

RED MEAT SECTOR CONFERENCE

DRAFT PROGRAMME
DISTINCTION HOTEL, ROTORUA
4 -5 SEPTEMBER



Sunday 4 September

13:10 Meat Industry Association Annual General Meeting – MIA members and affiliate members only
Industry Dialogue Session

Official Welcome and Opening of Conference - All delegates welcome

14:30 **Bill Falconer**, Chairman, Meat Industry Association / **Mike Petersen**, Chairman, Beef + Lamb New Zealand

14:40 **Hon David Carter**, Minister of Agriculture – *Keynote opening address*

15:15 **Colin James**, Hugo Group – *Outlook for the New Zealand political environment*

18:00 **Hamburg Sud Cocktail Function** – Rotorua Museum, Government Gardens | HAMBURG SÜD

19:00 **Maersk Gala Dinner** – Blue Baths, Government Gardens | MAERSK LINE

19:45 **Greg Ward**, *Dinner Speaker*

Monday 5 September

7:30 *Tea/Coffee/Registration*

7:55 **Welcome**

Session one – Keynote Speakers

8:00 *To be confirmed* | ANZ

8:45 **Richard Brown**, GIRA (Global Food Industry Consultancy and Research) – *International meat scene*

9:30 **Morning Tea**

Session two – Coordinated In-Market Behaviour

10:00 **Mike Burrell**, CEO, Aquaculture NZ – *Collaborative marketing in aquaculture*

10:30 **Peter Chrisp**, Chief Executive, NZTE – *Government's role in trade promotion* | Deloitte.

11:00 **Prof David Hughes**, Emeritus Professor of Food Marketing, Imperial College London – *Marketing opportunities*

11:45 **Rex Morgan**, Platinum Ambassador Chef with **Rod Slater**, CEO, Beef + Lamb New Zealand Inc
Introduction to lunch

12:00 **Lunch**

Session three – Efficient & Aligned Procurement

12:45 **Gretchen Kane**, International Marketing Manager, New Zealand merino company
Brand partners & the New Zealand merino story

13:30 **Steve Allen**, Chairman, Tatua Co-operative Dairy Company Ltd
Looking forward – To get where we have to go, we have to do what we have never done before

14:00 **Afternoon Tea**

Session four – Sector Best Practice

14:30 **Rob Davison**, Executive Director Economic Service, Beef + Lamb New Zealand Ltd | BELL GULLY

15:00 **Graham Turley**, Managing Director – Commercial & Agri, ANZ – *Future proofing farming in New Zealand – adapting to a rapidly changing world*

15:30 **Dr Brennon Wood** – *Encouraging farming best practice*

16:00 **Conference Closing**