

BURSWOOD ENTERTAINMENT COMPLEX

PERTH WESTERN AUSTRALIA **AUGUST 4-6, 2010**



Lambex²⁰¹⁰

Featuring

- Two remarkable conference days
- An extensive trade show
- A 'rotational grazing' welcome function including a special 'meet the butcher' segment
- The inaugural Australian Sheep and Lamb Industry Roll of Honour
- And the Novartis Grands-Lamb Dinner



Australian Government

Department of Agriculture, Fisheries and Forestry



ALL INQUIRIES

Esther Price Promotions

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LambEx²⁰¹⁰

Welcome

Dawson Bradford
Inaugural Chair, LambEx

LambEx is joint initiative of farmers, processors, live exporters, MLA, researchers, service providers to agriculture and the Australian Government. It is designed to bring Australia's sheep and lamb producers together in a manner that will define our future and demonstrate how professionalism and unity will deliver a prosperous and vibrant future for Australian sheep and lamb.

Supply is now our number one threat to our future. To do nothing about this is not an option. To be on the front foot and bring our entire industry together and develop our opportunities, is one small but important step in shaping our future. Being part of the inaugural LambEx will allow us to demonstrate through sheer weight of numbers – that there are many, many people committed to this great industry.

LambEx is a high-end event comprising a two-day conference program, a significant trade show, the gala Novartis Grands-lamb dinner and an opportunity to bring producers, processors, exporters, service providers and food service professionals together in the one venue. This will be, without doubt, the lamb industry event of the year. We look forward to seeing you there.

The Australian Sheep and Lamb Industry Roll of Honour

The inaugural Australian Sheep and Lamb Industry Roll of Honour will be launched at LambEx during the Novartis Grands-Lamb Dinner. This honour roll will recognise the many champions of this industry, who have made a contribution to the way we breed, feed, manage and/or market Australian sheep and lamb. Our vision is for more than 100 names to be listed on the inaugural Honour Roll – a list that will then be built on at subsequent LambEx events in the years to follow.

The Roll of Honour is a symbol of collaboration – and will recognise the many individuals whose combined efforts have made our industry what it is today. For the ultimate impact of this Roll of Honour, we invite our many delegates to nominate a person to be considered for the roll. Please take a minute to do that when you complete your registration form.

Logistics

THE VENUE, ARRIVAL TIMES AND ACCOMMODATION

LambEx takes place in the Grand Ballroom of the Burswood Entertainment Complex, Great Eastern Highway, Burswood.

We recommend you schedule to arrive in time for the opening networker at 6pm on Wednesday August 4. (The conference registration desk will be open from 4pm that afternoon). Delegates not arriving until Thursday morning are urged to be on site and registering by 8am in readiness for the official opening at 8.45am.

We recommend delegates arrange to stay onsite at either the Holiday Inn Burswood or the Burswood International Resort. Delegates are responsible for making their own accommodation arrangements direct with these hotels and will be eligible for a 20% discount off the best flexible rate at both hotels at the time of booking. To qualify for this discount, please quote the conference code of "Convent". The discounted rate can only be negotiated by calling 08 9362 7777 and selecting your preferred hotel, or by emailing reservations@burswood.com.au.

The Social Functions

WELCOME FUNCTION – WEDNESDAY AUGUST 4

This is the ultimate networker – led by ABC radio personality Verity James – as delegates are introduced to a team of Perth's best butchers and chefs. Lots of fun and entertainment – and lamb of course – all taking place around the trade exhibition – as Verity 'speed dates' the butchers and finds out nearly all there is to know about Perth's most passionate lamb-loving butchers. This event runs from 6pm to 8pm and will include light cocktail food. Dress code: Smart casual.

THE GALA NOVARTIS GRANDS-LAMB DINNER – THURSDAY AUGUST 5

An opportunity to dress for dinner as we celebrate the sheep and lamb industry in a night of fellowship, entertainment and of course quality lamb on the menu. The Novartis dinner commences with pre dinner drinks in the foyer at 6.30pm and includes the official launch of the Australian Sheep and Lamb Industry Roll of Honour. Dress code: Semi formal.

