



# MEAT PROCESSING AND EXPORT CONFERENCE 2025

TRADE RELATIONS | MANUFACTURING INNOVATION | MARKET ACCESS | ANIMAL WELFARE

12TH - 13TH MARCH 2025  
RACV ROYAL PINES, GOLD COAST



EARLY BIRD TICKETS  
ON SALE NOW





# MEAT PROCESSING AND EXPORT CONFERENCE 2025

## SHAPE OUR INDUSTRY CONVERSATIONS

**MPEC25 is where the heart of Australia's meat processing and export industries comes together.**

Over two days at the stunning Royal Pines Resort, the event blends practical, business-focused discussions with opportunities to tackle the big issues shaping our sector. From trade policy and market access to sustainability and manufacturing resilience, MPEC25 delivers sharp, relevant content tailored to those at the forefront of the industry. It's also a rare chance to meet with peers, share insights, and walk away with actionable ideas to drive your business forward.



### PROGRAM AT A GLANCE

#### WEDNESDAY 12TH MARCH

##### PRE - CONFERENCE

11am - 3pm Pre-conference activities.

##### CONFERENCE OPENS

3pm - 5pm The official opening of MPEC25

5pm - 6pm Welcome drinks

6pm - 10pm Welcome dinner

#### THURSDAY 13TH MARCH

8.30am - 5pm Conference plenary session

6.30pm MPEC25 Gala dinner

11pm - late After Party

### ENQUIRIES

#### General Event Enquiries:

Bradley Hayden - Event Manager  
M: 0412 461 392 | E: bradley@ccem.com.au

#### Sponsorship Enquiries:

Sam Munsie - General Manager, Trade and Technical Affairs  
M: 0458 882 770 | E: smunsie@amic.org.au

[amic.org.au/mpec-2025/](https://amic.org.au/mpec-2025/)



# MEAT PROCESSING AND EXPORT CONFERENCE 2025

WEDNESDAY  
12TH MARCH

## PRE-CONFERENCE ACTIVITIES

11AM - 3PM

### 'PICK YOUR P' PUTTING, PEOPLE, PROFITS OR PORTS

Start your MPEC experience with a day dedicated to networking, professional development, and team-building.

**CHOOSE ONE OF THE PRE-CONFERENCE EXPERIENCES:**



#### PLAY GOLF

Enter your team of 4 and enjoy a great day of team bonding and informal networking.  
**Special Guest: Joe Hockey.**

Proudly sponsored by:

SealedAir®

**CHEP**  
A Brambles Company



#### PORT OF BRISBANE TOUR

Take an exclusive, behind-the-scenes tour of this critical export hub and gain insights into its infrastructure and operations. Ideal for industry logistics teams.

Proudly sponsored by:

**PORT of BRISBANE**  
Here for the future



#### WORKSHOP 1:

##### BREAKING THE CYCLE OF 'HOPE' RECRUITMENT

In this transformational workshop led by people and culture guru **Mandy Johnson** and supported by AMIC's workforce manager **Cheryl Wolens**, you'll learn innovative, practical recruitment and retention strategies to solve your people problems. You'll also gain a better understanding of your legal obligations around the Migrant Worker Code of Conduct and leave the session with a fresh perspective and a written plan that moves your recruitment approach from 'hoping that your staff will work out' to feeling 'absolutely confident' that they will.



#### WORKSHOP 2:

##### VALUE CREATION

In this two-part workshop, hosted by MLA leaders, we firstly take an in-depth look into meat trading conditions and global consumer trends, and then explore the commercial applications of MSA and the future of objective carcase measurement and value-based marketing for the red meat industry.



#### MAKE YOUR OWN MEETING

Bring your team to MPEC25 and take advantage of complimentary meeting rooms for strategy sessions or planning. Companies registering 10 or more attendees can secure a dedicated business meeting space at no extra cost—perfect for making the most of your time at the event.

Email: [bradley@ccem.com.au](mailto:bradley@ccem.com.au) to discuss.



