

## Australia's National Beef Exposition

7 May to 12 May 2012



### James Lawrence Pavilion Bos Taurus Room

Wednesday 9 May 2012  
1.30 pm – 5.30 pm

Hosted by:



### Want to beef up your business?

Head to Meat & Livestock Australia's Producer Seminar to pick up some new ideas and skills to help you build a better beef business.

Hear from industry experts about the latest solutions to overcome the daily challenges facing your beef enterprise. Take advantage of the newest tools to improve the profitability of your business by increasing productivity and reducing costs.

There will also be the opportunity to network with fellow producers as well as learn about the range activities your levies are funding to increase demand and position red meat ahead of its competitors in the domestic and international markets.

### The MLA Producer Seminar will:

- reveal the latest findings of the 'Cash Cow' project and what it means for northern beef production;
- update you on Meat Standards Australia's move into the retail sector; and
- give you a snapshot of MLA's beef marketing activities around the globe.