CONFERENCE PRICING

Full Conference Registration		Individual Event Tickets	
Inclusions: welcome function, two conference days, the Novartis Grands-Lamb dinner		Welcome function	\$80
Farmers and students	\$330	Day 1 only	\$165*
All others	\$440	Day 2 only	\$165*
		Novartis Grands-Lamb Dinner	\$145

* MLA members wishing to purchase single day ticket/s excluding the social functions can attend at the subsidised day rate of \$100 per day

Program

LambEx 2010

BURSWOOD GRAND BALLROOM

Wednesday August 4

4.00pm Conference registration desk open

6.00pm Welcome Function – “speed dating with butchers” (concluding 8pm)

Thursday August 5

7.30am Conference registration desk open

8.45am Official opening

6.30pm Novartis Grands-Lamb Dinner

Friday August 6

8.30am Conference Day 2 commences

3.30pm Conference Day 2 concludes

WEDNESDAY AUGUST 4

From 11.00am Exhibitor Bump In

From 4.00pm Registration Desk Open

6.00-8.00pm Rotational Grazing welcome cocktail party in the exhibition area.

Hosted by *Verity James* as she takes you "speed dating" with her butcher friends.

THURSDAY AUGUST 5

8.00am Registration Desk and Exhibition Open

Session 1 The lamb dynamic

8.45am **Official opening** - Senator *Glenn Sterle*, Senator for Western Australia.

9.00am **Welcome to LambEx:** Today the Australian sheep and lamb industry comes together with passion and purpose. One of the red meat industry's favourite sons, *Prof David Pethick* confirms for us why it's worth the rollercoaster ride, as he sets the scene for the two days ahead.

9.15am **How many sheep are enough?** MLA's Managing Director *David Palmer* provides an insight into creating a sustainable industry for the long-term: How many sheep (and what sort) are enough to meet the demand that has been progressively built over the last 15 years without risking bursting the supply x price bubble.

9.45am **The Costco phenomenon and its lamb perspective:**

Costco is the new kid on the domestic supermarket block and while this supermarket powerhouse is yet to arrive in the West, its perspective and understanding of future trends in the meat isles is one we need to understand. We ask the company's *Marcel Moodley* what are the trends in lamb acquisition he foresees and how should the Australian sheep and lamb producer gear up for this opportunity?

10.05am **Meeting the thirst for live product:** The live exporters say there are markets for double our current numbers – so if we muster forces and produce enough to meet their needs – what then? From shippers to lamb to Awassis – how many is enough for everyone to prosper? Livecorp's *Cameron Hall* takes a look.

10.30am **Morning tea**





Session 2 The business case for lamb

- 11.00am **The opportunities (and risks) for Australian sheep producers in the gulf - for both live sheep, boxed lamb and mutton:** Livecorp brings to Perth the charismatic *Naveed Ahmed* born in Pakistan but having lived most of his life in Oman and now owner partner of Muscat Livestock Co. His company was formed only in 2008 but with the purpose of becoming a major force in the Australian meat and livestock import trade. Today Muscat Livestock imports around 200 tonnes of meat every month in all forms from Australia and is growing rapidly. Naveed says the consistency and overall health of the Australian lamb and sheep industry is of paramount importance to the Middle East and they are ready to do all in their power to help it grow and remain viable.
- 11.30am **Lamb lessons from a Kiwi:** The chairman of the NZ-based farmer cooperative, the Alliance Group (one of the country's biggest exporters of meat products), is *Owen Poole*. Like his counterparts across the ditch, strategies for consistency of supply is one of his greatest challenges for the Alliance Group – even when there is a solid business case for lamb. We ask Owen to share his learnings, opportunities and challenges with his Australian cousins – and yes, competitors.
- 11.50am **Lamb and the consumer perceptions:** MLA's *Samantha Jamieson* explores the reality of the ethical challenges on our radar as animal welfare and environmental sustainability gain increasing amounts of consumer airspace. Samantha looks at the likelihood of food production ethics impacting the consumers' willingness and ability to eat lamb – and pay appropriately for it.
- 12.05pm **Boom, busts, faith and economics:** The driver behind LambEx is to encourage people back into sheep in a sustainable fashion. But the sceptics would draw on lessons of history to question if doing that will simply result in yet another price tumble and so the roller coaster continues. Farm consultant *Mike Stephens* from MS&A, Victoria, takes us through the scenario in a paper co-authored by WA consultant *Ashley Herbert*.
- 12.30pm **The banker's perspective:** NAB chief economist *Robert Brooker* weighs into the discussion.
- 12.40pm **Panel question:** Can collaboration lessen the impact of the roller coaster supply, demand and price ride?
- 1.00pm **The NAB luncheon**