# MEAT PROCESSING AND EXPORT CONFERENCE 2025

WEDNESDAY  
12TH MARCH

## CONFERENCE OPENS

3PM - 5PM

Delegates coverge in the trade hall for the official MPEC25 opening.

### THE PITCH - SPOTLIGHT ON INNOVATION

The Pitch is where the meat industry's progress comes to life. We are proud to present The Pitch – four companies will shine a light on their products and services, starting MPEC with a bang.



#### MASTER THE ERA OF PACKAGING REFORM

Sealed Air's **Alan Adams** and **Peter Gallagher** will help you master the era of packaging reform while driving sustainability and efficiency outcomes with CRYOVAC® sustainable packaging systems.



#### VIRTUAL MEAT FACTORY

**Markus Witor** from CSB Australia demonstrates the company's Virtual Meat Factory and just some of the company's latest solutions to enhance agility and versatility in meat production.



#### AI IN ABATTOIRS

**Dr Michael Patching** from Impetus Animal Welfare gives us a look at artificial intelligence in abattoirs and how the suite of Impetus technology offerings deliver monitoring and management of welfare standards.



#### NAVIGATING PHYSICAL TRADES & MARKET INSIGHTS

Argus Media's Australia country manager **Jo Clarke** and market reporter **Amy Phillips** discuss the value of using Argus prices in physical trades and other hot button issues in this space.



Following this, is the opportunity to get an early look at our expanded trade exhibition ahead of the serious business of the welcome drinks and party.

### WELCOME DRINKS 5PM-6PM

MPEC 25 Welcome drinks in the trade hall.



### WELCOME DINNER 6PM-10PM

The MPEC 25 Welcome Party on the Tennis Courts features the Makani World Butcher Challenge Australian team in their last hurrah before the Paris competition - which comes hard on the heels of this event.

As they refine their skills under pressure, enjoy the spectacle of these master butchers breaking down carcasses and preparing their 'shop window' under strict time pressure.

Proudly sponsored by:



# THURSDAY 13TH MARCH

## PLENARY SESSIONS



**MEAT  
PROCESSING  
AND EXPORT  
CONFERENCE 2025**

### Session 1 - Trade with the US

- 8.30am Welcome to AMIC's MPEC – with our conference MC - **Leigh Sales**
- 8.35am AMIC chair, **Tom Maguire**
- 8.45am Official Opening
- 9.00am **KEYNOTE:** Doing business with the US – the politics, the promises and the pitfalls of a second Trump administration – with former Australian treasurer/Australian Ambassador to the US, **Joe Hockey**.
- 10.00am Doing MEAT business with the US – the perspective of politics, promises and pitfalls with CEO of the North American Meat Institute, **Julie Anna Potts**. This presentation looks at the state of US processing.
- 10.30am Break

### Session 2 – The Global Meat Business

- 11.15am The insider's view on what Australian meat processors and exporters should know about the push for sustainability credentials throughout EU and Asian markets - with the Geneva-based Gira Foods meat and livestock director **Rupert Claxton**.
- 12.00pm Seventy year-old trading patterns are about to change. That's according to one global trade expert – and Australia needs to be ready for them. **Dr Deborah Elms** – the founder and director of the Asian Trade Centre wants the industry to: "Take a leaf out of what the critical supply chains are doing - and get on board".
- 12.45pm **AMIC's response:** What does this mean for Australian processors and exporters? This is an opportunity to hear from AMIC's leadership about the strategies it will use to address the current challenges.
- 1.00pm Lunch - Proudly sponsored by Lineage 


