

# 2019 Farmer Conference



## **30 July – 1 August 2019** **at Chateau on the Park, Christchurch**

Please join us for our third annual Farmer Conference where you will hear from a range of top speakers about how we are striving to make all the difference to your future success on the world stage by connecting you plate-to-pasture.

### **Welcome – The Village Green, Chateau on the Park**

Tuesday 30<sup>th</sup> July from 6.00pm – 9.00pm

Join us on Tuesday evening for a delicious BBQ and the chance to see the skill, expertise and speed of our top beef, lamb and venison boners in action at the final of our National Boning Competition.

### **Conference – The Great Hall, Chateau on the Park**

Wednesday 31<sup>st</sup> July from 7.45am – 5.15pm

**Registration opens 7.45am**

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**Morning Session begins 8.15am**

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**Our Vision, Our Strategy and Positioning Silver Fern Farms for Success**

*By Simon Limmer, Chief Executive*

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**Silver Fern Farms' Customer Focus: Telling our Delicious Starts Here Story**

*By Mark Adam, Peter Robinson and Nic Johnston*

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**Morning Tea Break**

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**KPMG – The Outlook for New Zealand Producers**

2020's, a decade that will be dominated by health and wellness, now is the time to place wellness front and centre in our agri-food story.

*By Ian Proudfoot, Global Head of Agribusiness, KPMG*

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**The China Market and Potential for Grass-Fed Red Meat**

The opportunities for grass-fed products and insights into customer and consumer demand for Silver Fern Farms' natural, sustainable grass-fed red meat.

*By Mandy Zhang & Richard Lee from Unifoods*

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**Personal Resilience and Wellness**

Lance will share some interesting stories from working with elite sectors of police and emergency services. Gain personal resilience tips for everyday use to keep safe and well.

*By Lance Burdett*

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## ***Lunch begins 1pm***

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### ***Afternoon Session***

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**Break-out Session 1** - select your choice of topic for session 1 during registration

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**OPTION 1: Reimagining Our Supply Chain – unlocking the value of ‘Digital’**

Making your business faster, more flexible, more granular, more accurate, more efficient.

*With Midu Chandra, Head of Foundry from DataCom  
And Nick Beeby, General Manager, Market Development from Beef + Lamb NZ*

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**OPTION 2: What’s the Buzz? US and NZ consumer trends shaping the future of red meat.**

Find out how Silver Fern Farms is working with Quantiful to harness “big data” and get real time insights about what consumers are really thinking about red meat.

*With Alan Gourdie, Director from Quantiful*

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**OPTION 3: Silver Fern Farms Sustainable Chain of Care – building trust through integrity and transparency**

Learn more about community views on sustainability issues from the Sustainable Business Council and research company Kantar TNS and perspectives on issues including carbon, biodiversity, the ETS and our contribution to communities.

*With Jason Cate from Sustainable Business Council*

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**Break-out Session 2** - select your choice of topic for session 1 during registration

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## ***Afternoon Tea Break***

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**Plate to Pasture Award Winners from 2018 – Galletly's**  
On tour with the 2018 Plate to Pasture Award Winners Angus, Sue, Hamish & Debbie Galletly from Hossack Downs

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**Your Co-operative**  
Silver Fern Farms Co-operative – driving value for shareholders

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*By Richard Young, Chair Co-op & Clark Taylor, Shareholder Relations Manager*

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## **Awards Dinner – The Airforce Museum, Wigram**

Wednesday 31<sup>st</sup> July from 6.30pm – 11.00pm

Celebrate with us at our Gala Dinner as we announce the overall Plate to Pasture Award 2019 winner, whilst enjoying a delicious menu created exclusively for the event by Head Chef Logan Coath from Waiheke Island's Archive Bar & Bistro.

## **Post-conference Tour Options**

Thursday 1<sup>st</sup> August from approximately 8.45am – 1.00pm

### **Option 1                      Supplier Farm Tour to Cross Bros, Pemberley**

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Hosted by:                      Valerie Walpot, Farm Manager at Cross Bros Farm together with Silver Fern Farms' Regional Livestock Manager Shane Dickson and Justin Courtney

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OR

### **Option 2                      Belfast Plant Tour**

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Hosts:                              Operations Team with Mark Leslie & Jason Coutts

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