



MERINO2020
conference





REGISTRATION INFORMATION

The MERINO 2020 Organising Committee invites you to become part of a new *Vision for a Profitable and Sustainable Future* at the inaugural MERINO 2020 Conference to be held in Wagga Wagga NSW on Friday 19 and Saturday 20 August 2011.

ABOUT MERINO 2020

MERINO 2020 is a national whole-of-industry event that will provide attendees with the most up-to-date information on improving productivity, sustainability and marketing outcomes with the goal of increasing profitability on-farm.

The Organising Committee has attracted a diverse group of local, national and international speakers who will give their unique perspectives on the future direction of the industry over two days.

OBJECTIVES

Over 200 delegates are expected to converge on Wagga Wagga for the Conference that aims to:

1. Unite the industry in exploring key issues, developments and opportunities under the one roof;
2. Provide an update on cutting edge research and technology across the supply chain;
3. Highlight the flow-on benefits of sustainable Merino production;
4. Present the emerging opportunities that exist for Merino fibre and other products; and
5. Explore the value of traceability across the supply chain.

WHO SHOULD ATTEND MERINO 2020?

- Sheep producers
Stud and commercial
- Agribusinesses
- Service providers
- Policy makers
- Academia
- Customers/Retailers

LOCATION

Joyes Hall Convention Centre
Charles Sturt University, Wagga Wagga

ALL ENQUIRIES

**Primary Industries Centre,
TAFE NSW Riverina Institute**
Call 02 6939 5000 Fax 02 6921 1416
Email RICourseInfoPIC@tafensw.edu.au

To secure your place in the new 'vision' for the Australian Merino industry, simply complete the attached registration form and return as per the instructions, or visit www.merino2020.com.au

The MERINO 2020 Organising Committee



THURSDAY 18 AUGUST 2011

7.00pm Welcome Drinks
Sponsored by Moses & Sons

FRIDAY 19 AUGUST 2011

7.30 am Registration

Session 1: The Big Picture

8.30am Introduction
*Mick Keogh, Australian Farm Institute
Conference Chairman*

8.45am Key Note Address – Balancing
Sustainability with Profitability
*Pam and Martin Brook,
Co-Founders of the Australian Rural
Enterprise of the Year, Brookfarm*

9.45am The Outlook for Australian Agriculture
– Some Longer Term Trends
*Emeritus Professor John Chudleigh,
Founder of Analysing Agriculture*

10.30am Morning Tea

11.00am The Right Balance of Wool and Meat
Required for a Sustainable Australian
Sheep Industry
*Richard Apps, Project Manager:
Southern Livestock Extension, MLA*

11.45am Grower Case Study
How to Breed a 'Bullet Proof' Sheep
Increased profitability, fly free and
chemical free without mulesing
*Errol Brumpton, Well Gully Poll
Merino Stud*

12.30pm Lunch

**Session 2: International Opportunities
and Supply Chain Partnerships**

1.30pm Current Consumer Trends in the US Market
– Key findings of Recent US Focus Groups
*Dr Joanne Sneddon, The University of
Western Australia*

2.15pm The Increasing Importance of Traceability
Across the Supply Chain
*Mark Grave, CEO, Australian Wool
Exchange (AWEX)*

3.00pm Afternoon Tea

3.30pm The Power of Traceability
as a Marketing Tool
Todd Copeland, Patagonia USA

4.30pm Meeting Customer Requirements
Through Product Development
*David Tester, Next Generation
Wool Quality Program, Sheep CRC*

5.15pm Close

6.30pm Conference Dinner
*Kerry O'Keefe, Guest Speaker
Charles Sturt Convention Centre
Sponsored by Merial*

SATURDAY 20 AUGUST 2010

**Session 3: Sustainable
Production for Profits**

8.00am Review of Day 1 and Introduction to Day 2
*Graham Truscott, Session Chair
Deputy CEO, Sheep CRC*

8.15am Working with Nature to Increase
Profits and Improve the Environment
*Peter Ampt, University of Sydney & Mark
Gardner, Vanguard Business Services*

9.00am The Role Sheep Production in Transitioning
Australia to a Low Carbon Future
Walter Jehne, Healthy Soils Australia