### Session 3 – Welfare under the grill

- 2.30pm Is all well with animal welfare? Animal Welfare is core to our industry and business viability. In an increasingly noisy space, this panel will consider our performance as an industry and the opportunities to lead the world in welfare. Join the panel as it ponders if we are achieving the outcomes expected of industry, government and customers? How can we unlock new technologies and innovate to better manage animal welfare and demonstrate performance? And, how we best communicate our credentials and practices?
- **Michael Patching**, Impetus Animal Welfare.
  - **Richard Mussell**, CEO, RSPCA Australia.
  - **Dr Sarah Bolton**, Veterinarian, Animal Welfare Scientist & Greenham Dairy Beef & Animal welfare manager.
- 3.30pm Break

### Session 4 – The matters of manufacturing

- 4.00pm Will the next wave of red meat R&D investment create quantum change? MLA's new managing director **Michael Crowley** is not yet 12 months into the top job but he has strong vision for change. Let's hear it.
- 4.14pm Testing the resilience of Australian manufacturing: Energy transition, regional security, pandemics and climate change – are we ready for any of this? Former Deputy Chief of the Australian Airforce Air Vice Marshal **John Blackburn** draws on his remarkable military experience, which he's now applied to his position as the Chair of the Institute for Integrated Economic Research, to challenge Australian manufacturers and exporters to be ready for what lies ahead in a contested global context.
- 5.00pm Conference Close

### Evening celebrations

- 6.30pm **MPEC Gala Dinner** - Proudly sponsored by Marsh Insurance. 
- End the day in style with a three-course meal, drinks, entertainment, and the opportunity to celebrate industry achievements with peers.  
Dress code Business Cocktail.
- 11.00pm Post-Gala Soiree

**EARLY BIRD TICKETS  
ON SALE NOW**



## SPEAKERS



**Master of Ceremonies - Leigh Sales AM** is one of Australia's most recognised journalists, known for her 12 years anchoring the ABC's flagship program 7.30. A three-time Walkley Award winner and Order of Australia recipient, Leigh has covered politics, national security, and major global events as a journalist and foreign correspondent. She is the presenter of Australian Story, a bestselling author, and co-host of the podcast Chat 10, Looks 3. Leigh brings exceptional depth and insight to every conversation.



**The Hon. Joe Hockey** is a global authority on commerce and politics, with nearly 20 years in the Australian Parliament, including as Treasurer overseeing a record economic run. He chaired the G20 Finance Ministers in 2014 and later served as Australia's Ambassador to the U.S., negotiating key wins under Presidents Obama and Trump. Now, he advises on business strategy, infrastructure, and global politics, drawing from his deep expertise in diplomacy and economic leadership.



**Julie Anna Potts**, President and CEO of the North American Meat Institute, brings extensive leadership experience from corporate and non-profit boards, including Nationwide and The Pennsylvania State University. An agriculture veteran, she previously served as Executive Vice President of the American Farm Bureau Federation. At NAMI, she chairs its Foundation, supports governance, and drives strategic initiatives to strengthen the meat industry. Her career reflects a deep commitment to leadership and agricultural advocacy.



**Rupert Claxton**, Meat and Livestock Director at Gira, has over 20 years of experience as a strategy consultant specialising in global meat and livestock markets. His work spans the entire supply chain, from genetics and feed to international trade and consumer brands, providing a global perspective on evolving meat demand and supply systems. With a UK farming background, Rupert combines industry insight with an appreciation for the cultural heritage of farming.



**Dr. Deborah Elms** is Head of Trade Policy at the Hinrich Foundation, Singapore, and the founder of the Asian Trade Centre. A leading expert on trade policy, she has served on multiple international advisory boards, including UNESCAP and the World Economic Forum's Trade Council. With a PhD from the University of Washington, she's a prolific author, global speaker, and media commentator, regularly contributing to discussions on trade and economic issues worldwide.



**Dr. Michael Patching**, CEO of Impetus Animal Welfare, is a veterinarian with a Master's in Animal Welfare Ethics and Law. He brings global expertise, particularly in Southeast Asia, to drive cultural and outcome-focused change in livestock welfare. Passionate about solving real-world challenges, Michael integrates technology, including AI in abattoirs, training, and cultural context to improve welfare practices while balancing the needs of animals, individuals, and businesses.



