

Beef Industry Symposium

Proudly supported
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Monday 4 May 2015 8.30am

The ball's in our court

Hegvold Stadium
Rockhampton

Master of Ceremonies:

Gerry Gannon, specialist conference MC
facilitator and media expert

Registration fee \$363 inc GST
Register here:
<https://fs2.formsite.com/BeefAustralia/form35/index.html>
Entry to Hegvold Stadium is via the Beef Australia main entrance

8.30am Official Symposium Opening – Representative of Federal Government

Craig Davis - Adjunct Professor, University of Technology Sydney (UTS)

Mind the Gap: Why we may not be the food bowl of Asia

There's a massive gap between the perception and the reality of Australian agribusiness. We think the world is thinking of us in the first place. We think the perception is better than it is. We think we're a player. C'mon people, humility. But the opportunities for Australian agribusiness are enormous. For all our misguided perceptions, Craig says the reality can and should be far stronger than most of us imagine.

Jeff Simmons - Global President, Elanco VIA VIDEO

3, 60 & 1.5: Feeding the world and the social license to operate

Jeff Simmons is actively engaged in the global debate on the need for food security, the global demands on protein and how technology can help deliver affordable and plentiful food for a rapidly growing population. By 2050, we will need 43% more beef to feed the world. We could raise an additional 710 million cattle and water buffalo to do this, or we can use efficiency-enhancing technologies, effectively innovation. Jeff will outline how innovation and improved nutrition, along with other farming best practices can help cattle grow more efficiently within the context of our social license to operate.

Allister Watson - General Manager Meat, Coles

Is beef still cooking on the BBQ?

From the reaction to the "no added hormones" beef campaign to the launch of its new grassfed range, Allister Watson will outline Coles' strategy for beef capturing 'centre of the plate' and why supplier and customer relationships are a key part of its five-year roadmap. Campaign to the launch of its new grassfed range, Allister Watson will outline Coles' strategy for beef capturing 'centre of the plate' and why supplier and customer relationships are a key part of its five-year roadmap.

First Quarter:
Challenges
of the Beef
Business



See it,
taste it, love it!

www.beefaustralia.com.au

Morning Tea

Scot Braithwaite - General Manager (Asia), Wellard Rural Exports

Live export : why we need it!

Why do live exports exist and how do they compete with frozen and chilled beef? This subject will be tackled by Scot as he gives an insight into the live export industry as well as ESCAS and the social license to operate. Live export also brings advantages to producers via another customer in the mix and market signals that are much easier to calculate.

Gary Johnson - Senior Director Strategic Sourcing / Sustainability , Worldwide Supply Chain McDonald's Corporation, Illinois (USA)

Let's Talk Beef: Closing The Gap Between Taste and Trust

Today's consumers expect to know more about their food: its quality, where it comes from, and how healthy it is. When we tell a compelling story about a beef industry they can trust, we gain their confidence for decades to come.

Prof Dave Swain - Deputy Dean Research, CQUniversity Australia

Counting Cows: The Value of Precision Livestock Management

The emerging role of information communication technologies has the potential to enhance production in extensive beef production systems, the challenge is identifying practical systems that increase profitability. The focus on the role of technology has masked a broader conversation about strategies that can refine cattle management. Research from CQUniversities 'Precision Livestock Management' group and other researchers will be used to demonstrate the context for technology in cattle production systems as well as highlighting both the challenges and opportunities.

Alfred V. Almanza - US Deputy Under Secretary for Food Safety, USDA

Food safety news: Breaking news for everyone's consumption

Major product recalls, multistate outbreaks of foodborne illness and formalizing cooperation among federal agencies: such challenges are all in a day's work for Al Almanza as administrator of USDA's Food Safety and Inspection Service. Mr Almanza will talk about changing international food safety laws and technical barriers to markets.

Lunch Sponsored by Angus Australia

Lunchtime Q&A Session hosted by Pete Lewis, media expert:

David Larkin - Chair, Australian Meat Industry Council

Prof Scott Bowman - Vice-Chancellor, CQUniversity Australia

David Williams - Managing Director, Kidder Williams

Beefing up your investment – who is interested and why?

Food security concerns and growing markets in Asia have seen billions of dollars flow into Australia in recent years, and more is coming. This has prompted a sometimes passionate debate about foreign ownership and sovereign risk. David Williams says Australia has nothing to fear and that the benefits of foreign investment cannot be ignored and the less hurdles Australia puts in place the better.

What are investors looking for? Lessons learned from having investments in the industry Panel Session facilitated by Charlie Blomfield, Managing Director, Agricultural Management Company

Dr Shehan Dissanayake - Senior Managing Director and Board Member, Tavistock Group

Tony Lovell - Co-founder and CEO of SLM Partners

While the beef sector has been targeted by investors, a number of factors have made it difficult to accommodate "traditional" investment models. This panel session aims to explore some of these issues, including some of the lessons learned from previous investments in the industry. Based on these lessons and new investment models which are emerging, the speakers will attempt to distil some of the key messages about what investors are looking for in a potential partner.

Break

Bernard Salt – Partner, KPMG and founder KPMG Demographics

We are what we eat

This is made abundantly clear when we compare the changes in Australian shopping habits over the last 25 years. The shift to a more multicultural community is most noticeable at the supermarket checkout. In the 1980s, red meat, potatoes, fruit juice, margarine and tea dominated – today's trolley is filled with fish, chicken, rice, fresh fruit, butter and coffee. The most noticeable change is that Australians are purchasing significantly less red meat than 25 years ago. As a share of meat wallet spend, it is down 16 percentage points from 1984 – a dip that is largely attributed to specific dietary choices and affordability.

James Thomas – CEO, Australian Meat Industry Superannuation Trust

Gerry Gannon, MC Review

4.30pm Delegates move to lawn area for post-conference drinks.

Sponsored by: Australian Meat Industry Superannuation Trust (AMIST)

Compendiums sponsored by JBS Australia

Name tags sponsored by Allflex

Second Quarter:
Opportunities
in the
Beef Business

Third Quarter:
Investing
in the Beef
Business

Fourth Quarter:
Future of the
Beef Business
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Full Time



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