



Beef Frontier Forum

James Lawrence Pavilion – Room 1

Thursday, 7 May 2009 – 8.30 am to 12.30 pm (followed by BBQ Lunch)

Hear first hand recommendations for the beef marketing funding review of the marketing component of the cattle transaction levy being undertaken by MLA on behalf of the Northern cattle industry. Chaired by MLA Chairman and Queensland cattle producer Don Heatley, the forum will also cover the latest research and development activities being undertaken by MLA on behalf of the Northern cattle industry. Program highlights:

David Palmer, Managing Director, MLA
- *“MLA – working with you”*

David will provide an overview of the activities being undertaken by MLA on behalf of the Northern cattle industry.

Dr Steve Petty, Northern Development Company - *“Sustainable intensification – the NT Pigeon Hole experience”*

Best practice guidelines for infrastructure development of extensive grazing properties.

Nandi Herholdt, The Ryder Self Group
- *“Attracting and retaining staff”*

Increase your chances of attracting and retaining the staff that you want to employ.

Peter Hughes, Chairman, Beef Marketing Funding Committee process
- *“Outline of the Beef Levy Funding Review”*

Peter will discuss the beef marketing funding committee review process and the recommendations from the review of the marketing component of the cattle transaction levy.

Warwick Yates, Warwick Yates & Associate Pty Ltd – *“Independent Review of the Effectiveness of the Additional \$1.50 Beef Marketing Levy”*

Warwick will outline the independent research project investigating the use of the additional \$1.50 beef marketing levy and its use since 1 January 2006.

Peter Barnard, General Manager, International Markets and Economic Services, MLA – *“Market projections to 2015”*

David Thomason, General Manager Marketing, MLA - *“How the beef levy is spent”*

Discussing the challenges ahead for the beef industry and how MLA’s marketing strategies propose to tackle them.

Glen Feist, Regional Manager, Korea, MLA – *“MLA Marketing – Case study Korea”*

Glen will provide his perspective on how we keep Aussie beef on the menu in one of our largest markets in the face of fierce competition from the United States.

You will have the opportunity to ask questions to the panel of speakers at the close of the forum. You are invited to a BBQ Lunch after the forum in the “Garden Grill” located beside the seminar venue.