

Can Productive Agriculture also be Consumer-Friendly?

Sydney Marriott Hotel

15 and 16 June 2011

Registrations close soon



Australian
Farm Institute



Over recent years there has been a growing conflict between the desire of consumers to purchase more natural and wholesome foods that are perceived to be produced without negative environmental, social and animal welfare impacts, and the need for Australian farmers to apply new technologies to increase production and remain internationally competitive. This challenge is being reflected in community debate about agricultural chemical use, animal welfare standards, the adoption of genetic modification, and opposition to so-called factory-farming or industrial agriculture. In response, food marketers and retailers have moved to impose a range of different standards on suppliers, some of which have the potential to limit current or future farm output.

For the Australian agriculture sector, this development is presenting an increasing challenge. Some new technologies may fulfil sustainability criteria while increasing production or productivity, but the necessary investment in research and technology will not be made if it is perceived the risk of consumer rejection is high or if the value of the outcome is not foreseeable.

The Australian Farm Institute is convening a national conference to provide the most up-to-date information about these issues, and to enable participants in all sectors of the agricultural supply chain to engage in discussion about the challenges they present, and the opportunities that are available for the sector to effectively respond to those challenges.

What will be discussed?

- **Global developments in meeting consumer requirements:** How do international retailers balance consumer and supplier needs?
- **The global food challenge:** Producing more and producing better!
- **Consumers' expectations and behaviour:** What do we know so far?
- **Sustainability and agricultural productivity:** Myths and reality
- **Standards, certification, labelling:** How can the industry best communicate with consumers?

Program



Australian
Farm Institute

Conference Dinner

Wednesday, 15 June 2011

6.30–10.00 pm **Dinner speaker:** **Yahya Kanj**, Director, Business Development,
The Nielsen Company

Staying ahead of the game:

Five key trends affecting our industry today and into the future

Conference

Thursday, 16 June 2011

7.00–9.00 am **Breakfast speaker:** **Brett Stuart**, Founding Partner, Global AgriTrends (US)

Balancing growing global demand with consumer preferences:

Producing more and higher quality meat

9.00 am

The global food challenge: Producing more and producing better!

Professor Robin Batterham, Former Australian Chief Scientist and President of
the Australian Academy of Technological Sciences

Dr Geoffrey Annison, Deputy Chief Executive, Australian Food and Grocery Council

Questions and discussion

10.30 am

Morning tea

11.00 am

Consumers' expectations and behaviour: What do we know so far?

Matt Levey, Campaign Manager, CHOICE

Rob Cairns, Program Manager, Sustainable Agriculture, WWF

Questions and discussion

12.15 pm

Lunch

1.30 pm

Sustainability and agricultural productivity: Myths and reality

Introduction: **Dr Rob Banks**, Acting General Manager – Livestock Innovation
Production, Meat & Livestock Australia

Dr Roger Cady, Cornell University (US), and Sustainability Lead, Elanco Food Industry
& Consumer Affairs

Dr Andreas Dubs, Executive Director, Australian Chicken Meat Federation Inc

Questions and discussion

3.00 pm

**Standards, certification, labelling: How can the industry best communicate
with consumers?**

Chair: **Michael O'Keeffe**, Company Director, O'Keeffe & Associates

Allison Clark, General Manager Customer Relationships, Houston's Farm

Hope Bertram, Marketing Manager, RSPCA

Tony Gleeson, Chief Executive Officer, Australian Land Management Group

Panel discussion

4.00 pm

Afternoon tea

Speaker Profiles



Dinner Speaker



Yahya Kanj – The Nielsen Company, Director, Business Development

Yahya Kanj graduated with a Bachelor of Commerce, majoring in both management and marketing at the University of Western Sydney, and has been with Nielsen for the past 10 years, working across Australia, United Arab Emirates and more recently New Zealand. He has held various roles with Nielsen, working with both fresh and packaged grocery suppliers, as well as retailers, largely centered around helping them drive growth through consumer and shopper led business strategies. More recently, Mr Kanj has spent the last three years working closely with the Fresh Industry in Australia and New Zealand, and has been a past speaker at the Fresh Connections conference as well as other Produce Marketing Associations' forums across the country.