Session 3 Opportunity Opportunity Opportunity

- 2.00pm **The real gains to be made from modern genetics:** Forget the PR spin, and set aside the impact of good management, what are we on target to achieve in the next decade from optimising our use of indexes and our understanding of genetics for both the terminal and maternal breeds. How quickly will we be able to grow them; how heavy can we make them and how tender? MLA's *Dr Alex Ball* provides the potential that is in store.
- 2.30pm **Tomorrow's ewe:** Here we paint the picture of the future average Australian ewe. What will she look like? Does she take us to lifting the national lambing to 120% by 2020? What does she weigh at maturity; and what sort of fleece does she have and what are her chances of sustainably having a lamb every 8 months? DAFWA's *Dr Mark Ferguson* from DAFWA's maternal efficiency program, has a look.
- 2.50pm **Putting maidens to work:** NZ sheep scientist, Massey University's *Dr Paul Kenyon* states a case for mating lambs and explores – can this work in practise for the Merino?
- 3.10pm **From insight to innovation:** Novartis Animal Health's *Dr Justin Bailey* delivers the story behind Zolvix and Monepantel – the first new class of livestock drench to be introduced since the 1980s.
- 3.30pm **Afternoon tea**

Session 4 Success stories of lamb

- 4.00pm **Producer case study:** Western Districts of Victoria sheep producer *John Keiller* from Cashmore Nudies embraces many of the theories described in the previous session. This is a chance to hear how the theory converts to practise.
- 4.20pm **Meeting the success stories:** Our host Gerry Gannon extracts some of the more meatier but less heard stories of the Australian lamb industry as he meets:
- Sam Archer, NSW
 - Kerry Corish, QLD
 - Annie Hughes, "Martindale" Strathalbyn, SA
- 5.00pm **Day 1 close**
- 6.30pm Pre-dinner drinks
- 7.30pm **The Novartis Grands-Lamb Dinner and launch of the Australian Sheep and Lamb Industry Roll of Honour**





FRIDAY AUGUST 6

Session 1 Understanding sheep/making sheep easier

8.30pm **The psychology of the ewe:** UWA's Professor *Graeme Martin* has spent a lifetime understanding the ewe. He knows how she thinks and ticks. This is an opportunity snapshot at why a sheep does what it does; and why lamb survival is a whole management area on its own.

9.00am **Achieving productivity and profits with better sheep handling:** *Grahame Rees* from Low Stress Stockhandling asks us 'who's smarter - the sheep or the handler?' Grahame offers a look at how a different approach to handling sheep can lead gains for both the sheep and the owner - simply through a better approach to stock handling.

9.30am **Managing sheep on auto-steer:** We've watched the grain industry go from bags to bulk, from open cabs to GPS, while the sheep industry is

still looking for that equivalent leap. The Sheep CRC is committed to refining the technology that changes the perception of sheep being hard work. The bells and whistles do exist, but do they really make a difference? Sheep producer and consultant *Charlie de Fegely* joins with sheep producer and CentrePlus chief *Mark Mortimer* to present their findings.

