

Australia's National Beef Exposition

7 May to 12 May 2012



James Lawrence Pavilion Bos Indicus Room

Tuesday 8 May 2012
3.00 pm to 4.30 pm

Your business in the rapidly changing global market

Hosted by



The global beef sector is undergoing a period of change unlike any before. Domestic, Asian and global demand for beef continues to grow, driven by rising populations, increasing incomes and changes in consumer tastes. At the same time, Australian producers face a number of global challenges including foreign exchange, food safety perceptions, government intervention, and the potential impact of massive global economic pressures.

This seminar will bring together representatives from across the beef value chain, to discuss the best ways of tackling these issues head on. Topics covered will include:

- How producers can adapt their operations to maximise opportunities in the face of this multitude of business impacts.
- What the global consumer will be seeking in their beef purchases going forward, and the needs of retailers in delivering this to them.
- Where and how the regional and global market for Australian beef will be impacted by changes in government regulations, and how to keep up to date on these developments