



# SHORTHORN BEEF 2017 NATIONAL CONFERENCE

CLUB DUBBO DUBBO NSW JULY 2017

TUESDAY 11TH & WEDNESDAY 12TH JULY



[www.shorthornbeef.com.au](http://www.shorthornbeef.com.au)



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# SHORTHORN BEEF NATIONAL CONFERENCE

## CLUB DUBBO DUBBO NSW JULY 2017

### SCHEDULE

Tuesday 11th July

2 Day Conference Only Ticket cost : \$88 per person

10.00 am

GRAHAM WINNELL - Shorthorn Beef

*"Growth and Development for Shorthorn Beef"*

10.30 am



RICHARD NORTON - Managing Director MLA

*"DEXA and Value Based Payments."*

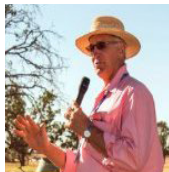
11.15 am



JENNIFER PEART - Market Analyst MLA

*"The Australian Beef Industry Beyond 2017."*

11.45 am



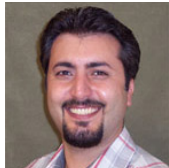
ROB INGLIS - Elders Production Specialist

*"Managing Heifer Nutrition for Lifetime Fertility."*

12.30 pm

**Lunch**

1.30 pm



MAHDI SAATCHI - Lead Genomicist IGS (USA)

*"Understanding IGS and BOLT applications."*

2.30 pm



MIKE INTROVIGNE - Bonnydale Simmentals, WA

*"IGS - an Australian Breeders Perspective."*

3.00 pm

**Break**

3.30 pm

GRAHAM WINNELL - Shorthorn Beef

*"IGS - Pro's & Con's for Shorthorn Beef"*

4.00 pm

**IGS Q&A Panel**

Mahdi Saatchi, Mike Introvigne & Graham Winnell

4.30 pm

**Day One Close**

# SHORTHORN BEEF NATIONAL CONFERENCE

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## SHORTHORN BEEF GALA DINNER

Commercial Hotel, 161 Brisbane Street, Dubbo, NSW

Pre-dinner drinks from 5.30 pm

## SHORTHORN BEEF ELITE GENETICS AUCTION

Auction commences at 6.00 pm

## SHORTHORN BEEF GALA DINNER

Dinner Commences at 7.00 pm - Thousand Guineas supplied.

**GALA DINNER TICKETS: \$77 per person RSVP by June 30th**

## SCHEDULE

Wednesday 12th July

9.00 am



FLETCH KELLY - ABS Australia

*"The Role & Benefits of Fixed Time AI."*

9.20 am



LISA SHARP - Chief Marketing & Communications Officer MLA

*"Plate to Paddock Beef Production."*

10.00 am



BRENDAN TATT - Commercial Manager JBS Australia Northern

*"The Value of Brands."*

10.45 am

GRAHAM WINNELL - Shorthorn Beef

*"Carcass Data Harvesting & Genomic Applications for Shorthorn Beef."*

11.30 am

Day Two Close

**The focus for the 2017 Shorthorn Beef National Conference is to:**

*Deliver a clearer understanding of value concepts in beef production*

*Explore new opportunities for genetic evaluation and genomic systems in the 21st Century*

*Showcase the carcass and eating quality of the Shorthorn breed.*

CONFERENCE TICKETS \$88 per person

RSVP by July 3rd

GALA DINNER TICKET \$77 per person

RSVP by June 30th

SHORTHORN BEEF PH: 0267 722 400 or EM: [shorthorn@shorthornbeef.com.au](mailto:shorthorn@shorthornbeef.com.au)