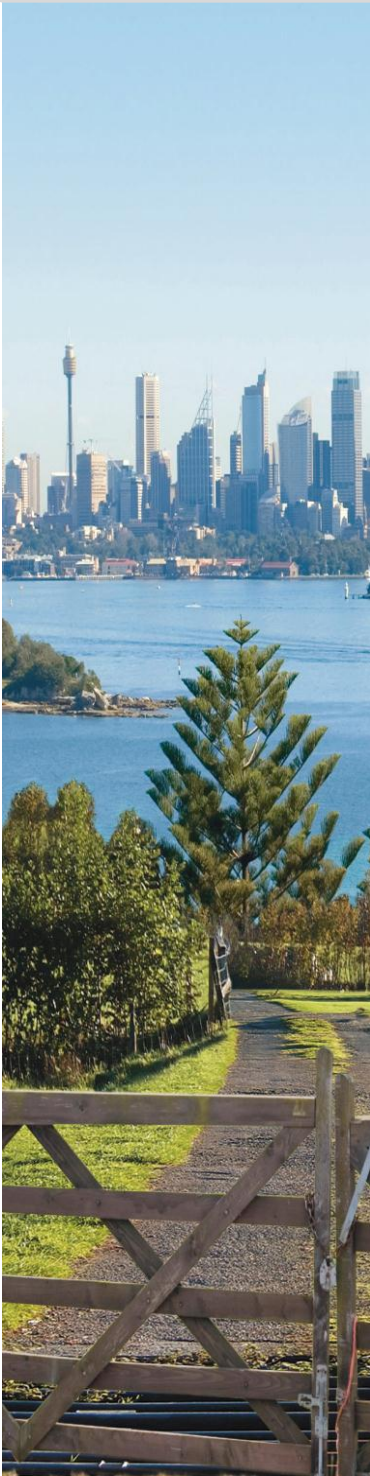


Beyond the gate

New South Wales



Meat & Livestock Australia invites New South Wales livestock producers to attend a one-day red meat supply chain educational tour in Sydney.

The tour is an opportunity for producers to follow their product along the supply chain through the processing, retail and foodservice sectors. Producers will find out for themselves about a range of levy funded activities that aim to increase demand and position red meat ahead of its competitors in the domestic market.

Tour itinerary

- **Murray Valley Meat Co** – Get a better understanding of the Meat Standards Australia grading process
- **Vic's Meats Wholesale Division** – Anthony Puharich will discuss how his business grew from a small butcher store to premium supplier that services retail customers and top Australian restaurants
- **Sydney Convention and Exhibition Centre** – Take a behind the scenes tour of the kitchens that cater over 600 annual events
- **Lunch: Imperial Hotel** – Hear how pub owner Hugh Clark developed a beef brand that he now sells through its popular restaurant
- **Victor Churchill Butcher** – Beyond the sheer spectacle, this bold butcher shop comes with some serious gastronomic credentials
- **Racking up your profits Masterclass** – Discover one of the ways MLA educates butchers about adding value to red meat, providing more choice for customers
- **Dinner: Chophouse** – Taste a range of meals developed through MLA's trade marketing program – Masterpieces, that introduces chefs to the benefits of cooking with non-loin cuts of red meat

*Program may be subject to change

When: Tuesday 20 March, 7am – 5.30pm
Where: Pick-up and drop-off: Harbourview Hotel, 17 Blue Street, North Sydney
Cost: This tour is available to MLA members only at a subsidised price of \$95.

Accommodation is available at a reduced price at the Harbourview Hotel when you mention the Beyond the gate tour. For reservations contact (02) 9955 0499

To assist with catering and tour logistics, please fill in the following booking form and fax back with credit card details, or post back with a cheque, to confirm attendance.

Please RSVP to Angus Street on 02 9463 9257 or astreet@mla.com.au by Monday 12 March.

Booking form NSW Beyond the Gate

Please complete the following and fax back to MLA by Monday 12 March 2012 to register your interest in attending.

TAX INVOICE: This form will become a tax invoice when you make full payment. Please retain a copy for your records.

MLA ABN 39 081 678 364

Attendee(s) - Full Name

Address

Ph:

Email:

Full payment is required at time of registration

Total payment: \$ _____ (inc GST)

Cheque / Money Order
(Made payable to: Meat & Livestock Australia)

Visa MasterCard American Express

Name of Cardholder

Credit Card Number _____ / _____ / _____ / _____

Exp Date ____ / ____

Signature: _____

Return a copy of this form with payment to:

Beyond the gate producer tour
Meat & Livestock Australia
Level 1, 165 Walker Street
North Sydney 2060
or fax back on 02 9463 9208

IMPORTANT: Please be advised that your position on this tour is not confirmed until MLA responds to you in writing. Registrations are taken on a first come first served basis and spaces are limited.

