

# **International Sheepmeat Forum for Producers and Industry**

***Working together for a  
sustainable future***

**Thursday 8 October 2009**

**Friday 9 October 2009**

**Brussels**



## Thursday 8 October

- 13.00 to 13.45 Registration
- 13.45 to 14.00 **Welcome and Introduction by Forum Chairman**  
*Mr Pekka Pesonen, Secretary General, Copa-Cogeca*
- 14.00 to 14.25 **Overview of the International Sheepmeat Sector: current trends in demand and supply**  
*Mr Mike Petersen, Chairman, Meat & Wool New Zealand (NZ)*
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### **Session 1: Sustaining Production and Supply - challenges and opportunities for improving efficiency**

*Moderator: Mr Emmanuel Coste, President, Interbev (France), Chair of Copa-Cogeca Sheep and Goats Committee*

*Rapporteur: Mr Sándor Kukovics, ATK- Research Institute for Animal Breeding and Nutrition Herceghalom (Hungary)*

- 14.25 to 15.25 The Challenge to Producers - current production issues, causes and consequences
- ✓ *Ms Anne Mottet, Agricultural Economist, Institute de l'Elevage (France)*
  - ✓ *Mr Alistair MacKintosh, Livestock Board Chairman, NFU (UK)*
  - ✓ *Ms Kate Joseph, President, Sheepmeat Council of Australia (AU)*
  - ✓ *Mr José Marín, President, Consorcio Ovino (Chile)*
- 15.25 to 16.05 Discussion
- 16.05 to 16.10 Conclusions by the rapporteur
- 16.10 to 16.25 **Break**
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### **Session 2: Sheep Production, the Environment and Climate Change – ensuring sustainability for the sector**

*Moderator: tbc*

*Rapporteur: Mr Nicolas Douzain, Director, Fédération Nationale de l'Industrie et des Commerces en Gros des Viandes (France)*

#### **16.30 to 16.55 The Future of Sheep Production in Europe**

*Keynote address: Mrs Mariann Fischer Boel, EU Agriculture Commissioner*

- 16.55 to 17.10 Questions to the Commissioner
- 17.10 to 17.50 Sheep Farming, the Environment and Sustainability
- ✓ *Mr Bruce Wills, Meat and Fibre Chairman, Federated Farmers of New Zealand (NZ)*
  - ✓ *Mr Stuart Roberts, British Meat Processors Association (UK)*
- 17.50 to 18.25 Discussion
- 18.25 to 18.30 Conclusions by the rapporteur
- 19.30 to 20.15 **Reception (Hotel Sofitel, Place Jourdan)**
- 20.15 onwards **Dinner (Hotel Sofitel, Place Jourdan) provided by MLA and M&WNZ**
- Speech by Mr Liam Aylward, Member of the European Parliament, Committee of Agriculture and Rural Development*
- Speech by Mr Rolf Eriksson, State Secretary for Swedish Ministry of Agriculture (tbc)*



## Friday 9 October

08.45 to 08.50 **Day 2 Introduction from Forum Chairman**  
*Mr Pekka Pesonen, Secretary General, Copa-Cogeca*

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### Session 3: Consumer Expectations

*Moderator: Mr Craig Hickson, Managing Director, Progressive Meats Ltd and Board Director of Meat & Wool New Zealand (NZ)*

*Rapporteur: Mr Roger Fletcher, Managing Director, Fletcher International Exports Ltd (AU)*

08.50 to 10.10 Consumer Expectations - views from stakeholders:

✓ *Market forces driving food choice at retail and considerations for the sheepmeat industry: A Retailer Perspective*

*tbc*

✓ *Opportunities and priorities as a sector: An Industry Perspective*

*Mr Richard Lowe, Chief Executive Officer, English Beef and Lamb Executive (UK)*

✓ *Meeting Consumer Expectations to Maximise Producer Returns: A Production Perspective*

*Mr Francisco Marcén, Managing Director, Pastores grupo cooperativo (Spain)*

10.10 to 10.40 Discussion

10.40 to 10.45 Conclusions by the rapporteur

10.45 to 11.00 **Break**

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### Session 4: Marketing Lamb to Underpin Demand and Maximise Returns

*Moderator: Mr Joe Hyland, Managing Director, Irish Country Meats (Ireland), Chair of UECBV Sheepmeat Committee*

*Rapporteur: tbc*

11.05 to 11.30 Building Demand and Consumer Preference: Lamb in the 21<sup>st</sup> Century.

*Mr David Thomason, General Manager Marketing, Meat and Livestock Australia (AU)*

11.30 to 12.20 Sheepmeat Marketing and Promotion Case Studies

✓ *Mr Denis Lerouge, Director, Comaral SAS (France) and Mr Laurent Macquet, President, Macquet S.A. (France), FNICGV/UECBV*

✓ *Prof Hettie Schönfeldt, University of Pretoria (South Africa)*

✓ *Mr Hugo M Gonzalez, Commercial Director, Carnes Ñuble S.A. (Chile)*

12.20 to 12.55 Discussion

12.55 to 13.00 Conclusions by the rapporteur

13.00 to 13.15 **Directions from here: role of the European Parliament within the international arena**

*Keynote Address: Mr Paolo De Castro, Member of the European Parliament, Chairman of Agriculture and Rural Development Committee*

13.15 to 13.30 **Forum Conclusions and Closure by the Forum Chairman**

13.30 **Lunch provided by Agneau Presto**

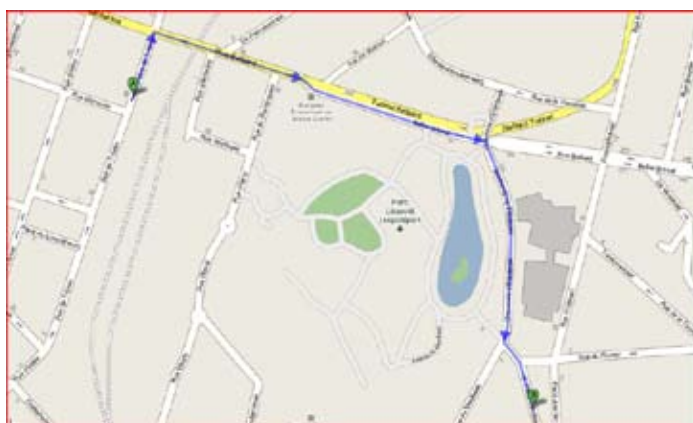


## PRACTICAL INFORMATION

- Interpretation will be provided into the following languages :  
EN, FR, DE, ES, IT, PL
- Forum location:       Copa-Cogeca,  
Rue de Trèves 61,  
1040 Bruxelles  
(BELGIUM)



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- Reception and dinner location:  
Hotel Sofitel  
1 Place Jourdan  
1040 Brussels  
(BELGIUM)  
information : <http://www.sofitel.com/gb/hotel-5282-sofitel-brussels-europe/index.shtml>



## ORGANISERS

