

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



**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&WNZ



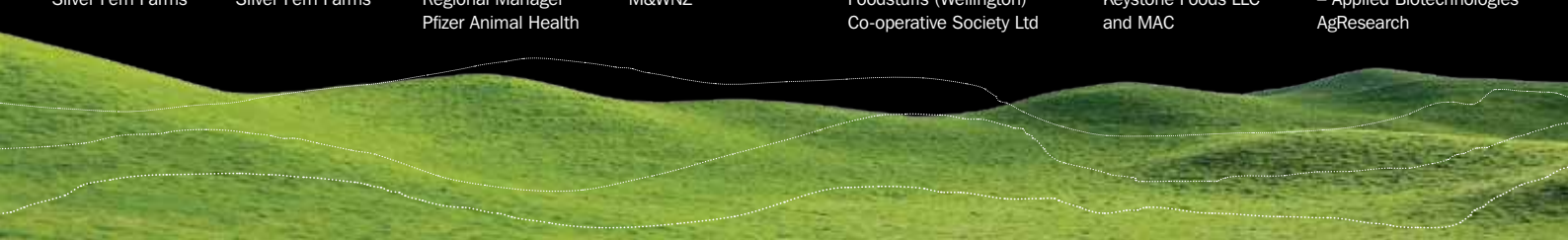
**Alistair Scott**  
 Meat Supply Chain Manager  
 Foodstuffs (Wellington)  
 Co-operative Society Ltd



**Rick Landis**  
 Global Proteins  
 Keystone Foods LLC  
 and MAC



**Dr Jimmy Suttie**  
 Science & Technology GM  
 – Applied Biotechnologies  
 AgResearch



**Wednesday, 3 February 2010, Social Sciences Lecture Block, Massey University, Turitea Campus, Palmerston North**

“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 **Monday 25 January 2010** to [livestock@silverfernfarms.co.nz](mailto:livestock@silverfernfarms.co.nz)  
 (ref. NI Forum) or phone **0800 362 362** to confirm your complimentary booking.

**PROGRAMME:**

|                |   |
|----------------|---|
| 8.30am         | Tea and coffee on arrival   |
| <b>9.00am</b>  | <b>Welcome by the Chairman – Eoin Garden</b>                              |
| <b>9.15am</b>  | <b>Sheep and Beef: the challenge of profitability – Dr Scott Champion</b> |
| <b>9.45am</b>  | <b>DNA Technology and its role in value chains – Sharl Liebergreen</b>    |
| 10.30am        | Morning Tea   |
| <b>11.00am</b> | <b>Farm Management: adapting to change – Dr Jimmy Suttie</b>              |
| <b>11.30am</b> | <b>Plate to Pasture: understanding the value equation – Keith Cooper</b>  |
| 12.00pm        | BBQ lunch   |
| <b>12.45pm</b> | <b>Meeting New World meat demand – Alistair Scott</b>                     |
| <b>1.15pm</b>  | <b>Meeting customer expectations – Rick Landis</b>                        |
| <b>2.00pm</b>  | <b>Closing remarks from the Chairman – Eoin Garden</b>                    |