## SPEAKERS



**Richard Mussell**, CEO of RSPCA Australia, has been an animal welfare leader for nearly a decade. Previously, he led AWL South Australia and held leadership roles in travel and tourism with organisations like Air New Zealand and Cathay Pacific. Richard serves on several boards, including the Community Council for Australia, and holds a Bachelor of Business, an MBA, and Australian Institute of Company Directors graduate membership.



**Dr. Sarah Bolton**, a veterinarian and animal welfare scientist, is the Dairy Beef and Animal Welfare Manager at Greenham. With a PhD in Veterinary Science and a Nuffield Scholarship on dairy calf welfare, her work focuses on sustainable food production systems. Sarah's expertise spans dairy farm management, participatory research methods, and balancing the needs of stakeholders, animals, and the environment to address complex challenges in animal welfare and food production.



**Michael Crowley** is the Managing Director of Meat & Livestock Australia (MLA), bringing over two decades of experience in the red meat industry. With a strong background in strategy, marketing, and commercial innovation, Michael has held key leadership roles at MLA, focusing on driving growth and sustainability across the supply chain. Known for his visionary approach, Michael is committed to advancing the red meat industry through impactful R&D investments and innovative initiatives.



**Air Vice-Marshal John Blackburn AO (Retd)** is Chair of the Institute for Integrated Economic Research – Australia. A former Deputy Chief of the Air Force and F/A-18 fighter pilot, he consults on national security and resilience. He leads the National Resilience Project, addressing Australia's challenges in pandemics, climate impacts, energy transitions, and regional security threats.

# TICKETING INFORMATION

## Secure Your Spot at MPEC25

Attending MPEC25 is your ticket to the conversations and connections that shape the future of the meat processing and export industries. Whether you're joining for a single day or the full conference experience, our flexible ticketing options ensure there's a way for everyone to participate.

## EARLY BIRD DISCOUNT

Register by February 7, 2025  
to take advantage  
of discounted pricing.

## FULL CONFERENCE REGISTRATION

(From 3pm Wednesday 12th- Thursday 13th March)

### WHAT'S INCLUDED:

- Access to all conference sessions on Thursday, March 13.
- Networking at the expanded trade hall.
- Welcome Dinner on Wednesday, March 12.
- Gala Dinner on Thursday, March 13.
- A conference satchel packed with resources and day catering.

**NOTE:** Pre-conference tours, golf and workshops are an extra \$44/person

AMIC MEMBERS	
EARLY BIRD \$750	STANDARD \$990
NON-MEMBER	
EARLY BIRD \$990	STANDARD \$1,250

## DAY ONLY REGISTRATION

(Thursday 13th March)

### WHAT'S INCLUDED:

- Access to Thursday conference sessions and trade hall activities
- Day catering and conference satchel

**NOTE:** Day-only tickets do not include evening/social functions. Welcome Dinner and Gala Dinner tickets can be purchased separately.

AMIC MEMBERS	
EARLY BIRD \$650	STANDARD \$850
NON-MEMBER	
EARLY BIRD \$850	STANDARD \$1,150

## PRE-CONFERENCE ACTIVITIES

11am - 3pm Wednesday 12th March

Light lunch is included

**NOTE:** You must be registered for a full conference ticket, or day conference ticket to take advantage of the pre-conference activities.

\* Meeting rooms available for teams of 10+

PRE-CONFERENCE ACTIVITIES	
Golf Tournament	\$44
Port of Brisbane Tour	\$44
Workshop 1	\$44
Workshop 2	\$44
Meeting rooms*	Complimentary

## ADDITIONAL SOCIAL/FUNCTION TICKETS

ADDITIONAL	
Welcome Function	\$150
Gala Dinner	\$220

## HOW TO REGISTER



### INDIVIDUAL REGISTRATIONS

Register an individual click here. This process can be used for multiple people however they won't be linked and will be invoiced individually.



