

INVITATION

Inspire • Learn • Act 'Meat in the middle'

The Friends of the RM Williams Bush Learning Centre and Meat & Livestock Australia invite you to the Eidsvold Meat Profit Day. This major red meat industry event will be held at the RM Williams Bush Learning Centre on Tuesday 28 June.

The committee, made up of a group of local beef producers, is passionate about the success of the agricultural community and the future of the red meat industry. The committee has developed a program of thought provoking topics on the issues impacting on our industry.

A great line up of inspirational speakers is being put together and includes academics, producers, industry specialists and international agricultural advocates discussing topics that will be relevant to you, your enterprise and the beef industry.

The Eidsvold Meat Profit day will have you walking away with a better understanding of how to:

- become an ambassador for the beef industry
- improve production goals through improved soil health management and genetics
- manage people and family for better outcomes
- make sure you maintain a healthy work/life balance

If you have been facing a challenge in your business enterprise and are looking for new solutions, then here is your chance to discuss this with fellow producers or to ask an industry expert. As Chair of the organising committee, I invite you to come along and take advantage of the exciting opportunities and insights the Meat Profit Day will provide.

I look forward to seeing you there.

Kara Knudsen
Chair
Eidsvold Meat Profit Day
organising committee

GENERAL INFORMATION

Meat Profit Day cost

Early bird registration by Monday 20 June:

- \$20 per person for MLA members
- \$30 per person for non-members
- \$10 per person for students
- \$20 per person for dinner (includes meal and limited drinks)

Register after Monday 20 June or on the day:

- \$30 per person for MLA members
- \$40 per person for non-members
- \$10 per person for students
- \$20 per person for dinner (includes meal and limited drinks)

Special family/business package

Must pre-register by 20 June and provide MLA membership number for this special rate:

- \$80 MLA member family/business package includes entry to the Meat Profit Day and dinner for up to four family/business members.

Venue and parking

The Meat Profit Day will be held in the RM Williams Australian Bush Learning Centre, Burnett Highway, Eidsvold. Nearby parking areas will be clearly marked. Look for directional signage on the day or call 1800 675 717 (option 4) for more details prior to the Meat Profit Day.

Accommodation and tourism

For accommodation options and things to see in and around Eidsvold, please call the North Burnett Regional Council on 1300 696 272 or www.northburnett.qld.gov.au

Childminding

We are exploring options to provide childminding for children aged between 2 and 10 years from 8.30am to 5.30pm at a cost of \$30 per child for those who register by Monday 20 June. Please call Jackie Kyte on 0409 564 729 for more information.

Further information

Jackie Kyte or Janine King
JK Connections
Eidsvold Meat Profit Day – Project Managers
Phone: 0409 564 729 or 0419 735 542
Email: jackie@jkconnections.com.au
janine@jkconnections.com.au

Angus Street
Producer Engagement Officer
Meat & Livestock Australia
Phone: 02 9463 9257
Email: events@mla.com.au

Eidsvold Meat Profit Day organising committee

Thank you to the local producers and industry representatives who make up the Eidsvold Meat Profit Day organising committee:

Kara Knudsen (Chair)
Liam Payne
Alice Greenup
Kylie Schooley
Stuart Hamilton
Russ Tyler
Jackie Lindenmayer
Anthony Coates



Eidsvold Meat Profit Day

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RM Williams Australian Bush Learning Centre
Burnett Highway, Eidsvold Qld
Tuesday 28 June 2011

PROGRAM*

KEYNOTE SPEAKERS

MODULE SESSIONS

REGISTRATION

Tuesday 28 June 2011

7.30am	Registration and trade displays to commence
8.30am	Welcome and opening Kara Knudsen Chair, Meat Profit Day organising committee
8.40am	Challenges and opportunities for the beef industry Don Heatley Chairman, Meat & Livestock Australia (MLA)
9.00am	Talking the talk and walking the walk Troy and Stacy Hadrick United States cattle producers
9.20am	A global perspective of the beef industry TBC
9.45am	Questions
10.00am	Morning tea and trade displays
10.30am	Module sessions
12.00pm	Module sessions
1.30pm	Lunch and trade displays
2.30pm	Module sessions
4.00pm	Afternoon tea and trade displays
4.15pm	Keeping a steak in your health Dr Toby Ford Chief Executive Officer, Ford Health
5.00pm	Strategic directions for the beef industry Terry Nolan Director, Nolan Meats
5.20pm	Closing
5.30pm	‘Meating’ your mates Drinks and dinner function

Troy and Stacy Hadrick

Fifth generation United States cattle ranchers, Troy and Stacy Hadrick, have a goal to get producers to tell the positive story of agriculture.

