



PROGRAM

Subject to change



Master of Ceremonies: Peter Buckley

Tuesday October 11th

10.00am-4.00pm	BeefEx Golf Tournament
2.00pm - 5.00pm	AFTERNOON TEA - BeefEx Business Profile The brand new BeefEx warm up is here. Come along and enjoy a relaxed afternoon of networking while listening to the amazing Paspaley family story. The iconic and successful Australian owned, inter-generational Paspaley family will share their history, their challenges and how they have managed to not only survive, but thrive in their multi sector business. The divine 2016 Paspaley collection will be on show. All guests will enjoy an array of deliciously unique pearl meat canapes and refreshing drinks.
6.00pm-7.30pm	Performance Feeds Welcome Function

Wednesday October 12th

6.30am	BeefEx Bootcamp - Time to get moving! Join ALFA Councillors Barb Madden and Bryce Camm for some sweaty action packed fun.
9.00am	Welcome to BeefEx and Industry Overview – ALFA President Tess Herbert
	Session 1: The Politics of Food
9.15am	My Perception Rules – Is popular consumer perception shaping government policy and Australian agricultural production systems? Campaigners purport to have taken chickens out of cages, pigs out of stalls, hormones out of beef and are now targeting slave labour off farms. Mick Keogh from the Australian Farm Institute talks about the true costs of these political campaigns and how popular politics is changing our way of life?
9.55am	Where does meat come from? MA 15+ – Living in an increasingly animal welfare conscious and social media focused world, coupled with the expanding urban rural divide, explaining where meat comes from is proving controversial in some cases. Listen as Dr Heather Bray , a Science Communicator and Researcher at Adelaide University , discusses her recent project findings on how modern family values are influencing the ways in which children are learning about where meat comes from. What has changed and why, and how can the Beef industry use it to encourage greater community discussion about meat production?
10.30am	MORNING TEA - Sponsored by Feedlot Machinery & Equipment
	Session 2: Grain Fed Beef - North America and South East Asia Perspective
11.00am	Keynote Address – North America: With a one-time capacity of over 1 million cattle on feed, listen as JBS Five Rivers CEO Mike Thoren shares their extra-ordinary story; lessons learnt and how the largest cattle feeder in the world is positioning themselves in the global beef supply chain. Sponsored by NAB Agribusiness
11.40am	South East Asia: Dr Ross Ainsworth from Elders International gives an on the ground view of the volatile South East Asian market and the many and varied challenges facing their feedlot sector, from managing disease risks to competition for feeder steers and tackling the very well publicised animal welfare issues. Sponsored by Elders Indonesia
12.20pm	Equity Raising in the Ag Sector. Lawyer and Head of Corporate Affairs for Smithfield Cattle Company - Andrew Shearer-Smith provides an overview of the sources of equity available to the beef industry and the associated tips and pitfalls typically found when accessing these funds. Sponsored by Smithfield Cattle Co.
12.50pm	Zoetis Education Medal
1.00pm	LUNCH - Sponsored by Zoetis
	Session 3: Grain Fed Beef - South American and South African perspective
2.00pm	South American: – Brazil based Danilo Grandini is the Global Director for Cattle Marketing and Sales at Phibro Animal Health . Listen intently as Danilo shares stories from one of the worlds largest beef producing continents. Sponsored by Phibro
2.30pm	South Africa: Owner Operator of Chalmar Beef - Willem Wethmar provides a unique family owned and operated perspective of the South African beef market. Chalmar Beef operates a 25,000 head feedlot with an abattoir onsite. Sponsored by IAP
3.00pm	AFTERNOON TEA - Sponsored by CJD Equipment
	Session 4: Beef Industry – Where to from here?
3.30pm	Modern Media and Policy Collision. Political journalist and adviser Fiona Crawford discusses through first hand experience, the powerful tactics of minority groups and how rational public debate is being hijacked in our modern society.
4.00pm	Big Beef Wrap Up – MLA's Market Information Manager Ben Thomas - provides a summary of the day's events. Where he sees beef trending domestically and how Australia fits into the global beef game. Sponsored by MLA
4.30pm	Communicate Your Research Project – a new and exciting session, whereby university students from around Australia present their research findings through a 5 minute presentation and 2 minutes of question time. An esteemed industry panel will select the top three finalists. Sponsored by Bovine Dynamics and Qurindi Vet Group
5.15pm	Day 1 Close
6.30pm	Pre Dinner Drinks
7.30pm	Elanco Gala Dinner



