

YOUR INVITATION TO THE
**SHEEP AND BEEF
FORUM 2010**



AND ANNUAL MEETING OF SILVER FERN FARMS' SHAREHOLDERS



Eoin Garden
Chairman
Silver Fern Farms



Keith Cooper
CEO
Silver Fern Farms



Sharl Liebergreen
Technical Services
Regional Manager
Pfizer Animal Health



Dr Scott Champion
CEO
M&WZ



Sam Pearl
Lamb Buyer
Tesco's UK



Dr Jimmy Suttie
Science & Technology GM
– Applied Biotechnologies
AgResearch

Wednesday, 27 January 2010, Heartland Hotel, Croydon, Gore

"In a world where New Zealand is not the lowest cost producer, price premiums will be earned by those organisations that understand what their domestic and export customers value and are willing to pay more for and who put in place fast, transparent, collaborative supply chains linking producers with final consumers. This is not revolutionary thinking. Tailoring products to meet the particular requirements of exacting global customers is common practice in many other areas of business because it just makes sound commercial common sense."

*Professor David Hughes, Emeritus Professor of Food Marketing
Imperial College London*

BOOK YOUR PLACE NOW!

By **Thursday 21 January 2010** to livestock@silverfernfarms.co.nz or phone **0800 362 362** to confirm your complementary booking.

PROGRAMME:

8.30am	Arrival, tea and coffee
9.00am	Welcome by the Chairman – Eoin Garden
9.10am	Sheep and Beef: the challenge of profitability – Dr Scott Champion
9.40am	DNA Technology and its role in value chains – Sharl Liebergreen
10.10am	Morning Tea
10.30am	Farm Management: adapting to change – Dr Jimmy Suttie
11.00am	Plate to Pasture: understanding the value equation – Keith Cooper
11.30am	Understanding the modern consumer – Sam Pearl
12.00pm	Closing remarks from the Chairman – Eoin Garden
12.15pm	BBQ lunch
1.00pm	Annual Meeting of Silver Fern Farms' Shareholders