

Tuesday 28 August 2012

- 8.15am **Registration open**
- 9.00am **Welcome**
Craig Heggaton
Chair, Meat Profit Day Committee
- 9.15am **Opening**
Hon Terry Redman
Minister for Agriculture and Food, WA
- 9.25am **Future challenges and opportunities facing the WA red meat industry**
Scott Hansen
Managing Director, MLA
- 9.45am **WA – Integrating the north and the south**
Brett Blanchett
General Manager Stations and Farms,
Liveringa Pastoral Co
- 10.15am **Morning tea**
Interactive workshops
- 10:45am **Module sessions: ‘Meating’ the future
Making informed decisions**
- 12.45pm **Lunch**
Interactive workshops
- 1.45pm **Module sessions: Building a better business
Applying the science**
- 3.30pm **Afternoon tea**
- 4.00pm **On the couch:**
Owen Grieve
ABC journalist interviewed by Peter Trefort
- 4.20pm **Live export – the new world order**
Garry Robinson
General Manager, Middle East and North Africa,
Wellard Rural Exports
- 4.50pm **It doesn’t matter the size of the mountain that
faces you. Keep climbing!**
Rob Cook
Suplejack Downs Station, NT Local Hero Australia Day
Award, Pride of Australia, NT Courage Medal,
Nuffield Scholar
- 5.20pm **Closing**
Lynley Anderson
Chairman, Southern DIRT

Growing to ‘meat’ the future

The local organising committee and Meat & Livestock Australia (MLA) invite you to the Southern WA Meat Profit Day. This major red meat industry event will be held at the Albany Entertainment Centre on Tuesday 28 August. The day is a great opportunity to interact and learn from industry leaders, researchers and fellow producers.

The local organising committee, made up of a group of dynamic and passionate producers, has developed a program to promote conversation, deliver some practical take home messages and spread knowledge about the challenges and opportunities ahead for red meat producers in the region.

The program will deliver insightful presentations on using genetics to improve profits and how market feedback can lead to more effective on ground decisions.

Interactive sessions on topics including how a carcass is MSA graded and what social media can do for you will be held throughout the day with experts on-hand to answer any questions.

I look forward to seeing you at this major industry event and working together as we grow to ‘meat’ the future.

Craig Heggaton
Chair
Southern WA Meat Profit Day
Organising Committee

Meat Profit Day cost

Includes handbook, lunch, morning and afternoon tea

Registration:

- \$10 per student
- \$30 per person for MLA members
- \$40 per person for non-members
- \$20 per person for dinner (includes meal and limited drinks)

Child minding

There are a number of local child minding facilities available. Please contact Erin Gorter by Friday 17 August on 0429 833 752.

**Southern WA
Meat Profit Day**

**Albany Entertainment Centre,
Toll Place, Albany, WA
Tuesday 28 August 2012**

Growing to ‘meat’ the future

Southern WA Meat Profit Day



Growing to 'meat' the future

Tuesday 28 August 2012

Albany Entertainment Centre, Toll Place, Albany, WA

Module Sessions

'Meating' the future

PRINCESS ROYAL THEATRE

Agriculture – Amazing stories, amazing people

Catherine Marriot

WA Rural Woman of the Year

From little things, big things grow

Richard Makim

Cattle and sheep producer, Ben Lomond, NSW

What the consumer wants: the consumer gets

Mark Bradley

Butcher, Reeves on Campbell

Making informed decisions

KALYENUP STUDIO

Mixed farming: Fitting the pieces together

Simon Hill

Sheep and cropping producer, Gnowangerup, WA

Domestic and international market outlook

Tim McRae

Manager, Market Information and Analysis – MLA

Using processor feedback to make better decisions on-farm and in the feedlot

Alexandra Rigall

Feedlot and beef producer, Pugh Enterprises, WA

Concurrent sessions

Building a better business

PRINCESS ROYAL THEATRE

Calculated risk and having a go

Jack Burton

Yeeda Pastoral Company

From soil to stomach

Warren Pensini

Beef producer, Blackwood Valley Beef,

Boyup Brook WA

Applying the science

KALYENUP STUDIO

Using genetics to increase farm profit

Rob Banks

Manager, R&D Performance and Evaluation – MLA

The science of eating quality

Peter McGilchrist

Animal red meat science researcher,

Murdoch University

Concurrent sessions

Interactive workshops

Morning tea

City side foyer

MSA beef grading demonstration

Harbour side foyer

Lamb carcass grading demonstration

View Restaurant

Technology hub: Beginners guide to social media

Lunch

City side foyer

Beef rump seaming demonstration: value adding

Harbour side foyer

Lamb carcass breakdown demonstration: value adding

View Restaurant

Technology hub: Producers' guide to Lambplan/Breedplan

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To register book online at www.mla.com.au/MPD-Albany or call 1800 675 717 and select option 4

For more information visit www.mla.com.au/events or email events@mla.com.au

Keep up-to-date #mlampd