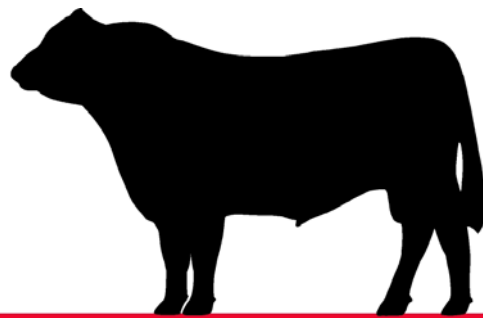


ANGUS AUSTRALIA NATIONAL CONFERENCE



Angus
AUSTRALIA

Update your beef business knowledge

**Tuesday 27 April 2010
Commercial Club
Albury NSW**

Angus Australia National Conference

"Update your beef business knowledge"

Conference Registration and Morning Tea 9.00am – 9.45am


Introduction


Mark Gubbins, Vice President, Angus Australia (10 mins) 10.00am

Session 1 – Contemporary issues in our industry

Moderator: Jon Condon, Beef Cattle Specialist, Rural Press

 **Dr Christine Jones** 10.10am
"A Carbon friendly beef enterprise – is it possible?"

 **Michelle Plozza - Beyond Blue** 10.40am
"Identifying and managing depression in rural Australia"


 **Neil Burgess - Westpac** 11.10am
"Planning for financial success from your beef business"

Panel discussion (questions from moderator) 11.40am

LUNCH – SPONSORED BY PFIZER ANIMAL GENETICS 12.00pm – 1.00pm

Session 2 – Angus in the value chain

Moderator: Michael Pointer, CAAB.

 **Andrew Macpherson – Cargill** 1.00pm
"Production and marketing of high quality beef"

 **Mike Murray – Prestige Foods International** 1.30pm
"Delivering customer satisfaction with CAAB"

 **David Gibbs - McDonalds Australia** 2.00pm
"How Mighty & Grand are Angus burgers"


 CAAB Recognition Awards 2:30pm

AFTERNOON TEA 2.40pm – 3.15pm


Session 3 – Future opportunities for temperate beef producers

Moderator: Dr Peter Parnell, CEO, Angus Australia

 **Christian Duff – SBTS** 3.30pm
"Beef genetics extension through Southern Beef Technology Services"

 **Michael Finucan – MLA** 3.50pm
"Opportunities for live export of cattle from southern Australia"

 **Dr Gerard Davis - Pfizer** 4.10pm
"A New generation of DNA technology: Angus HD 50K"

 **Joe Hampton - Vice President American Angus Association** 4.30pm
"American Angus Association's Genomic enhanced EPD's"

CONFERENCE FINISH 5.00pm

Annual General Meeting 5.30pm

Angus Australia Reception 7.00pm

Angus Australia National Conference

“Update your beef business knowledge”

SESSION 1: SPEAKERS – *Contemporary Issues in our Industry*

Dr Christine Jones



DR CHRISTINE JONES is an internationally renowned and highly respected groundcover and soils ecologist. She has a wealth of experience working with innovative landholders to implement regenerative land management techniques that enhance biodiversity, increase biological activity, sequester carbon, activate soil nutrient cycles, restore water balance, improve productivity and create new topsoil.

Christine has organised and participated in workshops, field days, seminars and conferences throughout Australia, New Zealand, South Africa, Zimbabwe and the USA and has a strong publication and presentation record.

Christine received a Community Fellowship Award from Land and Water Australia in 2001. The LWA Community Fellowship Program was designed to 'provide recognition to individuals with an outstanding track record in mobilising and inspiring the community to better manage their land, water and vegetation'.

In March 2007, Christine launched the Australian Soil Carbon Accreditation Scheme, the first incentive payment scheme for soil carbon in the world - making Australia a leading nation in the recognition of soils as a verifiable carbon sink. The ASCAS project rewards landholders for adopting innovative techniques designed to sequester soil carbon and improve soil water holding capacity, thus reducing the atmospheric concentration of both carbon dioxide and water vapour, the two major greenhouse gases.

Michelle Plozza, Beyond Blue



BEYOND BLUE is a national, independent, not-for-profit organization working to address issues associated with depression, anxiety and related substance use disorders in Australia.

The most disabling illness in Australia today is not heart disease or cancer – it's depression. On average, one in five Australians will experience depression at some point in their lifetime – one in four females and one in six males. Mental illness is currently the leading cause of non-fatal disability in Australia and depression and anxiety accounts for over half of this burden. The World Health Organization predicts depression to become the leading cause of disability and the second leading contributor to the global burden of disease by 2020.

MICHELLE PLOZZA will explain the issues facing rural Australia and steps that can be taken to overcome emotional problems created through droughts, fires and other challenges faced by rural producers.

Neil Burgess, Westpac



NEIL BURGESS was born in Derbyshire in the UK growing up in a rural environment of lots of trees, fields and sheep. He immigrated to New Zealand in 1988 and worked for ANZ Banking Group specialising in international trade finance.

