“Changing demand for animal protein in Asia: challenges and opportunities for Australian agriculture”

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Institute of Agriculture
The University of Western Australia

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4.00 – 5.00 pm

Molecular & Chemical Sciences
Lecture Theatre (G.33), UWA
(Fairway, Entrance No. 4, Car Park 14 and 21)

Summary: Growing consumer wealth in developing Asian nations is resulting in substantial growth in demand for animal protein, as consumers increase the proportion of animal protein in their diets. In his research of twelve Asian countries, Mr Mick Keogh, found that global feedgrain and fodder supplies will need to expand at a much faster rate in order to meet the additional demand that the expansion of animal protein production will generate. In this lecture, he will look at current global feedgrain production growth rates, the projected increased demand, and how this influences Australian suppliers. He will explore major new opportunities for Australian agriculture in grain and oilseed production, and the Australian beef, dairy and sheepmeats industries, and resource constraints to respond to the opportunities. Current Australian grain and oilseed production does not involve products such as maize and soybean that are likely to experience the greatest increases in demand. There will also be greatly expanded markets for feedgrains and fodder. In the Australian beef, dairy and sheepmeats industries, resource constraints dictates that the focus will need to be on higher-value markets which have more stringent quality and food safety requirements. Opportunities exist for an expansion of the production but considerable research and development effort will be required.

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Biography: Mr Mick Keogh grew up on a farm in southern NSW. After obtaining a Bachelors degree in Wool and Pastoral Science at the University of NSW in 1980, he managed a beef cattle research station on the NSW North Coast for several years. He was subsequently employed as a researcher at the University of NSW, where he completed his Masters degree in 1984.

Over the next eight years he was employed as an agribusiness consultant, participating in a wide range of industry and government funded consultancy projects, often as the lead researcher.

In 1992 he joined the NSW Farmers’ Association, and was subsequently appointed General Manager, Policy. In that position, he was closely involved in a wide range of issues impacting on the farm sector, at both state and national levels. He also authored a wide variety of publications on farm-sector issues.

In late 2003, he was appointed Executive Director of the Australian Farm Institute, a newly-established, independent policy research institute that has been established to conduct research into strategic policy issues of importance to Australian farmers.

This lecture is a joint initiative between the Institute of Agriculture and the Australian Farm Institute.