr Meerwald said constant and meaningful engagement with clients had spurred that increase.

"This growth has come from the same customer base and shows the value of understanding the requirements of each client/partner and catering for their changing needs," he said.

"Wellard established this integrated supply chain after realising Australian agriculture has a history of segregating production from the market place – thereby ensuring that the producer has no idea what the end user of his product really wants and the consumer has no idea what issues the producer is dealing with," he said.

"In a unique marketing development Wellard has established a network of importers in South East Asia with varied specific requirements. This allows producers to clear their turn off at one time due to the varied specifications required by each of the importers."

Mr Meerwald said Wellard's buyers worked with agents and producers to demonstrate which livestock were best suited to the market and draw the best prices.

"This philosophy is now being applied to our newly established Dairy Division. We are working with producers in Australia and New Zealand to establish a structured shipping program that matches the periods in which surplus heifers need to be sold with the periods at which time the importers can get the best value out of their expensive investment," he said.

"By streamlining this process we know we can add value for the farmer and the importer.

"Methods such as these have application across the entire live export market."

For more pricing information and Wellard buyers' contact details visit  
[www.wellardgroup.com.au](http://www.wellardgroup.com.au)

# The Cattle Trade To South East Asia