Neil then moved to Sydney to gain greater experience and worked for ABN AMRO Bank NV, in Structured Commodity Finance.

It was here that the urge to get back to 'rural' started to get stronger. After four years in Sydney, he returned to NZ and to university as a mature student and completed a bachelor's degree in Oenology.

During this time he completed research in the sensory evaluation of commercial and non commercial clones of the wine grape Pinot Gris on behalf of the NZ Vine Improvement Group.

Neil Burgess, Westpac (continued)

His links to the corporate environment were maintained as he lectured for NZ Trade & Enterprise to new importers and exporters on the mechanism of international trade.

He was offered a position with Rabobank and returned to Sydney as the Senior Analyst for Wine & Horticulture in their Food and Agribusiness Research team. He then moved to National Australia Bank and helped to establish their Food Fibre and Beverage banking unit, and their Agribusiness Research unit in Sydney.

Recently he moved to Westpac, with the brief of establishing and building their specialised agricultural commodities research and agri-economics.

Neil is certainly not one to sit behind a computer in the banking "ivory towers", he prefers to get out and about and discuss the issues with the real heroes of agriculture, those that actually make it happen. This wine lover enjoys good food and travel and is a keen cricketer, but admits his enthusiasm exceeds his ability.

SESSION 2: SPEAKERS – *Angus in the value chain*

Andrew Macpherson, Cargill



ANDREW MACPHERSON is the Business Unit Leader of Cargill Beef Australia and on the Board of Directors of Cargill Australia Ltd. Cargill Beef Australia, with two beef processing plants, a 17,000 head feedlot, a turnover of \$600 million and 1300 employees is the major licenced processor of Certified Australian Angus Beef.

Andrew has been closely involved with the growth and development of CAAB since he joined Cargills in 1993 as a supervisor in various production areas following graduation from the University of New England with a Bachelor of Agricultural Economics.

He has held numerous roles at Cargills including production manager, sales account manager, sales and marketing manager and prior to his current appointment was value chain manager responsible for the feedlot, livestock procurement, sales and marketing.

Mike Murray, Prestige Foods International



MIKE MURRAY, Managing Director of Prestige Foods International Pty Ltd, is one of the better imports from New Zealand. After an early career on the farm Mike developed technical skills in milk powder development and international marketing with the NZ Dairy Board. Mike's export experience was imported by Murray Goulburn where he worked for three years focusing on South America and USSR.

In 1983 Mike and partner, Ross Pierce, set up International Food Processing (Aust) Pty Ltd and, until the break up of the Soviet Union, focused on trading mutton, butter and other commodities in that country. With changing times, Mike's company diversified into building the first Western style supermarket in Vladivostok and a butter factory in Komsomorsk. IFP grew to be the largest exporter of mutton and lamb to the Soviet Union, largely through its innovative approach to a very different market – including promotion of exports with a "world tour" of a rock band, "Pile Driver".

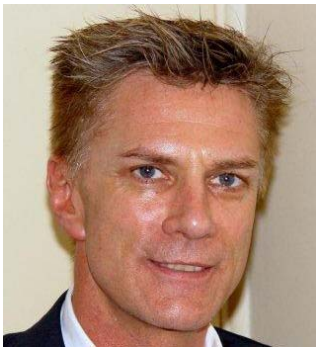
With political and social change in the Eastern bloc, IFP diversified into food service. Now known as Prestige Foods International Pty Ltd, and with offices in Sri Lanka and Singapore, the company is now the largest exporter of food and resort supplies to five and six star resorts in the Maldives.

Mike Murray, Prestige Foods International (continued)

Prestige Foods has the exclusive marketing rights for Certified Australian Angus Beef into these markets and the Seychelles and has seen sales of CAAB increase from nothing to award winning proportions in less than five years.

Complementing the food export business is Prestige Foods' manufacturing operation commenced in 1990. With Japan its largest market, Prestige's range of stocks and sauces is exported to Asia, the Middle East, and the Maldives and supplied to international airlines. This side of the business continues to experience huge growth due to its focus on Australian grown natural ingredients.

David Gibbs, McDonalds Australia



New Zealand-born **DAVID GIBBS** started his career as a Mechanical Engineer in the iron and steel industry before making Australia his permanent home in 1987. It was at this point that he started his career with McDonald's, joining the Equipment Engineering Department and working his way up to Equipment Purchasing Manager before moving over to the food side of the business as a buyer. He has since progressed to the role of Director of Purchasing for Australia and New Zealand with accountability for all food and packaging procurement and a total annual spend of \$1.2 billion.

SESSION 3: SPEAKERS - *Future opportunities for temperate beef producers*

Christian Duff, Southern Beef Technology Services



CHRISTIAN DUFF is the project co-ordinator for Southern Beef Technology Services (SBTS) and Tropical Beef Technology Services (TBTS). He is based at the University of New England, Armidale, NSW and resides on a beef breeding property west of Guyra.

