

Meet our Speakers

Gobal Forum 2013

Wednesday 19th June 2013 – The Royal York Hotel, Events Centre



Nick joined the Meat & Livestock Commission in 1998 as an industry relations manager and went on to join EBLEX as a regional manager shortly after its formation in 2002. Nick became sector director for EBLEX in October 2009. Since then he has driven the organisation forward, promoting efficiency, sustainability and profitability in the beef and sheep meat sector.

Nick Allen, Sector Director, EBLEX, UK



Dr Claus Deblitz is an agricultural economist and works with the Thünen Institute of Farm Economics in Braunschweig, Germany. Claus specialises in the analysis of beef and sheep production systems, their economics, drivers and perspectives world-wide. In this context, he has been the coordinator of the global research network „agri benchmark Beef and Sheep“ for more than 10 years. Claus contributes more than 20 years professional experience in international production system analysis, benchmarking and policy analysis. He could deepen his experience during long-term research stays in South America, USA, New Zealand and Australia. Claus is a co-founder of agri benchmark.

Claus Deblitz, Thünen Institute of Farm Economics, Braunschweig, Germany



Daniil Khotko is a student at the Moscow State University, Russia. He is specialised in the analysis, statistics and market trends in the area of the meat industry. He has a bachelor degree in economics and is going to continue his education for master's degree. Daniil gained work experience within a one-year internship with the Razgulay Group, one of the leading companies in the Russian agricultural sector. Now he works in the Institute for Agricultural Markets Studies (IKAR) as an analyst of the Russian meat market. He provides regular reports and research works in the area of a meat industry. Daniil and IKAR became partners of agri benchmark in 2010.

Daniil Khotko, Markets analysing division, IKAR, Russia



Prof Sergio de Zen is based at São Paulo State University, Brazil. He studied agricultural engineering in USP and did his PhD in applied economics. Since 2001 Sergio is the head of the team „economics of animal protein“ at CEPEA/ESALQ USP. Furthermore he works as a consultant for the World Bank for animal economics in Brazil. He coordinates a group of Mercosul cost researchers. Sergio and CEPEA have been members of agri benchmark for 8 years.

Sergio de Zen, CEPEA, ESALQ, University of São Paulo, Piracicaba, SP, Brazil



Peter Weeks is a consultant, based in Sydney, specialising in forecasting and analysing global and Australian meat market developments. He has been providing global information, analysis, forecasts and policy advice to the Australian livestock industries and government for 35 years. His previous roles have included chief economist at Meat & Livestock Australia (MLA); deputy director of the Cattle Council of Australia (the national cattle producer lobby group) and manager of meat analysis and forecasting for the Australian Bureau of Agricultural and Resource Economics. Peter and MLA have been partners of agri benchmark since 2009.

Peter Weeks, Director Weeks Consulting Services Pty Ltd, Sydney, Australia



Weeks Consulting Services
Global meat & livestock market analysis
ABN 9614503859



Mingli Wang is a professor of agricultural economics and works with the Institute of Agricultural Economics and Development of the Chinese Academy of Agricultural Sciences (IAED, CAAS). He is an advisor to government livestock agencies and his main research areas cover livestock, forage production economics and food security. Mingli also acts as a member of several domestic committees and consultative groups dealing with agricultural economics and policies. He became a partner of agri benchmark in 2010.

Mingli Wang, Chinese Academy of Agricultural Sciences CAAS, China



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Kevin is a professor in the Agricultural Economics Department at Kansas State University, USA. His extension program covers leasing and buying land, crop and livestock production economics and marketing. Kevin is the lead author of the beef, dairy, and swine budgets which are published annually. He has developed numerous decision tools and is a primary contributor to www.AgManager.info. He conducts research analysing the risks and returns of alternative crop and livestock production systems, land values and crop leasing arrangements, machinery costs and the economics of technology adoption. Kevin and Kansas State University joined *agri benchmark* in 2010.

Kevin Dhuyvetter, Department of Agricultural Economics, Kansas State University, USA



Prof Dr Folkhard Isermeyer is the president of the Thünen Institute, an independent research institute under the roof of the federal government of Germany. The Thünen Institute carries out research and provides science-based policy advice with regard to agriculture, forestry, fisheries and rural areas. It consists of 15 specialised institutes (economy, ecology, technology). Isermeyer received his doctorate degree in agricultural economics from Göttingen University where he is holding a professorship today. His research focus is mainly on international comparisons of agricultural production systems and on politics (agricultural, environmental, animal welfare, research policy). Folkhard is the founder of *agri benchmark*.

Folkhard Isermeyer, President Thünen Institute, advisor to the German government, Germany



Mike is a third generation butcher and has worked in the meat industry for nearly 40 years, mainly in the retail sector, operating both in store and head office. He has worked for companies including Baxter's, J.Sainsbury, ASDA and Somerfield, and his career has also included a spell working in his father's meat business in Croydon. Mike spent 13 years working for the Meat & Livestock Commission in various trade development and training roles before joining EBLEX in 2004 as retail project manager. Two years after joining he was promoted to head of trade marketing.

Mike Whittemore, Head of Trade Marketing, EBLEX, UK



Nicola joined EBLEX in late 2009 as marketing communications manager. Having started her career in sales at United Biscuits, she moved into trade marketing and then consumer marketing. Since joining EBLEX, she has been involved in a wide variety of PR and advertising campaigns, including the recent „Simple Pleasures“ campaign which spanned TV, press, digital and social media. Nicola played a key role in the launch of the 5by25 campaign in 2011, which was developed to address the next generation of beef and lamb consumers by aiming to teach young people key cooking skills and encourage them to learn to cook at least five dishes by the age of 25. Now in its third year, Nicola is responsible for growing the campaign further.

Nicola Dodd, Consumer Marketing, EBLEX, UK



Peter joined the Meat & Livestock Commission in 1994, working in Brussels with the European Commission, Parliament and meat industry bodies in other EU member states. Today, Peter is head of trade development for EBLEX, responsible for domestic and overseas marketing, the current focus on export markets and EU relations through the Brussels office.

Peter Hardwick, Head of Trade Development, EBLEX, UK



John Cross has been a leading figure in domestic and international trade development for the red meat sector in the UK since 1990. He was appointed chairman of EBLEX, the levy organisation for beef and sheep meat producers in England and a division of the Agriculture and Horticulture Development Board (AHDB), in 2002. He became a member of the AHDB board when it was formed in 2008 and is a director of Meat and Livestock Commercial Services Limited, a subsidiary company of AHDB. In July 2012, John was appointed chairman of DEFRA's Bovine Tuberculosis Eradication Advisory Group. He has a mixed arable and livestock farming business in Norfolk, and is married with three sons, aged 24 to 30.

John Cross, Chairman, EBLEX, UK

