



## Presentation of judges for Agromek 2024

Mawarra Genetics, a renowned Australian beef cattle breeding operation, has been a trusted name in Hereford and Poll Hereford genetics for 60 years. Mawarra is renowned for producing industry-leading genetics that meet market demands throughout the beef production chain. The establishment of an Angus herd in 2018 has been well received throughout the industry. Mawarra run 550 breeding cows (a third each Horned Hereford, Polled Hereford & Angus), on 945 hectares in eastern Victoria.

Mawarra sells 100 – 120 bulls annually between their on-property sale, private sales and the Herefords Australia National Show and Sale. Mawarra has achieved unparalleled success at the Herefords Australia National Show and Sale including top price honours, numerous Division and Grand Champions and Most Successful Exhibitor awards. Mawarra has exported genetics to New Zealand, the America's and Europe.

More broadly, Mawarra was crowned the 2024 Innovation and Gippsland Agribusiness of the Year, recognising the family's commitment to innovation and excellence spanning genetics, livestock, property & business management. It was this award which provided the opportunity for the family to travel to Denmark.

Peter, Deanne & their son Logan Sykes have spent their lifetime dedicated to the beef industry. Logan is the third generation of the Sykes family to work at Mawarra.

Peter is a past-Director of Herefords Australia and has judged at National Shows in Australia and New Zealand, and travelled extensively in the US, Canada and South America researching and sourcing genetics for their Hereford and Angus herds.

Logan has worked in Australia's northern state of Queensland, and in New Zealand. He took an extensive tour of the United Kingdom and Ireland to see firsthand the contribution Mawarra genetics were making to their breeding programs, while also sourcing new genetics for Mawarra.

