

Registration  
closes July 29!

# LambEx 2016

Be Part of the  
Excitement!

## AUGUST 10-12 ALBURY, NSW

LambEx 2016 features a star line-up of national and international speakers who will inspire, challenge and inform the Australian sheep and lamb industry - from producers to advisers, consultants and service providers.

### KEYNOTE SPEAKERS



**Neil Doherty, Sysco Corporation, United States**  
'The American perception of Australian lamb - matching the needs of US consumers and preferences when it comes to lamb'



**Peter Andrews, Andrews Meats**  
'Meeting the needs of our food service customers - the importance of portion size consistency, product quality and availability'



**Robert de Castella, former world champion marathon runner**  
'From outback Australia to Central Park New York City - an inspirational story of challenge, struggle and triumph'



**Paul Higgins, Emergent Futures**  
'The choice is ours - what will lamb look like in 20 years considering consumer, community, big data and producer trends'



**Dave Maslen, NZ Merino**  
'Becoming brand intimate - how NZ Merino has built its global brand'



**David Pethick, Murdoch University**  
'A matter of taste - results of a unique experiment comparing perceptions of lamb in Australia, China and the US.'



**Lisa Sharp, Meat & Livestock Australia**  
'The international traveller - how does Australian lamb cut through a diverse world market place'

### PRODUCTION SPEAKERS



**Graham Gardner, Murdoch University**  
'The new world of carcase measurement is here - DEXA yield measurements and IMF measurements on a commercial scale'



**Gordon Refshauge, NSW DPI**  
'Grazing cereals with demanding sheep - maximise growth, health and welfare'



**Vicky Geddes, Holbrook, NSW**  
'Ewe Time at Yallock - the costs and returns of transforming a 7000-head Merino enterprise through genetics and perennial pastures.'



**Matt Browning, Borambil, NSW**  
'The true cost of best practice lamb survival - how costs of management and target feeding is being repaid through weaning rates'



**Philip Gough, Salamanca Pastoral Trust, Vic**  
'A journey of change - moving average lambing percentage from 85% to the mid-140s'



**Graeme Anderson, Agriculture Victoria**  
'The odds of boom or bust this spring - the latest in seasonal forecasting and why it could be most useful to livestock producers'



**Ed Fagan, 2015 NSW Farmer of the Year**  
'The havoc of generic - why being associated with a quality brand is so important in today's market dominated by supermarkets and savvy consumers'

Book your tickets at [www.lambex.com.au](http://www.lambex.com.au) or call EPP Events on 1800 177 636.

- LambEx is for all breeds and all businesses -

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