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Thursday October 13th

6.30am	BeefEx Bootcamp
7.30am	Breakfast With the Stars Enjoy breakfast on the lawn while rubbing shoulders with the international BeefEx speaker superstars
8.15am	ALFA AGM
	Session 1: Latest Technologies and the Great Global Beef Debate
9.00am	Cutting Edge BRD Diagnosis and Detection - <i>Dr Brad White</i> from Kansas State University and Precision Animal Solutions talks about leading technology in the battle against BRD. What is this technology and will it work? Sponsored by MLA
9.30am	International Speaker Panel Discussion – the great global beef debate. Listen as all four international speakers (North America, South America, South East Asia and South Africa) join Australia’s patriarch of the Feedlot Industry; Malcom Foster to debrief the discussions from Day 1. What are the take home messages? Chaired by Beef Central’s Jon Condon .
10.20am	Precautionary Principle – Mark Swift talks openly about his global research around the banning of production tools within Australia and its impact on our global competitiveness. What have been the hindrances to technological advancement due to the precautionary principle?
10.45am	M O R N I N G T E A
	Session 2: Industry Latest Findings
11.15am	Beta Agonists Review - Veterinarian and Epidemiologist at Texas Tech University - Dr Guy Loneragan presents a review of findings on the good, the bad and the controversy of Beta Agonists and how this issue has divided beef producers in the US. Sponsored by Bovine Dynamics and Qurindi Vet Group
11.55am	Are we as good as we think? Bovine Dynamics Dr Matt George presents a 15 year feedlot sector benchmarking data review. Matt endeavours to explain feedlot sector progress, its challenges and where he sees the future direction of Grain Fed Beef. Sponsored by Bovine Dynamics
12.30pm	The Performance Feeds Young Lot Feeder Achiever Award
12.50pm	The Coopers Top Gun Award
1.00pm	L U N C H
	Session 3: Peering over the fence into Other Industries
2.00pm	Have you ever met a Patagonian Toothfish fisherman? - Austral Fisheries Rhys Arangio talks about the unique Toothfish fishing industry; from tackling pirates in the 90’s to the certified sustainable industry today. A fascinating story of overcoming challenges, embracing NGOs, and collaboration with the wider industry.
2.30pm	Grains, Lentils and Windfarms - Can they all co-exist? Listen as Wimmera grain grower Simon Tickner speaks about brokering a long term lucrative windfarm deal and how this deal is securing a long term return for generations to come.
3.05pm	The IAP Innovation Award
3.25pm	Communicate Your Research Award Sponsored by Bovine Dynamics and Qurindi Vet Group
3.30pm	A F T E R N O O N T E A
	Session 4: A Time to Reflect
4.00pm	The Australian Country Choice Feedlot Industry Safe Work Award – Presented by David Foote, ACC
4.10pm	Sydney to Hobart Yachtsmen Peter Davidson shares his incredible story of rescuing eight men during one of Australia’s worst maritime disasters – the 1998 Sydney to Hobart Yacht Race. Peter was a paramedic on Helimed One, lowered from the chopper into the enormous waves to try to rescue eight sailors from the yacht, ‘Standaside.’ The storm was by far the worst seen in the history of the race. Before it had ended, 12 yachts had been abandoned, five yachts sank, six men lost their lives and over 50 sailors had to be winched to safety. Peter willingly placed his own life in danger in order to save others.
5.00pm	Day 2 close
6.30pm	Pre Dinner Drinks
7.30pm	GrainCorp Farewell Dinner