



## **The future of the Australian beef industry** *Opportunities and Challenges on the global & local stage.*

**James Lawrence Pavilion - Room 1**  
**Wednesday , 6 May 2009 - 10.30am - 12.30pm**

This must-see seminar proudly presented by ANZ will address the topic from three key, yet distinct perspectives.

The **respected economist**, the **leading processor** and the **progressive producer** will extend their expertise and knowledge, and share their views on the opportunities and challenges facing the Australian beef industry.

Join us for this informative and thought-provoking seminar which will also include an interactive Q & A session.

### **About the Speakers:**



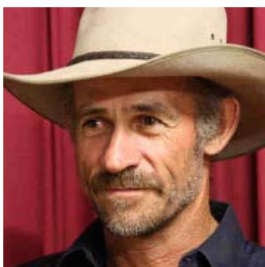
#### **Saul Eslake - Chief Economist, ANZ Banking Group**

One of Australia's leading and most respected economic minds, Saul Eslake will present on the current global and local economic climate and of the likely impact on the Australian beef industry.



#### **Iain Mars - CEO, JBS Swift Australia**

Leading the Australian division of one of the world's largest meat processing operations, Iain Mars has steered the company to become Australia's biggest beef processors. Iain will speak to the topic from the processor's perspective.



#### **Ashley Adams - Beef producer, innovator**

Challenging established and long-held views on beef breeding, Ashley Adams' passionate support for the identification of tenderness markers in cattle DNA resulted in the development of the TendaBEEF brand. Ashley will present his views on the future of the beef industry in Australia.