9.40am Grower Case Study: Sustainable
Production in Practice
Stuart McKenzie, Plevna Downs

10.20am Morning Tea

**Session 4: Opportunities
for the Modern Merino**

10.30am Why Merinos are Integral to the Future of
the Australian Sheepmeat Industry?
*Rob Davidson, Supply Development
Manager, WAMMCO*

11.10am The Outlook for the Wool Market and the
Changing Face of Wool Marketing
*Dr Paul Swan, Manager of Market
Intelligence and Trade Reporting,
Australian Wool Innovation (AWI)*

11.50am Practical Use of ASBVs On-Farm
to Increase Profitability
*Sam Gill, Sheep Genetics
Mark Murphy, Karbullah Poll Merinos
Mark Mortimer, CentrePlus*

12.30pm The Future Role of Genomics
in Merino Production
*Andrew Swan, Animal Genetics
and Breeding Unit (AGBU)*

1.10pm Conference Summary and
Closing Remarks

1.30pm Close



MICK KEOGH

Chairman

Mick is Executive Director of the Australian Farm Institute, an independent policy research institute that has been established to conduct research into strategic policy issues of importance to Australian farmers. Mick has been involved in research into a wide range of issues impacting on the

agricultural sector both in Australia and internationally, and has authored a large number of papers and reports on these subjects. He also appears regularly in the media and as a speaker at Australian and international conferences on agriculture.



PAM AND MARTIN BROOK

Key Note Speakers

Pam and Martin Brook established Brookfarm in 1999. The business was born out of the frustration of seeing their macadamia crop being sent overseas to be value added. Brookfarm was the National Telstra Business of the Year in 2007 and in November 2010 won the NAB Best Rural Enterprise award. From humble beginnings at the Bangalow markets, Brookfarm is now Australia's leading producer of gourmet macadamia products and a vibrant food manufacturing company with a team of 35 and growing. Brookfarm's products are sold throughout Australia and exported to 12 countries including the USA & Europe. Customers include Domestic & International airlines, resorts and hotels. Brookfarm is proof that sustainability and profitability go hand in hand with the Brooks planting over 30,000 rainforest trees on the home farm.

Born in Melbourne, Pam has a Bachelor of Dental Science at Melbourne University and MBA at Southern Cross University. She has extensive experience in product & brand development, and sustainable business management. She has a passion for the growth and development of the regional food industry and is the Chair of Northern Rivers Food and a member of the Australian Landcare Council.

Born in Devon, UK Martin Brook has a background in Film, TV and journalism and was one of the first Media Studies graduates from the PCL London, now the University of Westminster. At Brookfarm Martin is responsible for all National and International sales and has built a comprehensive global distribution network. Martin is a member of the Australian Macadamia Societies marketing committee and an executive member of the Big Scrub Landcare Group.



EMERITUS PROFESSOR JOHN W. CHUDLEIGH

John has been writing and commenting on trends in agricultural commodities and management systems for over 30 years. He retired as Principal of Orange Agricultural College in early 2000 and was awarded the title of Emeritus Professor by the Senate of the University of Sydney in 2001. John is particularly well regarded for his analytical newsletter

Analysing Agriculture which has been in production monthly since 1989 and which has a following of top farm managers and agricultural consultants throughout the world. He is a regular speaker at rural and regional conferences with an emphasis on world trade in agriculture and agribusiness and in the adjustment processes occurring as world markets develop.



DR RICHARD APPS

After working as Executive Officer for the Agricultural Business Research Institute, Richard moved to central Queensland to establish a northern beef seedstock project – Tropical Beef Technology Services (TBTS). In 2002 he joined Meat & Livestock Australia in the LAMBPLAN team focussing on genetic evaluation and extension, and

linking R&D outputs to delivery to sheep producers.

Since that time he has managed the Sheep Genetics program (servicing some 800 ram breeders), National Sheep R&D Extension and Adoption and most recently has assumed responsibility for Southern Beef Extension and Adoption.



