



17-18th MARCH 2026
GMHBA STADIUM, GEELONG

Conference to focus on cattle breeding innovation

A conference in Geelong next month will show Australian cattle breeders how new technologies and innovations can shape the future of their herds and businesses.

The GA 2026 Today, Tomorrow and Beyond conference hosted by Genetics Australia on March 17-18 will feature local and international speakers, farmers and dairy and beef industry leaders.

The conference at GMHBA Stadium follows a similar event in 2024 and retains the same focus on the use of genetics and other cutting-edge technologies to advance farming businesses.

It will feature segments on future technology and sustainable farming, the road to new markets, tomorrow's agriculture and securing the future.

Keynote speakers will include co-founder of Audacious Agriculture Stuart Austin on harnessing artificial intelligence to transform agriculture, Midfield Group General Manager Dean McKenna on how technology shapes a modern meat business, and Distinguished Professor of Cooperative Extension in Animal Biotechnology & Genomics, University of California, Professor Alison Van Eenennaam, on Advances in Gene Editing Techniques for Cattle.

International speakers from Europe, USA and South Africa will feature on the program.

Farmers from around Australia will showcase their business innovations, herd improvements and their thoughts on the future of farming as part of a panel discussion. There will also be presentations from DataGene leaders on reproductive innovation.

Genetics Australia CEO Anthony Shelly said the GA 2026 Today, Tomorrow and Beyond conference would bring together like-minded farmers and industry people to network and hear about how new research and innovation is creating more sustainable and profitable farming systems.

The program features a cross section of speakers covering both dairy and beef farming.

Mr Shelly said the conference would people a glimpse into the future. "Agriculture is evolving at a fast pace and being aware of new and emerging technologies is essential for farmers to stay progressive and profitable," he said. ■■

"We've retained the same theme as 2024, 'Today, Tomorrow and Beyond', because the conference will have something to help farmers and service providers today and give them many new ideas for the future."

The conference will be at

GMHBA Stadium
370 Moorabool Street South Geelong.

People can visit [Trybooking Link](#) for ticketing information and the full program.



REGISTER HERE

ADDITIONAL INFORMATION

Media representatives are invited to attend the conference.

PLEASE CONTACT

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