Breakfast Speaker



Brett Stuart – Global AgriTrends (US), Founding Partner

Brett Stuart co-founded Global AgriTrends in 2006 with a goal to provide real-time market intelligence in the global agriculture sector. The firm is focused on research and analysis of global meat and livestock. Global AgriTrends provides market intelligence through a variety of subscription reports to clients in the global agribusiness and financial sectors. The firm also conducts company-specific research projects, recently providing analyses and strategies for the North African poultry market. Prior to this, Mr Stuart was the lead economist for the US Meat Export Federation where he conducted numerous research and analysis projects in the global meat trade area as well as advising US trade officials on international meat access issues. He also worked for CattleFax as a global markets analyst.



Dr Geoffrey Annison – Australian Food and Grocery Council (AFGC), Deputy Chief Executive

Dr Geoffrey Annison joined the AFGC in October 2007. He has wide experience in food regulation and innovation, having held a number of senior technical and management roles in industry in Australia and overseas, in academia, and in public policy. His career has spanned a number of sectors including the FMCG sector with Goodman Fielder and the AFGC, the rural sector with organisations such as Australian Pork Ltd and AWB Ltd., and research providers such as Massey University in New Zealand and the CSIRO – providing him with an extensive knowledge of current industry issues, particularly in the technical challenges in food science, nutrition and health.

He is also President of the Australian Academy of Technological Sciences and Engineering and until recently was Group Chief Scientist, Rio Tinto Limited. He has had a distinguished career in research and technology, in the public and private sectors.

Professor Batterham was Chief Scientist to the Australian Federal Government from 1999 to 2005 and remains on the Prime Minister's Science, Engineering and Innovation Council. He has been President of the Institution of Chemical Engineers and the International Network for Acid Prevention and is President of the International Mineral Processing Congress, as well as chairing the Australia India Collaborative Research Fund. He chairs the International Energy Agency Expert Group on Science for Energy.



Dr Rob Banks – Meat & Livestock Australia (MLA)

Dr Rob Banks has been with MLA and before that MRC since 1989, working initially in the field of genetic improvement programs, but for the last 10 years responsible for on-farm R&D for southern Australia. In this role he has helped build and maintain a focus on R&D that simultaneously addresses productivity and environmental outcomes, as well as involving farmers in the development and implementation of new technologies wherever possible. He is currently Acting General Manager for on-farm R&D at MLA.



Hope Bertram – Royal Society for the Prevention of Cruelty to Animals (RSPCA), Marketing Manager

Hope Bertram commenced working with RSPCA Australia as National Marketing Manager in 2007 and in 2009 took up a newly created role to look after the promotion of the RSPCA's Humane Food initiatives, including the RSPCA Approved Farming Scheme. Since that time she has managed the development and implementation of a promotional campaign for the RSPCA Approved Farming Scheme and RSPCA Approved products and the introduction of The Good Egg Awards in Australia.



Professor Robin Batterham – former Australian Chief Scientist and President of the Australian Academy of Technological Sciences

Professor Robin Batterham is Kernot Professor of Engineering at the University of Melbourne.



Dr Roger Cady – Cornell University (US), and Sustainability Lead, Elanco Food Industry & Consumer Affairs

Dr Roger Cady currently serves as a Senior Technical Advisor and Sustainability Lead on the Elanco Food Industry & Consumer Affairs team. Cady works with the dairy industry and retail chain providing sound science to support sustainable agricultural practices. Throughout Cady's 11 year employment at Monsanto

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and now at Elanco, he has worked to integrate research information with practical on-farm management. He is currently focused on methods to reduce natural resource use in the production of food animal protein and promote environmentally sustainable practices in the food animal industry. Prior to working in industry, Cady served as professor and extension dairy specialist for 18 years at the University of New Hampshire and Washington State University. He is co-founder of a popular international 20 year old email-based discussion group and a founder of the Dairy Calf and Heifer Association.