ERROL BRUMPTON

Errol is the Owner of Well Gully Poll Merino Stud which is located near Mitchell in southwest Queensland. The Stud was founded in 1974 and registered in 1987 (Flock No. 1106). Since the beginning Errol has been recording data as part of a program

of continual improvement, resulting in the production of a true multi-purpose animal - quick-maturing meat sheep with high quality merino wool. He received an Order of Australia Medal for his services to the sheep industry in January 2011.



DR JOANNE SNEDDON

Joanne is an Assistant Professor at the UWA Business School in Entrepreneurship and Innovation and Small Business Management. Jo has a PhD in management and an MBA from the University of Western Australia. Over the past six years, she has been engaged in a series of research projects and consultancies for national and state scientific research agencies including the

CSIRO. Jo also consults to Australian rural research and development corporations, Australian Wool Innovation and Meat and Livestock Australia, on innovation and research management issues. Jo's research focus is institutional, sustainable and social entrepreneurship and ethical consumerism particularly in relation to Australian livestock products.



MARK GRAVE

Mark has been CEO of the Australian Wool Exchange (AWEX) for the past 8 years and has been working in the Sheep/Wool industry for just over 30 years. Mark has been instrumental in driving AWEX's core business of Quality Assurance and Commercial Services including market information

and wool logistic services. He has travelled extensively through China, South Africa, and more recently the U.K. and U.S.A, where he has conducted training programs at many international forums on wool and wool quality with the sole intent of improving our largest wool export destinations.



DAVID TESTER

David Tester has spent 34 years in wool research and wool textile manufacturing. He was a senior research scientist with the CSIRO with 17 years of research covering wool fibre structure and most aspects of wool processing. David moved to England in 1995 as Technical Director of a wool textile dyeing and

finishing mill where he dealt with major manufacturers and retailers in Europe. In 2000 David returned to Australia with Macquarie Textiles, Australia's largest wool textile mill, as QA then Manufacturing Manager. In December 2008 David left Macquarie to take up his current role as the leader of the Wool Program in the Sheep CRC.



KERRY O'KEEFE

Kerry O'Keefe's wit, wisdom, penchant for sport and larger than life personality has seen the former Test cricketer enjoy a successful media career. His quick and wicked humour, knowledge and interest in all things sport, has even won him a gig as a regular guest on the popular TV show "The Fat".

His hilarious sporting anecdotes and varying life experiences has led to Kerry becoming a very successful public speaker, sharing his stories with many fans throughout the country with a kit bag of hilarious sporting yarns – through to his passionate and inspiring addresses on motivation "Being the best you can be".



TODD COPELAND

Todd is the Strategic Environmental Materials Developer at the Ventura, California-based outdoor apparel brand Patagonia. His background includes a degree in Polymer and Textile Chemistry from Georgia Tech and experience developing automotive interior materials for Honda's North American R&D Center. At Patagonia he is responsible for Material Development of the Common Threads Initiative, focusing on garment recycling, scrap recycling,

and utilizing recycled materials. He is also responsible for assessing and reducing the environmental impacts of Patagonia's raw materials including fibers such as cotton, polyester, nylon, and wool in addition to dyes, finishes, and other textile inputs. Todd developed the fabric for the new Patagonia wool baselayer products that will be on sale this fall, which highlight New Merino fibre and bluesign-approved fabrics.



GRAHAM TRUSCOTT

Graham has had a 20 year professional association with the agricultural industry. His current position with the Sheep Cooperative Research Centre (CRC) involves the commercialisation and industry adoption of the wide range of innovative products developed

by the CRC for use on-farm and in the sheep meat and wool supply chains. His previous roles have included CEO of The Angus Society of Australia, executive management positions with QLD DPI (now DEEDI QLD) and dairying in Gippsland, VIC.



PETER AMPT

Peter is a Lecturer in Natural Resource Management in the Faculty of Agriculture, Food and Natural Resources at the University of Sydney. He believes that the values, attitudes and actions of people are critical to the future of the planet, and it is vitally important that social and cultural aspects are integrated

with economic and biophysical knowledge. He has worked directly with landholders around Australia to encourage practices that regenerate and sustainably use complex natural systems such as grasslands, shrub-lands and woodlands, while maintaining profitability.



MARK GARDNER

Mark is a Director of Vanguard Business Services. A large component of Mark's current activities involve working with farm family businesses, to improve profitability and grazing/land management and organising and conducting business and resource management programs for groups.

