

BEEF AUSTRALIA 2012

7-12 MAY 2012

ROCKHAMPTON

AUSTRALIA'S NATIONAL BEEF EXPOSITION

INTERNATIONAL BEEF CATTLE GENETICS CONFERENCE

CQUniversity Australia - Rockhampton, Queensland, Australia
Sunday 6th May and Monday 7th May 2012

Why an international genetics conference?

The potential for growth in the beef cattle genetics industry is enormous and Australia is at the forefront. Australia's tropical and temperate adapted breeds are from large seedstock herds where effective selection is practised and her 'clean, green' status is acknowledged around the world. More information about Australian Livestock Genetics can be found at www.australianlivestockgenetics.com.au

The conference will bring together internationally recognised experts in the commercial application of Beef Cattle Genetics and Genomics. The keynote address for the Conference will be the International Market Opportunities for Beef by Dr Peter Barnard, General Manager International Markets and Economic Services, Meat & Livestock Australia. Other highlights of the program include: Opportunities for Import and Export of Superior Genetics, the latest developments in Genetic and Genomic Research, the International Launch of the MateSel Mate Selection Technology and case studies of how genomics can add value throughout the beef supply chain.

Running concurrently with the conference will be an International Embryo Auction. Superior and unique Australian beef genetics will be on offer for world-wide attention and opportunity to buy.

Who should attend the International Beef Cattle Genetics Conference?

- beef industry groups and breed society representatives;
- University and genetics research centres scientists and staff;
- commercial beef genetics research and development organisations;
- companies wanting to promote new technologies;
- commercial beef cattle breeders;
- stud cattle operators;
- artificial breeding companies;
- government officials working in Animal Quarantine and Biosecurity agencies;
- government officials working in import / export protocol management agencies;
- government officials in charge of state and national

- departments of agriculture;
- commercial genetics import and export companies; and,
- beef cattle genetics industry investors.

What can I do after the conference?

Allow time to visit Beef Australia 2012, Australia's National Beef Exposition which features hundreds of trade displays including the International Genetics Marketplace. The Marketplace will provide the ideal venue post conference to see in detail how the latest research and technologies are applied and follow up on concepts and contacts. The Expo also showcases national stud, carcass and commercial cattle competitions, several thousand live cattle from over thirty breeds, dozens of seminars and tours and hospitality second to none.

Access many of the intellectual and community leaders living and working in the Central Queensland region, who through their association with CQUniversity, are driving much of the academic and research agenda for the region into the future.

How do I register?

To register your interest for the conference and receive regular program updates please go to www.beefaustralia.com.au and click on International Genetics Conference.

Conference registration available in October 2011. Registrations costs (excluding GST)

Full delegate - \$200 (includes entry to two days of technical presentation sessions, lunch, morning and afternoon tea, Sunday evening cocktail function, conference compendium).

Special full delegate two-day rate for Beef Australia 2012 Stud Cattle Exhibitors - \$150 (includes entry to two days of technical presentation sessions, lunch, morning and afternoon tea, Sunday evening cocktail function, conference compendium).

Day delegate - \$150 (includes entry to either day's technical presentation sessions, lunch, morning and afternoon tea, conference compendium).



PRELIMINARY PROGRAM INTERNATIONAL BEEF CATTLE GENETICS CONFERENCE

SUNDAY MAY 6, 2012 - 8.15 AM – 5.30 PM

Keynote Address

Global Market Prospects for Beef and competition from other meat products

Improving weaning rates in tropical beef cattle

herds by selection:

- Results from CRC 3 fertility research with tropical cattle in Northern Australia
- Brazilian experience in selection for fertility in zebu breeds including incorporation of DNA marker technology

Update on BREEDPLAN International

- Update on the technology and the various companion products such as BreedObject, TakeStock, Breed Audit
- The countries which use this technology
- A case study of international genetic evaluations

International launch of MateSel, mate selection technology

Breakout sessions

Attendees choose to attend two of 5 sessions

1. Fertility research on tropical cattle
2. Maternal productivity research results for Bos taurus breeds in Southern Australia
3. BREEDPLAN International Technology
4. International Genetic Evaluations
5. More detail of how MateSel works

Export of Australian genetics

- What Australia offers as a source of world leading genetics and genetic technologies
- The procedures for quality control in export of Australian cattle for breeding
- How to find your requirements in the Australian Genetics Precinct

Cocktail Reception – Lawns of Central Queensland University

CQUniversity Australia blends the strengths of Australia's Central Queensland region – an economic powerhouse for the nation - with a global perspective that has made it a leader in international education.



Conference Venue Partner

MONDAY MAY 7, 2012 - 8.30 AM – 5.00 PM

Practical applications of genomics & delivery of elite genomics

- How genomics can benefit practical beef breeding
- A case study of how Australian Angus is applying Genomics technology to its breeding
- A case study of the American Hereford/Iowa State University collaboration in genomics and comments on global
- Developments in AI techniques for delivery of elite genetics
- Composite breeding to meet market end points
- How genetics can be used to improve profitability through the supply chain
- Discussion on genetic contributions to supply chain profitability

BBQ Lunch

Breakout sessions to discuss the practical application of advanced genetic technologies.

1. The scope of the Australian Angus genomics program
2. Details about the American Hereford/Iowa State University Model
3. Practical AI in the Tropics
4. Conducting large ET programs in the Sub-tropics
5. Practical use of IVF technologies
6. The role of genetics in a profitable supply chain

Can collaboration between countries accelerate genomic developments and how genomics will change the beef industry over the next 10 years

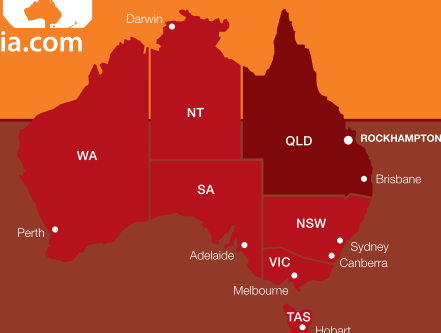
Summing up by Conference Chairman

For all your International Beef Cattle Genetics Conference travel needs please contact our tour partner Quadrant Australia.

There are many attractions for international visitors to experience and enjoy before and after attending Beef Australia 2012 and the International Beef Cattle Genetics Conference.

Agtour experts Quadrant Australia deliver a number of premium tour packages for international delegates. Contact Quadrant Australia at www.quadrantaustralia.com for tour options and all your travel requirements. The sights, sounds and beauty of Australia will be remembered by you for many years to come.

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www.quadrantaustralia.com



CONTACT DETAILS

For regular updates on Beef Australia 2012 and the International Beef Cattle Genetics Conference visit the website www.beefaustralia.com.au

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Issued as at 1 February 2011 - program subject to change without notice.