



the **ARCHIBULL** PRIZE

CAREER SNAPSHOT

It is 6am and a Qantas jet has returned Geoff home from a trip to China where he met with clients interested in buying Australian beef. He told them how Australian farmers are passionate about their animals and the environment in which they work, and stressed how Australian products are the best in the world. He discussed meat cuts with butchers and dined at a five-star restaurant where he spoke with the chef about cooking premium beef fillets.

At 8am Geoff is into the car for a seven hour trip to Loomberah and his Avignon Hereford Stud where he will oversee the preparation of this year's show cattle. His parents, grandfather and brother-in-law run the stud on a day-to-day basis while Geoff co-ordinates behind the scenes such as importing genetics to strengthen the breeding program.

As he returns to his base in Brisbane Geoff listens to study material from his Company Directors course and phones farmers keen to supply to Ausgreen Foods.

Back in the office he meets with accountants to prepare financial budgets for the business and then uses his own accounting background to develop a financial app for young farmers. At the end of his busy week he reckons there is nothing better than throwing an Australian steak on the barbecue!

This is Geoff's career in agriculture. What will yours be?



GEOFF BIRCHNELL

GEOFF BIRCHNELL USED TO WORK AS AN ACCOUNTANT BUT NOW RUNS HIS OWN BUSINESS – AUSGREEN FOODS, WHICH PROVIDES PREMIUM QUALITY AUSTRALIAN PRODUCTS (ESPECIALLY BEEF) TO ASIA.

