



**Australian Agricultural Company Limited**  
**ABN 15 010 892 270**

**27 July 2012**

## **AAco appoints Jason Strong as General Manager Marketing**

The Australian Agricultural Company Limited (AAco), today announced the appointment of Jason Strong to the newly created role of General Manager Marketing. Mr Strong will commence on the 1 November 2012, where he will be responsible for leading the marketing function for the Company.

As General Manager Marketing, Mr Strong will be involved in developing AAco's brand to meet growth targets in existing and new markets, and the creation and implementation of marketing strategies across the following areas: AAco's proposed meat processing facility project; live domestic and international markets; new product and service development; cattle genetics; government relations; and industry, customer and stakeholder engagement.

Mr Strong joins AAco from Meat and Livestock Australia – Brussels, where he was Regional Manager for Europe, a role which involved the promotion of the Australian Red Meat Industry in Europe and Russia.

David Farley, AAco CEO & Managing Director, said Jason is a highly credentialed executive with a demonstrated passion for and extensive experience within the meat and livestock industry, across the areas of sales and marketing, operations and international and national business development.

"Having played an instrumental role in driving the improvement of the Australian beef industry for much of his career, Jason is well qualified to drive success for the Company in his capacity as General Manager Marketing," he said.

"We are delighted to welcome Jason on board."

Mr Strong has also worked across a range of roles including Head of New Market Development at Pfizer Animal Genetics, where he focused on the growth of the Company's livestock DNA technology and he also played an integral part in the establishment and implementation of the Meat Standards Australia grading program in his role as Manager with the organisation.

His broader industry commitment also included being a founding director and later Chairman of the Australian Beef Industry Foundation.

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**About AAco**

Australian Agricultural Company Limited – AAco (ASX:AAC) – is the largest beef cattle company in Australia. For more information refer to [www.aaco.com.au](http://www.aaco.com.au)

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