

Beef and Sheep Conference, June 5-12, 2014 Torino, Italy

Sheep Conference

Fortino Pacific Hotel

Wed, June 4 **Arrival day sheep participants**

All day 18:30 Arrival participants
19:00 **Welcome evening sheep**

Thu, June 5 **Sheep Day 1 - Countries, farms and field trip**

09:00 - 10:00 **Session opening and global overview** (Ernesto Reyes and Carol Davis)
10:00 - 11:30 **Country presentations:** China (Zhiguo Li), Italy (Aldo Dal Prà)
11:30 - 12:00 Coffee break
12:00 - 13:30 **Workshop:** Production systems
Input from Aicha Mechri and Ernesto Reyes
13:30 - 18:30 **Sheep field trip** to sheep milk farm and processor incl. lunch in bus
Robiola di Roccaverano <http://www.robioadiroccaverano.com/>
18:30 - 20:00 Return to Torino
Evening: Free or common dinner in town

Fri, June 6 **Sheep Day 2 - Comparison, workshop and strategy**

09:00 - 10:30 **International comparison of sheep production**
10:30 - 11:00 Coffee break
11:00 - 12:30 **Workshop:** Burning issues and take home messages
Input from Ernesto Reyes
12:30 - 14:00 Lunch break (including group picture)
14:00 - 15:00 **Seasonal lamb and sheep price** developments in selected countries
15:00 - 15:30 Coffee break
15:30 - 17:00 **Next steps incl. workshop reports**

Beef Conference

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Fri, June 6 **Arrival day beef participants**

all day 19:00 Arrival Conference Participants
19:30 **Welcome evening beef**

Sat, June 7 **Beef Day 1**

09:00 - 09:15 **Session opening** (Claus Deblitz)
09:15 - 10:15 **Burning issues**
10:15 - 10:45 Coffee break
10:45 - 12:00 **Burning issues** (cont'd)
12:00 - 13:00 **Country presentations:** Botswana (Sirak Bahta), **Silvo-pastoral (Ernesto Reyes)**
13:00 - 14:30 Lunch (including group picture)
14:30 - 16:00 **Workshop** (with self-organised coffee break in between)
Labour productivity
16:00 - 16:30 Coffee break
16:30 - 17:30 **CAP reform in the EU**
Evening Free or common dinner (self paid)

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Sun, June 8 Beef Day 2

09:00 - 11:00	International Comparison of Cow-Calf and Beef Finishing
11:00 - 11:30	Coffee break
11:30 - 12:30	Time series analysis of typical farms (Lola Izquierdo)
12:30 - 14:00	Lunch
14:00 - 14:45	Environmental analysis (Barbara Wildegger)
14:45 - 15:45	ab tools and website (Lola Izquierdo, Claus Deblitz)
	Coffee break
16:15 - 18:00	Workshop (parallel) Which beef product for which market? (15 mins input) Grassland systems (15 mins input)
Evening	Free or common dinner (self paid)

Mon, June 9 Beef Day 3 - Specific topics, projects and issues

09:00 - 09:30	Animal welfare - the perspective of World Animal Protection (Lesley Lambert)
09:30 - 10:00	Animal welfare indicators - a project of CRPA (Paolo Ferrari)
10:00 - 10:30	Country presentation: Italy (Paolo Ferrari)
10:30 - 10:45	Coffee break
10:45 - 12:15	ab tools and website (Lola Izquierdo, Claus Deblitz)
12:15 - 13:00	Lunch
13:00 - 17:30	Beef farm field trip I
Evening	Free

Tue, June 10 Beef Day 4 - summary and wrap-up session, field trip

09:00 - 09:45	Reports from the workshops
09:45 - 11:15	Workshop session - Take home messages
11:15 - 11:45	Coffee break
11:45 - 13:00	Next steps and feedback *
13:00 - 17:00	Beef farm field trip II including lunch on bus
18:00 - 22:30	Guided tour and dinner at 'Eataly', a unique gastronomic experience (www.eataly.it)

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Global Forum

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Global trends in beef production and how Italy fits in

Wed, June 11

08:30 - 09:00 **Reception - Coffee**

09:00 - 09:15 Welcome / opening address
Simone Mellano (*Director, Assoc. of Beef Cattle Producers of Piedmont ASPROCARNE*)

Section 1: The international context of beef production

Chairman: Ernesto Reyes (*agri benchmark Partner from Spain*)

09:15 - 10:00 **Claus Deblitz** (*Thünen Institute, agri benchmark*)
Latest developments of global beef and sheep markets

10:00 - 10:30 **Yelto Zimmer** (*Thünen Institute, agri benchmark*)
Land competition between crop and beef production

10:30 - 11:00 **Emma Sanne, Christèle Pineau** (*Institut de l'Elevage, Limoges, France*)
France: a major source of cattle for Italy

11:00 - 11:30 Coffee/Tea break and sweet & sour snacks

11:30 - 12:00 **Anne Kinsella, Kevin Hanrahan** (*TEAGASC, Athenry, Ireland*)
Ireland: an example for competitive pasture beef production?

12:00 - 12:30 **Peter Barnard** (*Meat and Livestock Australia, Sydney, Australia*)
Consumer myths and meat

12:30 - 13:00 **Sergio de Zen** (*CEPEA, University of São Paulo, Piracicaba, Brazil*)
Brazil: the country of unlimited growth in beef production?

13:00 - 14:00 Lunch

Section 2: Strengths and weaknesses of the Italian beef supply chain within the international context

Chairman: Kees de Roest (*CRPA*)

14:00 - 14:30 **Fabio Del Bravo** (*National Institute for Research on Agricultural Markets ISMEA*)
Evolution of demand for beef in Italy

14:30 - 15:00 **Kees de Roest** (*Head, Dept. of Agric. Economics and Engineering, CRPA*)
Impact of the CAP reform on beef production in Italy

15:00 - 15:30 **Short statements of panelists**
Barbisan, Di Genova, Guerrieri, Guidetti, Mellano

15:30 - 16:00 Coffee/Tea break and biscuits

Roundtable discussion on future of Italian beef industry

Fabiano Barbisan (*President, Association of Beef Cattle Producers of Veneto UNICARVE*)

Giovanni Di Genova (*Head, Department of Animal Production, MIPAAF*)

Marco Guerrieri (*National Meat Buyer, Consumers Coop Italia*)

Fabrizio Guidetti (*President, Cooperative Cattle Slaughter Industry UNIPEG*)

Simone Mellano (*Director, Assoc. of Beef Cattle Producers of Piedmont ASPROCARNE*)

Fabio Del Bravo, Kees de Roest

17:00 - 17:15 Concluding remarks: TBC

Evening Barbecue for partners and invited guests

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Tourist trip (optional)

Thu, June 12

08:30	- 10:00	Departure from the Hotel by coach to Serralunga
10:00	- 11:00	Visit of the Castle of Serralunga http://goo.gl/4JFUUI
11:30	- 14:30	Cellar tour and light lunch at Fontanafredda http://www.fontanafredda.it/web/en
15:00	- 17:00	Visit of Pollenzo, home of the slow food movement www.agenziadipollenzo.com
17:00	- 18:00	Return to the Hotel