

# RISING TO THE CHALLENGES

A BEEF AND SHEEP INDUSTRY CONFERENCE

TUESDAY 17<sup>TH</sup> MAY AT AIRTH CASTLE, NEAR FALKIRK



<b>10.00</b>	<b>Registration &amp; Coffee</b>	
<i>Morning Session chaired by Jim McLaren, Chairman, QMS</i>		
<b>10.30</b>	<b>Welcome</b>	<b>Uel Morton</b> , Chief Executive, QMS
	<b>The Changing Consumer – A Look at the Retailer’s View</b>	<b>Laurent Vernet</b> , Head of Marketing, QMS
	<b>Developments in the Marketplace – A Look at the Processor’s View</b>	<b>Stuart Ashworth</b> , Head of Economics Services, QMS
<b>11.20</b>	<b>Coffee Break</b>	
	<b>Identifying Opportunities for Change – An Industry View</b>	<b>Douglas Bell</b> , Head of Industry Development, QMS
	<b>Rising to the Challenges – A Farmer’s View</b>	<b>John Ritchie</b> , Montalt Farm, Perthshire
	<b>Q&amp;A and discussion from the morning session</b>	
	<b>Round up of the morning session</b>	<b>Jim McLaren</b> , Chairman, QMS
<b>12.45</b>	<b>Lunch</b>	
<i>Afternoon Session chaired by Jim McLaren, Chairman, QMS</i>		
<b>13.45</b>	<b>Soils – Making the Most of Them</b>	<b>Steve Townsend</b> , Agronomist, Soil First Farming
	<b>Grass – The Low Cost Feed</b>	<b>Charlie Morgan</b> , Grassland Consultant, Grassmaster
	<b>Cattle – Opportunities to Improve Margins</b>	<b>Donald Brown</b> , Lecturer, SRUC
	<b>Sheep – How to Improve Your Bottom Line</b>	<b>Dewi Jones</b> , Chief Executive, Innovis Ltd.
	<b>Q&amp;A and discussion from the afternoon session</b>	
	<b>Round up of the day</b>	<b>Jim McLaren</b> , Chairman, QMS
<b>15.30</b>	<b>End of Event</b>	