Hailing from South Dakota, the couple recognised the best way to combat any negativity towards agriculture was to stand up and tell their own story.

In 2006, Troy and Stacy decided that they needed to share the importance of speaking up and have since presented at many events around America giving local producers the inspiration to start a conversation about the red meat industry.

As ‘ranchers’ themselves the Hadricks will motivate producers to stand up and tell their own story.

Stacy is from a breeding, trading and stud bull business, and Troy grew up east of the Missouri River in a farming/ ranching community whose economy depends heavily on agriculture.

The Hadricks are “promoting agriculture, one story at a time”.

Terry Nolan

Terry Nolan is the Director of Nolan Meats, a family owned meat processing company situated in Gympie. The company is strongly focused on delivering a consistent supply of high quality beef products to Australian and international consumers.

Apart from his role in the family business, Terry is passionate about all aspects of the red meat industry. He has held the positions of Chairman of the Red Meat Advisory Council (RMAC), Australian Meat Industry Council (AMIC), National Meat Processors Council (NMPC) and the MLA Domestic Marketing Taskforce.

Terry endeavours to be an active participant in as many industry groups as he can, which have a charter of both advancing the status of the beef industry and improving the consumer perception of our products.



Module 1 – ‘Meating’ your consumer

Discover what your consumers are thinking with a presentation from MLA’s Manager – Marketing Strategy, Andrew Cox. Hear an update on carbon and methane reduction policy along with a look at the current sciences developing in the area. Then take the opportunity to look over the fence and see how a fellow producer runs a sustainable beef production enterprise.

Module 2 – ‘Meating’ your production goals

Are you taking advantage of the knowledge, programs and techniques available to ‘meat’ your production goals? In this module, agronomist Bart Davidson will get you thinking differently about soil and grazing management. You will also explore new possibilities, learn what is needed to make a change as well as be refreshed on the basics of business management.

Module 3 – ‘Meating’ your own needs

Many producers tend to forget that there is a life outside the front fence and without realising it become absorbed within the day-to-day operations of their business. Victorian cattle producer Jenny O’Sullivan will explain how a healthy work/ life balance can lead to a more sufficient on-farm production system. Discover how to effectively manage people, staff and family as well as hear from a family who have turned an unproductive ‘patch of dirt’ into an efficient farming operation.

Meat Profit Day dinner – ‘Meating’ your mates

To celebrate the day’s events, a casual dinner will be held at the RM Williams Australian Bush Learning Centre directly following the Meat Profit Day. This is a great opportunity to catch up with industry leaders, speakers and fellow producers.

Dinner cost, including limited drinks is \$20 per person. Pre-registration secures your place at this great event and assists us with catering. See the registration form for details on the family package special.

Don’t miss out. Early bird registration rates available if you register by Monday 20 June 2011. Your early registration guarantees you a seat and assists with catering.

Name/s of attendee/s _____

Contact person _____

Contact phone number _____

Email _____

MLA membership number _____

MLA member family/business special

Includes entry to Meat Profit Day and dinner for up to 4 family/business members – \$80 total. Must pre-register before 20 June for this special deal.

Pre-registration by Monday 20 June only	Cost (per person)	No. attending	Total
Meat Profit Day (MLA members)	\$20		
MLA member family/ business special	\$80		
Meat Profit Day (Non-members)	\$30		
Meat Profit Day (Student)	\$10		
Casual dinner	\$20		
		TOTAL	

Cheque ☐ Mastercard ☐ VISA ☐ Amex ☐

(Please make your cheque payable to Meat & Livestock Australia)

Card number _____

Expiry date _____

Cardholder name _____

Cardholder signature _____

To register by phone: 1800 675 717 (and select option 4)

To register by fax: 07 5547 0678

To register by mail: Eidsvold Meat Profit Day
PO Box 846
Park Ridge QLD 4125

* Program may be subject to change

Privacy Statement: The information you are providing to MLA may be personal information under the Privacy Act. It is collected for MLA’s business purposes only and will not be disclosed to any third parties except in accordance with MLA’s privacy policy. The privacy policy can be viewed at www.mla.com.au or obtained from MLA by calling 1800 023 100.