Through annual work with individuals and groups Mark prepares financial benchmarks, land condition indicators and assists families with practical land and management decisions. He has delivered some 35 Holistic Management programs over the last 10 years.



WALTER JEHNE

Walter Jehne is a retired Soil Microbiologist-Plant Ecologist whose research in CSIRO focused on the role of the soil-microbial-plant interface in the health and productivity of agro-ecosystems. His recent work with Healthy Soils Australia is focused on refining practical farming and grazing practices to enhance key processes governing the bio-sequestration of carbon, soil water availability and the solubilization and cycling

of limiting nutrients so as to help regenerate the productivity and resilience of the Australian landscapes. This includes practical options for how plant and herbivore strategies can be used to biologically restore soil structures and water and nutrient cycles and enhance the viability of farming systems in the face of input restraints and increasing extremes due to climate changes.



STUART MCKENZIE

Stuart is Owner and Manager of Plevna Downs Pastoral Company at Eromanga in QLD. Plevna Downs is an organic wool, sheep, and beef enterprise of 112,000 hectares run by the Mackenzie family for 3 generations since 1937. Stuart is also Founder

and Managing Director of Outback Gondwana Foundation Ltd, a not-for-profit, public company. He is Deputy Mayor of the Quilpie Shire Council and was Chair of the first Wild Dog Advisory committee in Quilpie shire.



ROB DAVIDSON

Rob Davidson is Supply Development Manager with WAMMCO, a producer owned lamb and mutton co-operative based in Katanning, WA. Rob provides a free consultancy service to members focusing on feedlot establishment, nutrition, genetics, livestock management and genetics,

He is also in charge of all extension activities and running the nation's largest prime lamb carcass competition for the cooperative. Rob is WAMMCO's Innovation Manager working within the plant, innovative marketing or innovative procurement activities.



PAUL SWAN

Paul Swan is the Manager of Market Intelligence and Trade Reporting for AWI, and Director and Principal Consultant for Paul G. Swan and Associates Pty. Ltd., a Sydney-based consulting service specialising in wool production, processing and specification. Over the last decade, Paul's focus has been in

development and operational delivery of strategies for wool production and textile research, education, and commercialisation. For AWI, his responsibilities have included management of the on-farm R&D, Supply Chain and Wool Quality, and now Market Intelligence and Trade Reporting portfolios.



SAM GILL

Sam Gill is the Manager of Sheep Genetics which is the national genetic information and evaluation service for the meat and wool sectors of the sheep industry delivered as LAMBPLAN and MERINOSELECT.

Sheep Genetics is a joint initiative of Meat and Livestock Australia and Australian Wool Innovation and is based at Armidale NSW.



MARK MURPHY

Mark Murphy comes from a grazing property near Goondiwindi in QLD and is known for having woolly eyelids and an intense passion for sheep industry. He runs two Merino studs, Karbullah Polls and Boyanga Merinos,

and continually strives to improve the merino with emphasis on survivability, dual purpose and profitability. Mark is a delegate for AgForce and is their representative on Sheep Meats Council of Australia.



MARK MORTIMER

Mark is a third generation farmer from Tullamore in central NSW. He works in a family partnership, and with his father Robert helps run the Central Breeding Nucleus for Centre Plus Merinos. Mark has been involved with the use of sheep breeding values since

1990 and sees ASBV's as one of the most powerful tools a sheep classer can have at his disposal. Mark's key roles in the Stud are in the areas of data capture with electronic tags and the storage, management and analysis of this data.



ANDREW SWAN

Andrew Swan has been involved in sheep genetics research for 20 years. Joining CSIRO in 1991, he worked on the design of breeding programs for fine wool Merinos, and was a member of the team that developed the T13 ultrafine Merino flock. More recently he has been a member of the Sheep Genetics research team based at the Animal Genetics and Breeding Unit

(University of New England), which is responsible for the development of the analysis system underpinning the delivery of Australian Sheep Breeding Values (ASBVs) to sheep breeders. His current areas of interest include the development of sheep breeding objectives and the incorporation of genomic information in ASBVs.

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