



MEDIA RELEASE  
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## LIFTING STANDARDS ACROSS THE GLOBE

Australia's live export customers are set to benefit from Wellard Rural Export live sheep manager David Kerr's 30 years in the live export industry, with the launch of a livestock consulting service to international importers, feedlot and abattoirs.

Wellard Rural Exports Managing Director Steve Meerwald said the consultancy service was created by the company to improve welfare standards and infrastructure efficiencies in importing countries, improvements which would influence the future of the Australian live export trade just as much as the quality of the ships used in the live export industry.

"Our overseas customers will derive real benefits in terms of efficiency and livestock handling improvements from David's expertise. These improvements range from improved feedlot and abattoir design, procedures and infrastructure to animal handling techniques; training programs; and livestock nutritional and hydration requirements," Mr Meerwald said.

In addition to making this expert advisory service available to Middle Eastern importers, Wellard is subsidising the consultancy work to make it more affordable to increase uptake.

"In this role David's contribution to our clients, Wellard and the live sheep trade in general will be invaluable," Mr Meerwald said.

"Meat and Livestock Australia has been working in the Middle East to improve infrastructure and training to lift animal welfare standards. Wellard is seeking to complement that work, using the close, long-term relationships it has fostered with its international customers to share the bank of knowledge it has built with its own Australian feedlot operations."

"This service is reflective of long-held company desire to improve animal welfare standards across the world, so the company and livestock industry continue to enjoy both a regulatory licence to operate and a social licence to operate."

Mr Meerwald said Mr Kerr's role as live sheep and feedlot manager for the past 26 years had helped grow and consolidate Wellard Rural Exports' strong position in the live export industry.

"David has helped make Wellard Rural Exports the company it is today, and we will be forever grateful for that pioneering contribution he has made," he said.

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Mr Kerr said he was looking forward to his new role, building on his previous work with Wellard Rural Exports' international customers.

"There is a real desire among our overseas customers to look at improvements to all parts of their business," he said. "Our help in identifying areas for improvement will help foster the strong relationship between the customer and the Australian livestock suppliers."

Mr Kerr has already travelled to Qatar, Muscat and Saudi Arabia as part of the new consulting service.

The position of Wellard Rural Exports' live sheep manager has been filled by former Emanuels live sheep manager Garry Robinson.

Garry can be contacted on either 08 9432 2800, 0447 950 491 or [garry@wellardgroup.com.au](mailto:garry@wellardgroup.com.au)

The new feedlot manager at Wellard Rural Exports' Baldivis pre-export aggregation facility is Mark Withnell.

**For further information please contact:**

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**Background – Wellard Rural Exports**

Wellard Rural Exports has supplied quality Australian dairy and beef cattle and sheep and goats to the world for more than 25 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.

Wellard has priority access to the most modern fleet of livestock carriers on the ocean through its association with Siba Ships. The company's flagship carrier, 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.

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