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Red Meat Sector Conference

Rotorua 4-5 September 2011



Sunday 4 September

Afternoon Session

- 1:10pm** **MIA Annual General Meeting** - MIA Members & Affiliate Members only
Industry Dialogue Session
- OFFICIAL WELCOME AND CONFERENCE OPENING** - All delegates welcome
- 2:30pm** **Bill Falconer**, Chairman Meat Industry Association/**Mike Petersen**, Chairman, Beef + Lamb New Zealand Ltd
- 2:40pm** **Hon. David Carter**, Minister of Agriculture - *Keynote opening address*
- 3:15pm** **Colin James**, Hugo Group - *Outlook for the NZ Political Environment*

Evening Events

- 6pm** **Hamburg Sud Cocktail Function** - Rotorua Museum, Government Gardens
- HAMBURG SÜD**
- 7pm** **Maersk Gala Dinner** - The Blue Baths, Government Gardens
- 7:45pm** Guest Speaker - **Professor Dr. Gerhard Schlimmer**



Colin James - Hugo Group

Colin is a political journalist of 35 years' standing. He writes a weekly column in the New Zealand Herald and monthly column in Management magazine. He analyses and forecasts the policy environment in which businesses must operate, and runs a forecasting service, the Hugo Group. In addition, Colin has written six books and edited several others for the Institute of Policy Studies.



Hon. David Carter - Minister of Agriculture

David gained a Bachelor of Agricultural Science before embarking on a farming and business career. He was elected to Parliament in 1994, and following the National Party's win in 2008 was appointed Minister of Agriculture, Minister of Forestry and Minister of Biosecurity. David farms 2,500 and 7,500 stock unit farms in Canterbury.



Frank Bunce, Former All Black

Frank was a key figure in the All Black dominance of the early '90s. His All Blacks debut was in 1992 and his All Black career spanned 6 years, 55 test matches, a total of 69 games and 20 tries. He has since played in France, the UK and Italy. Frank is now a TV rugby commentator. He has fought in the Fight For Life Charity Boxing events three times, and in a similar event in London this year.



Richard Brown, GIRA

Based in the UK, Richard is a partner in Gira Euroconsulting and a Director of the strategic market research arm, Girag. Previously, he was a food sector strategist for DZ (German bank) and a commodity trader for a South American mining and trading group. He runs a mixed farming business on the English South Downs, comprising cattle, sheep and arable.



Mike Burrell - CEO, Aquaculture NZ

Aquaculture New Zealand is the industry body for the aquaculture sector. Mike previously worked with LECG specialising in strategy, public policy and industry development. He has advised industry, government, and international agencies across sectors ranging from primary and service industries to the health, education, aid & environment sectors.



Peter Chrisp, CEO, NZTE

Peter was GM of the Fletcher Challenge pulp and paper mills in Kawerau before moving to Norske Skog Paper International in Oslo as Senior VP, Business Improvement. He later returned to New Zealand as CEO of NZTE. Peter has held several board roles, including on the New Zealand Qualifications Authority and Australian Pulp & Paper Innovation.



Monday 5 September

Morning Session

- 7:30am** Tea/Coffee/Registration
- 7:55am** Welcome
- Session One - Opening Address**

8am **Frank Bunce**, former All Black



8:45am **Richard Brown**, GIRA - *International Meat Scene*



9:30am Morning Tea



Session Two - Coordinated In-Market Behaviour

10am **Mike Burrell**, CEO, Aquaculture NZ - *Collaborative Marketing in Aquaculture*

10:30am **Peter Chrisp**, NZTE - *Government's Role in Trade Promotion*



11am **Prof. David Hughes**, Imperial College London - *Marketing Opportunities*

11:45am **Rex Morgan**, Beef + Lamb NZ Platinum Ambassador and **Rod Slater**, CEO, Beef + Lamb NZ Inc - *Lunch Introduction*

12pm Lunch



Afternoon Session

Session Three - Efficient & Aligned Procurement

12:45pm **Gretchen Kane**, New Zealand Merino Company - *Brand Partners and the NZ Merino Story*

