

Prestigious award for Bruce Hancock

Mr Bruce Hancock, Livestock Consultant with Rural Solutions SA:PIRSA based at the University of Adelaide's Roseworthy Campus' Davies Research Centre was bestowed as a Fellow of the Australian Society of Animal Production at the 32nd Biennial Conference at Wagga Wagga on July 4.

Professor Phil Hynd, President of ASAP said, "Bruce's input into the Australian Society of Animal Production and livestock industries is legendary due to his relentless drive for the application of the latest advances in technology and the upskilling of those working in the industry.

"It is for these contributions to the livestock industries in Australia that the Australian Society of Animal Production is pleased to enrol Bruce Hancock as a Fellow."

After growing up on a farm in South East South Australia, Bruce graduated with a Diploma in Applied Science (Agriculture) from Roseworthy Agricultural College in 1979.

Bruce joined the SA Department of Agriculture (now Rural Solutions SA within Primary Industries and Regions SA) specialising in livestock with a focus on animal health, dairy and pastures and international farming systems, before his extremely fruitful time in the lamb industry.

Bruce, in his major consultancy, is currently the National Supply Chain Co-ordinator for Meat and Livestock Australia (MLA), Sheep CRC and Advanced Livestock Measurement Technologies programme.

This involves co-ordinating meetings with a range of MLA managers, red meat processors and scientists.

It also involves targeted meetings within supply chains to ensure effective implementation of technologies to improve meat yield and eating quality and development of feedback systems to producers to ensure Australia continues to produce beyond expectation eating experiences for

domestic and international consumers.

Bruce has also developed resources, forums and workshops, co-ordinated train the trainer sessions, and delivered numerous producer workshops across southern Australia and is a sought after facilitator.

Moreover, he has assisted the industry internationally through three missions in the Middle East (Iraq 1983–1985, Jordan 1989–1991 and Palestine 1999), and during 2008 – 2011, by developing and coordinating the Iraq short courses in Livestock Reproduction Technologies and Poultry Production for trainees in Australia.

Bruce runs an "open door" environment and is absolutely committed to developing the livestock industries and especially mentoring local, state and national colleagues and developing young people.

He conceived and implemented the inaugural Lambex Young Guns competition in 2014 and mentored its continuity in 2016, and now in 2018.

He has also supported student development via their attendance at the likes of the SA Sheep Expo, National Merino Challenge and Intercollegiate Meat Judging Competition, and is currently supporting some MLA Livestock Consultant Interns.

At the local level, Bruce co-developed the Schools' Merino Judging Challenge that involves six local high schools and 50 students per year, which is held in association with the Angaston Ag. Bureau Hogget Competition.

He also mentors the highly successful Barossa Improved Grazing Group, and is a member of the Angaston Ag Bureau.

Bruce has co-ordinated buses to Lambex in other states and the facilitated innovative bus workshops.

He was a huge driver of the SA LambEx in 2014 and then after it was successful, rather than accept pats on the back, he challenged



Professor Phil Hynd, President of the Australian Society of Animal Production (at right), congratulates Bruce Hancock, Livestock Consultant, Rural Solutions SA:PIRSA on being awarded as a "Fellow", on July 4 at the 32nd Biennial ASAP Conference at Wagga Wagga.

the SA industry to build further.

This led to the development of the SA Sheep Industry Blueprint, and partnership with Davies Research Centre at the University of Adelaide.

This has become part of SAMRC and the SA Beef Industry Blueprint.

Bruce was a big part of the Adelaide's 2016 ASAP committee success in attracting sponsorship and focussing on development of junior scientists via the introduction of "student snapshots" and re-engaging the extension / adoption fraternity back into ASAP.