10.00am **Where do lick feeders fit?** *Geoff Duddy* from Industry and Investment NSW explores their role in the WA industry - while Narrogin-based stud breeder and lot feeder *Cam White* from Nepowie provides the local example.

10.30am **Morning tea**

Session 2 The next big thing

11.00am **The next big thing in feeding:** Grazing crops - with Victorian farm consultant *Cameron Nicholson*.

11.20am **Cost effective feeding in the new age:** The arithmetic has changed and so have the opportunities. *Dr John Milton* presents a new way to look at assessing the benefit/cost of feed alternatives.

11.40am **Designer lamb that eats better than a fish:** *Dr Graham Gardner*, senior lecturer in biochemistry, toxicology and nutrition at Murdoch University's school of veterinary science, believes in the opportunities to produce a lamb carcass with as much Omega 3 as a fish. Today he explores the feasibility and economic reality of this vision.

12.00pm **Can we use MSA to make Australian lamb the best in the world - and get paid for it?** WA's favourite meat scientist *Professor Dave Pethick* draws on latest science to explore the new horizons for the holy grail of value based trading.

12.30pm **The CSBP luncheon**



Session 3 Turning things on their head

We've heard about the opportunities to margin creep on-farm – but what are the opportunities that exporters and processors are taking to create a better margin for all?

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|--------|--|--------|---|
| 1.30pm | The exporter's perspective: Wellard's Singaporean-based owner, <i>Mauro Balzarini</i> looks at what today's modern exporter is doing that will create more margin for the sheep producer and keep him sufficiently motivated to produce more sheep. | 2.15pm | Finale panel: What have we learned and where are we heading? <i>Gerry Gannon</i> joins with <i>Kate Joseph</i> (SCA), <i>Graham Daws</i> (Emanuels), <i>David Palmer</i> (MLA), <i>Erin Gorter</i> (QLamb), <i>Coll MacRury</i> (WAMMCO) and sheep consultant <i>Ashley Herbert</i> for a final look at our opportunities. |
| 1.50pm | The processor's perspective: We ask the same question of today's processor – <i>Jack Barclay</i> from CRF (Colac Otway) who speaks about the innovations and technology opportunities that will create better margins throughout the supply chain. | 2.45pm | The politics of lamb: With MLA's lambassador <i>Sam Kekovich</i> . |
| | | 3.15pm | Closing address
– LAMBEX chair <i>Dawson Bradford</i> |



The Australian Sheep and Lamb Industry Roll of Honour

Recognising outstanding contributors to the Australian sheep and lamb industry

To be launched at LambEx 2010
during the Novartis Grands-Lamb Dinner



The Australian sheep and lamb industry would not be what it is today without people – almost, but not quite – too numerous to mention.

These are the people who have made remarkable contributions to the way we breed, feed, manage and market Australian sheep and lamb and whose efforts have directly or indirectly influenced the profitability and success of our sector – and it is impossible to identify any one person who has done more than the rest.

At LambEx 2010, during the Novartis Grands-Lamb Dinner, LambEx will acknowledge the many champions of our industry by launching the inaugural Australian Sheep and Lamb Industry Roll of Honour.

If you would like to nominate someone for inclusion on this honour roll, please complete the relevant details below.

The vision is that the Roll of Honour will be extended at each subsequent LambEx, as other states host the event and add their own list of industry champions to the roll.

Our vision is to achieve a roll with more than 100 names nominated by fellow industry persons for the inaugural event.

Nominate a person or people who you believe have 'made a difference' to the way we breed, feed, manage or market our product. In doing so you might like to consider their leadership, innovation, dedication and time invested.