Christian Duff was born and raised on commercial cattle properties in the Inverell district, NSW. In 2000 he completed a Bachelor of Applied Science (Rural Technology degree) at the University of Queensland, Gatton campus, and obtained 1st class honours. In 2001 Christian worked in ABRI's BREEDPLAN team as a consultant for Hereford, Limousin, Droughtmaster, Brangus and Wagyu, after which he relocated to Rockhampton to undertake the Technical Officer duties for the TBTS project for five years. Other industry experience includes working as a stockman at Gunnee Feedlot and as quality assurance officer at the Kilcoy Pastoral Company Abattoir.

Christian has also been recently appointed General Manager of the International Livestock Resource and Information Centre (ILRIC) to oversee the certification of beef breeding cattle exports under the Australian Cattle Genetics Export Agency (ACGEA) standards for markets such as Russia.

Michael Finucan, Meat and Livestock Australia



MICHAEL FINUCAN joined Meat and Livestock Australia as the Manager, Livestock Exports in 2007. Prior to this, Michael spent several years working with companies involved in the export of agricultural products. He joined a leading livestock export company as livestock export manager in 2003 and for four years was involved in the preparation of cattle and sheep for livestock export to markets around the world.

In 2006, Michael became the president of the Queensland Livestock Exports Association with a position on the board of the Australian Livestock Export Council.

Michael holds a Bachelor of Agricultural Science degree and a Graduate Diploma of International Business.

Gerard Davis, Pfizer



DR GERARD DAVIS, as Senior Director, Global R&D and Laboratory Operations with Pfizer Animal Genetics, oversees a leading edge research and development pipeline in three countries (Australia, NZ and US) and operations supplying genomics products to Pfizer Animal Genetics customers in all markets.

Dr Davis was CEO of Catapult Genetics and negotiated the sale of the company to Pfizer in 2008. Catapult Genetics Pty Ltd was formed in Dec '06 from the merger of Catapult Global and Genetic Solutions, both leaders in commercialization of genomics technology in the livestock industries. Genetic Solutions, based in Australia, developed and commercialized genomics products in the beef cattle and aquaculture industries whilst Catapult Global had its focus in the sheep industries in New Zealand and the UK. Dr Davis was CEO of Genetic Solutions and developed and negotiated the merger transaction.

Gerard co-founded Genetic Solutions in 1998 with Jay Hetzel following an 11 year research career in livestock genetics with CSIRO in Australia. His initial role in the company was as Technical Director becoming Managing Director in 2001. In those roles he successfully negotiated a series of technology licensing and research deals with R&D organisations in Australia and internationally. He also negotiated licensing and business transactions with local and global technology companies to enable commercialisation of the company's products.

Dr Davis research career with CSIRO included three years as a quantitative geneticist working on tropical beef production at the Rendel Research laboratory in Rockhampton followed by six years as a quantitative molecular geneticist in CSIRO's Molecular Animal Genetics Centre in Brisbane. In these roles he provided quantitative genetics expertise for one of the world's leading animal gene mapping and molecular genetics groups. Dr Davis' work there focussed on the design and analysis of molecular genetics experiments, principally for the detection of Quantitative Trait Loci (QTL) and in the area of economic evaluation of the impact of marker technologies.

His education includes a B.Sc. from UNSW followed by a Ph.D from UNE in Armidale (1988) and he completed an MBA in 2000 at QUT. He is a Graduate member of Australian Institute of Company Directors

Joe Hampton, American Angus Association



JOE HAMPTON is the American Angus Association's newly elected vice president and vice chairman of the Board and most recently served as treasurer. He has been especially invited to the Australian National Angus Conference to explain how and why the American Angus Association has introduced genomic data into their genetic evaluation program. As a research scientist, he has a strong working knowledge about the move and he was instrumental in setting up Angus Genetics Inc that manages the program. He also has some strong ideas about the future of breed associations given these latest developments.

Joe and his wife, Robin, operate Back Creek Angus, a cattle operation in North Carolina, focused on the production of Angus bulls for commercial cattlemen. He received his bachelor's degree from North Carolina State University and has been involved with agricultural research for more than 25 years and is currently Research Operations Manager at the Piedmont Research Station. He has served as president of the North Carolina Angus Association and as board director for the North Carolina Cattlemen's Association.

As the American Angus Association's vice president and vice chairman, he will serve on the Executive, Breed Improvement, Finance & Planning, and Information & Data Management committees. He will also serve as chairman of the Research Priorities Committee and Angus Productions Inc. (API) board, and as a member of the Certified Angus Beef LLC (CAB) board.

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TRADE DISPLAYS

Merial Australia

Practical Systems

Agricultural Business Research Institute

Pfizer Animal Genetics

ABS Australia

Semex

Agri-gene

Elders

Cattle Country

Coota Park BLUE-E

CRI – Beef

World Wide Sires

Genetics Australia