1:30pm **Steve Allen**, Tatua Co-Operative Dairy Company - *Looking Forward*

2pm Afternoon Tea



Session Four - Sector Best Practice

2:30pm **Rob Davison**, Executive Director, Economic Service, Beef + Lamb New Zealand Ltd

BELL GULLY

3pm **Graham Turley**, Managing Director - Commercial & Agri, ANZ - *Future Proofing Farming in NZ*

3:30pm **Dr Brennon Wood**, Massey University - *Encouraging Farming Best Practice*

4pm CONFERENCE CLOSING

Prof. David Hughes - Imperial College London

David Hughes is Emeritus Professor of Food Marketing at Imperial College London. He travels the world talking to businesses, trade associations, governments and conferences on global developments in the food and drink industry. A highly sought-after speaker wherever he goes, he has an unparalleled knowledge of global food issues and opportunities.



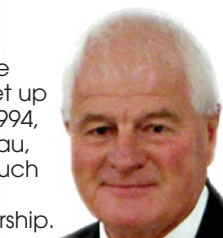
Rex Morgan, Beef + Lamb NZ Platinum Ambassador Chef

Rex is one of New Zealand's most talented chefs. His early experience was in some of NZ's best known kitchens such as Huka Lodge in Taupo and Icon at Te Papa, and overseas in Switzerland and London. He recently joined Boulcott St Bistro in Wellington, where he has just won the titles of Outstanding Restaurant and Outstanding Chef in the 2011 Capital Awards.



Rod Slater - Beef + Lamb New Zealand Inc.

Rod is Chief Executive of Beef + Lamb New Zealand Inc, promoting beef and lamb on the domestic market. A butcher by trade, Rod set up The Mad Butcher chain with Peter Leitch. In 1994, he joined the Beef and Lamb Marketing Bureau, now Beef + Lamb New Zealand, overseeing such projects as the Quality Mark, Beef & Lamb Excellence awards & Olympic athlete sponsorship.



Gretchen Kane, NZ Merino Company (NZM)

Gretchen is the International Marketing Manager for NZM - an integrated marketing, sales and research business which transacts 85% of NZ's Merino wool clip. She travels throughout the US and Europe marketing NZ wool, chiefly on platforms of innovation, performance and sustainability. She holds a Bachelor of Commerce and a Bachelor of Consumer & Applied Sciences.



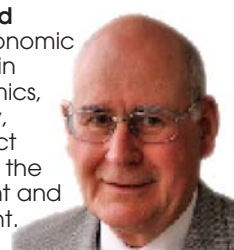
Steve Allen - Tatua Co-Op Dairy Company

Steve's career began with IBM, servicing the supermarket industry. He has been with Tatua since 1996, and Chairman since 2003. He was a Director of the NZ Dairy Board and Livestock Improvement Corporation, and served on the industry panel which recommended the formation of DairyNZ. Steve farms 700 cows and is a director of various private companies.



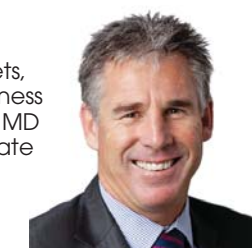
Rob Davison - Beef + Lamb New Zealand Ltd

Rob has been Executive Director of the Economic Service since 1989, and has spent 35 years in agricultural, policy and micro farm economics, forecasting farm sector output, farm survey, farm management and analysis and project result presentation. Rob is a fellow (2007) of the NZ Institute of Primary Industry Management and a Registered Farm Management Consultant.



Graham Turley - ANZ

With more than 22 years' experience in corporate finance and debt capital markets, Graham leads the Commercial & Agri business for ANZ in New Zealand. He was previously MD Commercial NZ, and has led ANZ's Corporate Finance team. Graham has a Diploma of Horticulture, a Bachelor of Business Studies and is a Chartered Accountant.



Dr Brennon Wood - Massey University

Dr Wood is a Harvard-trained sociologist at Massey's School of People, Environment & Planning. His work includes evaluating socio-economic drivers for land subdivision, enhancing stakeholder engagement for land and water use in the Hawkes Bay, and finding out how to create state-of-the-art pastoral knowledge exchanges between agricultural science and farmers.