Provide us with their name, company, where they come from and 1-2 lines about what they have done – together with a photograph. You can use the form over, or simply drop LambEx a line at esther@estherprice.com.au

NOMINATION FORM - The Australian Sheep and Lamb Industry Roll of Honour

Name of person to be included on the honour roll _____

Company/Trading/Farm/Institution name _____

Town/City _____

Please tell us in 1-2 lines, what they have done in terms of leadership, innovation, dedication or time invested that has genuinely "made a difference" to the way we breed, feed, manage or market our sheep and lamb.

Please provide a photograph by email to esther@estherprice.com.au

Please provide your contact details so we can follow up if necessary

Your name: _____

Phone: _____ Email: _____

To submit your nomination, please either fax this to 08 9525 5008; or email esther@estherprice.com.au

Lambex Delegate Registration Form

Principal contact person _____

Company/Trading name _____

Are you an MLA member? Yes No

If yes and you are attending the event for one day only and wish to claim the MLA discount rate, please provide your MLA member number: _____

Address _____

Phone _____ Fax _____

Email _____

Delegate Names	Please indicate: Farmer/ Student/ Service Provider	FULL CONFERENCE OPTIONS Including welcome & dinner		PART CONFERENCE OPTIONS				Totals
		Full Conference Registration Farmer/Student rate \$330	Full Conference Registration Service Provider rate \$440	Day 1 (Thursday) only \$165	Day 2 (Friday) only \$165	Welcome Function \$80	Novartis GrandsLamb Dinner \$145	
Please type or write the appropriate amount into the columns below								
TOTALS		\$	\$	\$	\$	\$	\$	\$
Discount: If you are purchasing single day ticket/s only (and not attending the social functions) and are a member of MLA, you qualify for a \$65 MLA subsidy per day ticket purchase. Please calculate your discount here.				\$	\$			
Adjusted total if applicable				\$	\$			

Special dietary requirements: Please indicate here if we need to cater for any special needs

PAYMENT DETAILS:

CHEQUE ENCLOSED FOR \$ _____ (Please make cheques payable to The LambEx Conference)

EFT to 306 015 010 450 8

PLEASE DEDUCT FROM MY CREDIT CARD \$ _____

VISA

MASTERCARD

DINERS

AMEX

NAME AS DISPLAYED ON CARD:

CARD NUMBER: ____ / ____ / ____ / ____ CARD EXPIRY DATE: ____ / ____

On receipt of this form, your tax invoice/receipt will be issued

LODGING YOUR REGISTRATION:

LambEx 2010 is being managed by Esther Price Promotions. Please lodge your form by:

Email: donna@estherprice.com.au | Fax: 1800 831 663 | Post: Box 341 Mundijong WA 6123 | Phone: 08 9525 9222

The Privacy Act requires us to protect the privacy and security of information provided by you. However, delegates attending the conference often appreciate the opportunity to review a list of attending delegates. Please tick here if you do not want your name and company details released to fellow delegates at the conference.



LambEx 2010

TERMS AND CONDITIONS

Insurance

Participants shall be regarded as carrying their own risk for personal injury or loss of property, including display equipment, during the LambEx Conference. We strongly recommend that sponsors and exhibitors carry a comprehensive insurance policy. Neither the LambEx Committee or the conference organisers are responsible for any claims concerning insurance.

Disclaimer

Every effort is made to ensure that the contents of this brochure and program are correct. The LambEx Committee retains the right to make changes where necessary.

The LambEx Committee will not accept liability for any damages of any nature sustained by participants or their accompanying persons or loss or damage to their personal property as a result of LambEx

Cancellation/Refunds

A full refund on your delegate fees, less a \$50 cancellation fee, will be made on any cancellation lodged by July 23. No refunds will be available after that point, however substitution of delegates will be accepted.

Refunds will only be processed at the completion of LambEx.

**The completed registration forms and payment returned to
Event Coordinators Esther Price Promotions:
Fax 1800 831 663 or donna@estherprice.com.au**



Australian Government

Department of Agriculture, Fisheries and Forestry

