



**THE UWA INSTITUTE OF AGRICULTURE 2015 INDUSTRY FORUM:**

***“Where are we heading with the red meat industry?”***

- Date:** Thursday, 9 July 2015
- Time:** 2pm for a 2.15pm start
- Venue:** The UWA University Club Auditorium  
The University of Western Australia  
35 Stirling Highway, Crawley, WA 6009
- Cost:** Free but registration essential
- Register:** at [www.ioa.uwa.edu.au/events/register-industry-forum](http://www.ioa.uwa.edu.au/events/register-industry-forum)  
by Monday, 29 June 2015 or until fully booked
- Contact:** (08) 6488 4717 | [ioa@uwa.edu.au](mailto:ioa@uwa.edu.au)

Demand for protein is likely to increase as global incomes rise. What does Australia need to do to maintain its competitive export market? This year's Industry Forum will discuss the outlook for global demand for red meat and Australia's role in supplying it.

| Time   | Program                                                                                                                                                                               |
|--------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 2.15pm | <b>Welcome and introductory remarks:</b> Hackett Prof Kadambot Siddique, AM CitWA FTSE FAIA, Hackett Professor of Agriculture Chair, Director, The UWA Institute of Agriculture (IOA) |
| 2.20pm | <b>Opening of Industry Forum:</b> Prof Kent Anderson, Deputy Vice-Chancellor, Community and Engagement                                                                                |
| 2.30pm | <b>Opening Address: ‘Snapshot of the current and future focus for Australia’s Red Meat Industry’</b><br>Mr Richard Norton, Managing Director, Meat and Livestock Australia            |
| 3.10pm | <b>Where are we at in WA? A WAMMCO perspective:</b><br>Mr Robert Davidson, WAMMCO                                                                                                     |
| 3.35pm | <b>Afternoon Tea</b>                                                                                                                                                                  |
| 3.55pm | <b>Case Study: Cattle</b><br>Mr Paul O’Meehan, Butterfield Beef                                                                                                                       |
| 4.20m  | <b>Case Study: Sheep</b><br>Mr Robert Egerton-Warburton, Everlastings Pty Ltd                                                                                                         |
| 4.45pm | <b>Economics of the red meat industry:</b><br>Prof Garry Griffith, University of Melbourne                                                                                            |
| 5.10pm | <b>Panel Discussion and Summation</b><br>Facilitator: Mr Shane Sander, Agvise                                                                                                         |
| 5.30pm | <b>Sundowner</b>                                                                                                                                                                      |