

**MEAT INDUSTRY ASSOCIATION OF NEW ZEALAND (INC)
ANNUAL CONFERENCE
RENDEZVOUS HOTEL, AUCKLAND
20 AND 21 SEPTEMBER 2009**

Sunday 20 September

13:00	MIA Annual General Meeting Industry Dialogue	Members and Affiliate Members only Members and Affiliate Members only	Rendezvous Ballroom
-------	---	--	---------------------

OFFICIAL WELCOME AND OPENING OF CONFERENCE

All delegates welcome

15:15	Mr Bill Falconer , Chairman Meat Industry Association		
15:25	Hon John Key , Prime Minister	Keynote opening address	
18:00	Cocktail Function	Private launch	
19:00	Conference Dinner	The Floating Pavilion 161 Halsey Street, Viaduct	
20:00	Joe Bennett		

Monday 21 September

7:30 *Welcome Tea/Coffee/Registration*

7:55	Introduction - Mr Bill Falconer, Chairman MIA		
	<i>Session one – Risk & Complexity – including societal demands</i>	<i>Chair: Mark Clarkson</i>	
8:00	Hon David Carter, Minister of Agriculture	<i>Environmental Challenges Facing Industry</i>	
8:30	Arron Hoyle, Purchasing Manager Aus/NZ, McDonalds Australia New Zealand	McDonald's – the importance of managing risk in a global supply chain	
9:15	Andrew McKenzie, Chief Executive, New Zealand Food Safety Authority	Providing assurances in an increasingly complex environment	
9:45	<i>Morning Tea</i>		

Session two – Economic Environment

	<i>Chair: Tim Aitken</i>		
10:15	Cameron Bagrie, Chief Economist, ANZ National Bank	<i>General Economic Overview</i>	
10:45	Paul Beiboer, Group Executive Corporate Financial Services, Rabobank Australia Group	The Global Financial Crisis and its Impact on Agriculture	
11:15	Rob Davison, Executive Director – Economic Services, Meat & Wool New Zealand	Domestic Pastoral Trends	
11:45	<i>Panel</i>	<i>Q&A</i>	

12:15 *Lunch*

Session three - Markets

	<i>Chair: Keith Cooper</i>		
13:15	Wade Armstrong, Deputy Secretary Trade Negotiations	<i>Trade Relations</i>	
13:45	Richard Brown, GIRA	Global development in the red meat markets and industry	
14:45	<i>Panel</i>	<i>Q&A – with Arron Hoyle</i>	

15:15 *Afternoon Tea*

Session four - Marketing

	<i>Chair: Stuart Weston</i>		
15:30	Rod Slater, Beef & Lamb NZ Sarah Ulmer	<i>Promotional Activities – what's been done, how successful where they, how they've helped raise profile</i>	

16:15 CONFERENCE CLOSING

**Bill Falconer, Chairman, Meat Industry
Association**