INTRODUCTION
The beef industry is the largest animal industry in Queensland. Much of the beef produced in Queensland is exported and many people are employed throughout the beef supply chain. In recent times Animal Welfare in Australian beef production has become a major focus. Mediums such as TV documentaries where graphic animal cruelty images have been portrayed and Internet chat sites, where agendas have been set and discussed, have done much to put Animal Welfare squarely in the public conscious. Enough to influence the buying trends of beef by consumers also to degree that the beef industry has had to take notice. However, the issue of animal welfare has moved on from simply an ethical issue, it has become an essential requirement and guarantee of meat quality in order to gain the greatest economic potential for a beef business.

THE EXERCISE
School groups are to photograph/video what could be done (or are doing) to ensure Animal Welfare is central to their animal management. This evidence could include facilities, drafting, animal health procedures, transport, recording activities and general handling.

Prepare a short report and presentation (including photos, videos) of up to 3000 words that discusses the following:

1. What is Animal Welfare
2. Why is it important
3. What influence Animal Welfare has on weight gains
4. Implications for on farm production
5. Implications for market access
6. Implications for meat quality

CONDITIONS OF THE CHALLENGE

- One entry per school
- Report to be received at Wilsonton Agricultural Field Study Centre by 5:00 p.m., Friday 30th August, 2013 (Post to WAFSC 275 North St Toowoomba Qld 4350)
- Judging will be conducted by a panel of UQ staff.
- The three finalists presentations will be displayed at Ag Show and the winner announced.
- A presentation to the winning school will be made at the Ag Show.

PRIZES

- Prize Money – $500
- Shield Trophy
- A tour of University of Queensland Gatton Campus