



WA Lot Feeders' Association takes pleasure in presenting:

BETTER BEEF 2010

Optimising the marketing of WA grain fed beef

Date: Thursday/Friday April 8 and 9

Venue: Cunderdin Agricultural College

Thursday April 8 (Day 1) speakers include: Ross Keane – former general manager of Australian Meat Holdings and director of JBS Swift; MLA's Samantha Jamieson; ALFA Executive Director Dougal Gordon; Wellard's Steve Meerwald; RIRDC's rural woman of the year Sue Middleton from Wellard, Matilda Bay's Warwick Lavis; Buy West Eat Best campaign manager Nerida Bowden and WA Beef Council chair Tony Hiscock

Thursday April 8 – Advanced Feeds Gala Dinner – at Cunderdin Agricultural College

Friday April 9 – (Day 2) The format on this day is a round-robin of interactive workshops and discussion featuring a thorough look at carcasses, what makes them profitable; how to optimise the marketing of your product in WA's domestic market place. Spend time with Borrello Beef's Ned Borrello; Murdoch's Dave Pethick and Peter McGilchrist, MSA's Jason Satherley and others as we explore the economics and quality aspects of the grainfed carcass. A tour of the nearby Kylagh feedlot owned by Ivan and Jill Rogers follows luncheon.

**Simply an outstanding two days for the WA beef industry
where WA beef is showcased and our options explored**

Full conference ticket including both days and the Advanced Feeds Gala Dinner: \$450
Accommodation on site at Cunderdin Agricultural College: \$40 per person



REGISTRATION AND ACCOMMODATION FORM

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PLEASE COMPLETE BOTH PAGES AND RETURN

Company Name: _____

Contact Person: _____

Postal Address: _____

Phone: _____ Mobile: _____

Email: _____

Special Dietary Requirements: Please indicate here if you or any of your staff/colleagues booking in on this form have any special needs or dietary requirements:

Accommodation Note: We have reserved all 118 beds at the Cunderdin Agricultural College. Delegates will be allocated rooms on a twin share basis, at a price of \$40 per person. All delegates staying at the Cunderdin Agricultural College are asked to bring their own bedding (pillow, sheets, doona and towel). Limited although adequate ablution facilities are offered. However, we are encouraging as many delegates to take advantage of the on-site accommodation as possible, as this is also the venue of the Advanced Feeds Dinner.

Student Discount: We are offering substantial discounts to all students attending as per the form over.

Please complete all requirements in the forms over.