Rob Cairns – WWF, Program Manager, Sustainable Agriculture

Rob Cairns is the Program Manager, Sustainable Agriculture for WWF Australia. In this role he seeks to establish sustainable farming practices (with a focus on sugar

and beef) that have triple bottom line considerations. He brings together farming groups, researchers, supply chain partners, retailers, consumer groups and other NGO's in an effort to deliver solutions for all. Cairns has a diverse background having worked for the Australian cotton industry, with Cotton Australia, and was heavily involved in policy and advocacy, and the development and implementation of the commodity's BMP program. He has worked overseas with WWF International in London where he established the Better Cotton Initiative. More recently, he was responsible for the sugar industry's extension program with BSES Limited before returning to WWF.



Allison Clark – Houston's Farm, General Manager Customer Relationships

Allison Clark is the Quality and Innovation Manager at Houston's Farm, where she manages the Quality Assurance and Product

Development Teams to ensure products produced by Houston's Farm meet and exceed customer and consumer requirements. She led the Houston's Farm Environmental Sustainability Project which was successful in winning the inaugural 2007 Woolworths Fresh Food Grant. This grant was used in conjunction with Horticulture Australia Limited to develop a carbon (greenhouse gas) calculation tool for the vegetable industry across a product's life cycle.

Clark has been Chair of the Fresh Salad Producers Forum Technical Sub-Committee, and a member of several Tasmanian research boards and authorities. She was awarded the inaugural Australian Primary Super and TWIA Encouragement Award in 2006 for ongoing valuable contributions to agriculture.



Dr Andreas Dubs – Australian Chicken Meat Federation (ACMF) Inc., Executive Director

Dr Andreas Dubs graduated as an experimental physicist from the Swiss Federal Institute of Technology in Zürich

and Lausanne. Following research in physics, biophysics and neuroscience (including a PhD in neurobiology by the ANU), he spent many years at the interface between government and industry in Australia, France and Germany. While working for the Federal Government, Dubs was in charge of a range of national science and technology and R&D programs, including developing and implementing the Cooperative Research Centres Program. He has also worked on business environment issues such as technical barriers to trade, representing Australia in APEC and WTO forums.

Since 2005, Dubs has been the Executive Director of the Australian Chicken Meat Federation where he is the public face of the industry in the media, and represents the chicken meat industry on a wide range of government and industry committees dealing with matters including animal health and welfare, food safety, quarantine and biosecurity.



Tony Gleeson – Australian Land Management Group, Chief Executive Officer

Tony Gleeson was one of six landholders who in 2003 established the not-for-profit Australian Land Management Group (ALM

Group) to improve land management in ways that enable recognition and reward. He plays a key role in the design and operation of the Group's Certified Land Management (CLM) system. In the 1970s Gleeson worked in NSW Agriculture, CSIRO, and the NSW Overseas Trade Authority. He has owned and managed grazing properties since 1976. In the 1980s he was Chief of Staff for the Australian Minister for Primary Industries. In 1990 he established a contract research business completing over 120 agricultural and natural resource projects, including the land assessment paper for the *Australia State of the Environment Report 2006*.

Gleeson is Adjunct Associate Professor, Faculty of Agriculture and Law, University of New England. He was an inaugural Director of RIRDC, Board Member of the Queensland Abattoir Corporation, member of the Advisory Board to the Centre for Rural and Regional Innovation, University of Queensland and coordinator of the MLA Northern Beef Research Program.



