

**Western Beef Association Inc. presents:**

# **WA Beef Markets and Value Chains Forums**

***An exciting program!***

**Value Chain Insights - Practical Lessons**  
Jason Strong, CEO-Smithfield Cattle Company

**Numbers and Markets-Update and Outlook**  
Alex McIntosh, MLA Market Analyst

**WA Value Chains Opportunities**  
Dr Peter Trefort

**Collaborative Beef Supply Chains - Knowing Your Customers**  
Steve Meerwald/Garry Robinson—Harmony Agriculture and Feed Company

**Objective Carcase Measurements - Latest Research Progress**  
TBA, Murdoch University

**Procurement Speed-Dating!**  
Informal network session with Processors and other companies involved in cattle procurement

## **Albany**

**Motel Le Grande, 479 Albany Highway  
Wednesday 12 September 2018**

To register: <https://www.trybooking.com/XPVE>

## **Perth**

**Technology Park Function Ctr, 2 Brodie-Hall Dr., Bentley  
Thursday 13 September 2018**

To register: <https://www.trybooking.com/XPVH>

**9am– 3:30pm**

***Register soon to guarantee your place!***

***Cost: \$100 per person -morning/afternoon tea, lunch and booklet included***

***Please RSVP by Monday 10 September***

***More Information contact Jeisane Accioly on  
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Department of  
**Primary Industries and  
Regional Development**

