



Global Forum



Invitation



**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)

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

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
 - ▶ Guerrieri
 - ▶ 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
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Registration

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