

MATTHEW MCVEIGH

*Chris Lehmann Trust Young
Achiever of the Year*

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GENERATIONS OF FARMERS

Matt McVeigh is part of the McVeigh Brothers Partnership team which includes his father Neil, mother Sonja and brothers Craig and Lachlan. Matt is the third generation of successful Darling Downs farmers on both his mother's and father's sides. Farming is in his blood, but he continues to build on that history by seeking out his own opportunities to expand his knowledge and improve his profitability. One of Matt's key areas of interest is ways to generate more efficient, competitive family farms.

His passion, drive and high level farming skills make him an integral part of the McVeigh Brothers Partnership. Despite his strong involvement on his family farm at Dalby, Matt is constantly looking to contribute to the greater good of the cotton industry. He is passionate about the industry and uses this to inspire and motivate others in his generation. One of the ways that Matt inspires the younger generation is to lead by example with a good work-life balance. He is a dedicated farmer yet makes time to have a life outside of work and to maintain further study.

Matt's commitment to the industry has been demonstrated by his participation in on-farm, whole of industry research trials. He has hosted field days around topics such as volunteer and ratoon control. He has also undertaken trials on-farm to investigate options to improve nitrogen use efficiency.

Matt is very keen to bring a young grower's perspective to the industry through his local Cotton Growers Association (CGA) executive committee and through Cotton Australia committees and sub-committees. Matt's easy going and personable manner means he is great at working with people, a good team player and a natural leader.

LEADERSHIP QUALITIES ALREADY SHOWN

Matt's contribution to the industry was recognised in 2006 when he was awarded the Darling Downs Young Achiever at the age of 19. The following year his respect within the industry was acknowledged through his nomination for the National Young Achiever of the Year. In 2013, the farming partnership within which Matt is a significant contributor, won the Darling Downs Irrigated Grower of the Year award. Matt's respect and potential has been previously recognised

by the industry through his selection to participate in the Future Leaders Program and the TOP leadership program with Cotton Australia.

He has a desire to ensure that their farming enterprise is well equipped to handle future challenges by continually developing his business skills. He has completed a Diploma of Agribusiness Management, an Advanced Diploma of Rural Agribusiness, a Certificate II in Business, Certificate III in Agriculture, Field to Fabric course and is currently completing the Cotton Production course. Matt plans to continue his studies and complete a degree in Agribusiness.

BRINGING IN YOUNG GROWERS

Matt is constantly inspiring the younger generation by energetically engaging with them and encouraging their participation at both the farm and industry levels. Matt was instrumental in organizing a recent tour to the Port of Brisbane and the cricket. This initiative was specifically targeted at younger members of the cotton industry. The day was a huge success; both informative and great fun. He helped in starting the Downs Young Farmers group to look at new ideas, different operations, have a beer and share their experiences.

A BELIEVER IN GIVING BACK

Matt plans to continue to build on his involvement with the CGA and further encourage other younger people to become involved in the industry. Matt is committed to being a voice for the cotton industry and is keen to become more involved in Cotton Australia. He believes it is crucial that farmers have a voice and that they give back to an organization that provides that avenue.

CHINA IS ON HIS RADAR

Matt is keen to travel to China to learn about their cotton production systems, milling and end users. As China is Australia's largest export market Matt believes it is critical that the Australian cotton industry is well informed about China's industry and about any potential risks or opportunities to our future market.