

**INTERNATIONAL SHEEPMEAT FORUM
FOR PRODUCERS AND INDUSTRY**

.....
*What does the future hold
for sheepmeat producers and the
industry worldwide?*
.....

Friday, 4th October 2013,
Brussels

Draft programme

8:00-9:00 Registration

9:00-9:10 Welcome speech by Pekka Pesonen, Secretary General of Copa-Cogeca

9:10-9:25 Keynote address by Mairead McGuinness, member of the European Parliament Committee on Agriculture and Rural Development (tbc)

Session 1: Trends in sheepmeat consumption and the development of the promotion programme

Moderator: Joe Hyland, Chairman of the UECBV Sheep meat Committee

9:25-10:25 ***Trends in global sheepmeat production, consumption and trade***

❖ *Global trends for production, consumption and trade*

Michael Griffin, FAO

❖ *European consumption trends*

Vincent Roisin, Consultant, Kantar Worldpanel (tbc)

❖ *Consumption trends on emerging markets (China)*

Rupert Claxton, Senior Consultant, GIRA

10:25-10:55 Panel debate

10:55-11:05 Conclusions by the Chair

11:05-11:15 Coffee break

Session 2: Encouraging young sheep farmers to set up and develop production

Moderator: Emmanuel Coste, President of Interbev's (FR) sheep branch, Chairman of the Copa-Cogeca Working Party on Sheep

11:15-11:55 ***Case studies in Europe and Australia***

Europe:

❖ *Young shepherds*

Marie Prebble, young farmer, CEJA

❖ *Investment funds in the sheep industry*

Serge Préveraud, President of FNO, France

Australia:

Scott Hansen, Managing Director, Meat & Livestock Australia

11:55-12:15 Panel debate

12:15-12:25 Conclusions by the Chair

12:25-12:40 *Keynote address: Georg Häusler, Head of Commissioner Dacian Cioloş' Cabinet*

12:40-14:00 Lunch provided by Agneau Presto (at the Thon Hotel)

Session 3: Emerging risks

Moderator: Craig Hickson, Chairman, Beef + Lamb New Zealand

14:00-14:40 **Sanitary, climatic and productivity risks**

❖ *Animal health and diseases*

Nadège Leboucq, OIE sub-regional Representation in Brussels

❖ *Managing productivity risks*

Paul Leonard, Livestock Manager, Thomas Foods International
Australia

14:40-15:10 Panel debate

15:10-15:20 Conclusions by the Chair

Session 4: Innovative, on-farm solutions

Moderator: Rob Anderson, Chairman, Meat & Livestock Australia

15:20-16:20 **Worldwide case studies**

New Zealand

- ❖ James Parsons, Director, Beef + Lamb New Zealand

Portugal

- ❖ Domingos Godinho, CONFAGRI (Portugal), Copa-Cogeca

England

- ❖ Chris Lloyd, EBLEX

16:20-16:30 Conclusions by the Chair

16:30-17:00 Forum conclusions Mr Charles Sercombe, Chairman of the European Commission Advisory Group on Sheepmeat and Vice-chair of Copa-Cogeca Working Party on Sheep

17:00-17:30 Closing words by Mr Emmanuel Coste, Chairman of the Copa-Cogeca Working Party on Sheep

PRACTICAL INFORMATION

- Interpretation will be provided in EN, FR, DE, ES, IT
- Forum location: Copa-Cogeca premises

Rue de Treves 61,
1040, Brussels, Belgium



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- Lunch location: Thon Hotel (opposite Copa-Cogeca premises)
Rue de la Loi 75,
Brussels, Belgium
- Dinner for Chairmen and speakers (**the evening before the event**), at the residence of His Excellency, New Zealand's Ambassador to the EU, Mr Vangelis Vitalis

ORGANISERS:



<http://www.beeflambnz.co.nz/>



<http://www.uecbv.eu/fr/>



<http://www.mla.com.au/Home>



<http://www.copa-cogeca.eu/Menu.aspx>