Matt Levey – CHOICE Consumer Association, Campaign Manager

Completely self-funded and independent, CHOICE was founded in 1959 and is the number-one advocate of consumer rights in Australia. As CHOICE's Head of Campaigns, Matt Levey leads CHOICE's

advocacy and campaigning across a range of consumer issues, including banking, energy and food policy. This includes recent campaigning for the establishment of a supermarket ombudsman to help ensure fairness along the supermarket supply chain. Levey was previously an adviser to the Australian Government, working in environment and climate change policy, and has also worked as a consultant on energy policy.



Michael O'Keeffe – O'Keeffe and Associates, Company Director and Advisor

Michael O'Keeffe is a company director and advisor to fresh food firms globally. Clients in the USA, UK, Canada, Japan, South

Korea as well as Australia include all sectors of the food chain from retailers, suppliers, producers and genetic suppliers. He is Chairman of Premier Fruits and Hortical, a Director of Stockyard Beef and Houston's Farm and an advisor to CRF (Colac Otway) and the Mitolo Group. He is Associate Course Director of Monash University's Produce and Meat Industry Executive Development Programs. O'Keeffe is Coordinator of the Global Fresh Food Network, a group of fresh food companies from the UK, US, Canada, and Australia who meet annually at CEO level to discuss strategy and innovation ideas. He is also Visiting Senior Research Fellow at the University of Kent in the UK.

Australian Farm Institute

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Conference – Registration Form

Online bookings now available

NOTE: Each delegate attending the Conference is required to complete a separate Registration Form

Mail: Australian Farm Institute, Suite 73, 61 Marlborough Street, Surry Hills NSW 2010 AUSTRALIA

Fax: 61 2 9699 7270

Email: info@farminstitute.org.au

Phone: 61 2 9690 1388

Personal Details:

Mr / Mrs / Ms / Other: _____ Name _____

Position _____

Organisation _____

Address _____

Town/City _____ State _____ Postcode _____

Country _____ Email _____

Telephone _____ Fax _____

Member Registration:

- Full Conference Registration (Conference and Dinner): **\$924 per attendee**

The Full Conference Registration Fee includes the Conference Dinner, Conference Breakfast and Conference attendance (Wednesday, 15 and Thursday, 16 June).

- Conference Registration (Conference Only): **\$792 per attendee**

Includes attendance at the Can Productive Agriculture also be Consumer-Friendly? Conference only – includes Conference Breakfast and lunch (Thursday, 16 June).

- Conference Dinner Registration (Dinner Only): **\$132 per attendee**

Includes a three-course dinner with beverages (Wednesday, 15 June).

Non-Member Registration:

- Full Conference Registration (Conference and Dinner): **\$1155 per attendee**

- Conference Registration (Conference Only): **\$990 per attendee**

- Conference Dinner Registration (Dinner Only): **\$165 per attendee**

* All prices are GST inclusive.

Venue:

Sydney Marriott Hotel, 36 College Street, Sydney NSW 2010

To book accommodation, delegates need to call Reservations on 1800 025 419 and quote 'AFI'; the special rate is \$269.00 for a Deluxe Room (bookings strictly limited).

Payment Options (please select one of the following):

- Online, go to www.farminstitute.org.au to register

- I have transferred the amount of \$ _____ **Please use full name or invoice number (if applicable) as reference**
by EFT to: BSB: 032 002, Account number: 41 2830, Account Name: Australian Farm Institute Limited, Bank: Westpac – Royal Exchange branch

- Charge my credit card for the amount of \$ _____ Visa Mastercard Diners Club American Express

Card No: _____ / _____ / _____ / _____ Expiry Date: ____ / ____

Card Holder's Name: _____ Signature: _____

- I enclose my cheque for \$ _____ made payable to Australian Farm Institute Limited ABN 29 107 483 661

If cancellation of your Conference Registration is necessary, please contact info@farminstitute.org.au or phone **02 9690 1388**. Cancellations prior to Tuesday, 31 May 2011 will be charged a penalty of 50% of the Registration Fee. There will be no refunds for cancellations received on or after Tuesday, 31 May 2011 or for delegates who do not attend the Conference; however, Conference Registration is transferable at any time without penalty.