

Australia's National Beef Exposition
7 May to 12 May 2012



**James Lawrence Pavilion
Bos Taurus Room**

**Friday 11 May 2012
8.30 am – 9.15 am**

A new seminar concept for Beef Australia 2012 will give you the opportunity to engage with high-profile industry experts from around the world. Technology will be used to 'import' selected specialists from international locations to the Bos Taurus Room daily between 8.30 am to 9.15 am.

You will see the speaker on large screen TVs and hear his/her commentary, as well as seeing his/her PowerPoint slide presentation with an opportunity for interactive Q&A via internet at the conclusion. On the stage, a facilitator will tie the process together and manage a Q&A session.

What does the future hold for US domestic beef and export trades?



Steve Kay has been Editor and Publisher of authoritative US industry information newsletter, Cattle Buyers Weekly, since its inception in 1987.

He is recognized as an authoritative and impartial observer of the North American meat and livestock industry and is widely quoted in national and regional newspapers and magazines, including the Wall Street Journal, Forbes and Business Week.

Mr Kay regularly addresses beef industry groups in the US, Canada, Mexico and other countries on the state of the North American meat and livestock industry. He provides keynote and other presentations to livestock producers, lotfeeders, meat packers and importers. He is a regular visitor to Australia's annual meat processor's conference, where he provides insight into North and South American beef supply and demand and other market matters.