Glob Invitation Forum

- **▶** Global trends in beef production
- and how Italy fits in
- Wednesday 11 June 2014
- Pacific Hotel Fortino, Torino

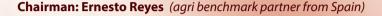
Section 1

▶ The international context of

beef production

8:30 - 9:00 Reception - Coffee

9:00 - 9:15
Welcome / opening address
Simone Mellano
(Asprocarne)



9:15 Claus Deblitz (Thünen Institute, agri benchmark)
Latest developments of global beef and sheep markets

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

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

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

11:30 Anne Kinsella (TEAGASC, Athenry, Ireland)
Ireland: an example for competitive pasture beef production?

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

12:30 Sergio de Zen (CEPEA, University of São Paulo, Piracicaba, Brazil)

Brazil: the country of unlimited growth in beef production?

13:00 Lunch

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

Chairman: Kees de Roest (CRPA)

- 14:00 Fabio Del Bravo (ISMEA)
 Evolution of demand for beef in Italy
- 14:30 Kees de Roest (Head, Dept. of Agricultural Economics and Engineering, CRPA)
 Impact of the CAP reform on beef production in Italy
- 15:00 Short statements of panelists
 - Barbisan
 - Di Genova
 - ▶ Guerreri
 - Guidetti
 - ▶ Mellano

- 15:30 Coffee/Tea break and biscuits
- 16:00 Roundtable discussion on future of Italian beef industry

Fabiano Barbisan (*President 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 Concluding remarks: TBC

Location

Pacific Hotel Fortino Strada del Fortino, 36 10152 Torino (TO) tel + 39 011 521 7757

Registration

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