### GROUP REGISTRATIONS

To register and manage a group, please use this option. This will enable you to manage the group (even if you are not attending) and receive one invoice. You will also be able to log back in at any time to check, change or add registrations for your group.

If you are sponsor or exhibitor you will be sent a separate link for registering your staff to attend the conference. If you do not have that link, please contact Bradley Hayden: [bradley@ccem.com.au](mailto:bradley@ccem.com.au)



# ABOUT THE HOST

## Australian Meat Industry Council: The Industry's Voice at Every Level

AMIC is the only industry association representing the post-farmgate Australian meat industry. We are the voice of the sector and work with members, governments and industry groups to influence policy and provide technical and other services to the industry.

Our overriding goal is to increase profitability of our members through advocacy, innovation and delivery of services. To help our members achieve and maintain profitability, we work hard to solve our industry's key challenges and provide a range of services that make it easier for our members to run their businesses, from finding staff to complying with legislation.

### Our Role

AMIC is the voice of Australian businesses in the crucial and complex post-farmgate meat industry. Our industry is the largest food manufacturing and agricultural exporter in Australia. Our 1500-plus members employ tens of thousands of people and are significant contributors to their local communities.

We are continually working towards a more competitive and prosperous meat and livestock supply chain that is good for members, good for industry and good for Australia.

We do this by advocating for effective and strategic policy, supporting our industry on important issues and providing members with tools to build and grow their businesses so they remain competitive and profitable within the Australian and global supply chain.

### Our Goals

- Increase profitability of our members
- To be a leading voice on industry issues
- Grow membership and engagement
- Increase innovation and continuous improvement
- Develop strong relationships that benefit our members

AMIC is at the forefront of animal welfare and sustainability discussions, ensuring the Australian meat industry meets and exceeds global expectations. Through collaboration with welfare advocates, technology innovators, and processors, AMIC drives ethical advancements that build trust with global consumers and stakeholders.



## AUSTRALIAN MEAT INDUSTRY FIGURES

Australian red meat and livestock turnover

**\$81.7**  
Billion

Australian red meat and livestock industry employed

**418,921**  
People (direct and indirect jobs)

Number of Australian red meat and livestock businesses

**76,999**

Up 3.2% from 2021-22 though down 1.3% on 2018-19 levels

Total value of Australian red meat and livestock exports

**\$18.2**  
Billion



# MEAT PROCESSING AND EXPORT CONFERENCE 2025

March 12 - 13, 2025  
Royal Pines Resort,  
Gold Coast

## WHO ATTENDS MPEC25?

MPEC25 is the convergence of the brightest minds and leading voices in the meat processing and export industries. This isn't just a conference for executives—MPEC25 attracts professionals at every level of the sector, fostering collaboration and innovation throughout the supply chain.

### *A Global Audience of Industry Influencers*

From Australia's bustling meat processors to international export powerhouses, MPEC25 draws diverse and powerful attendees, including:

#### **Meat Processing Businesses**

Operations managers, QA teams, HR and marketing professionals as well as livestock teams - there's something for anyone at MPEC - eager to share knowledge and gain insights to drive efficiency, sustainability and innovation. Senior leaders, operations managers, and teams from Australia's meat processors—large and small—eager to share knowledge and gain insights to drive efficiency, sustainability, and innovation.

#### **Exporters and International Stakeholders**

Australian exporters, global buyers, and international delegates seeking to strengthen trade partnerships and explore new market opportunities.

#### **Domestic wholesalers and supermarkets**

Meat wholesalers who purchase from processors and distribute to hospitality services, supermarkets and butchers, relishing an opportunity to network with processors.

#### **Government Representatives**

Policymakers and officials shaping agriculture, trade, employment, sustainability and industry regulations, seeking the meat industry's voice to include in critical discussions.

#### **Industry Associations and Advocacy Groups**

Industry representative organisations and levy-funded bodies collaborating to advance the entire supply chain's competitiveness and sustainability. AMIC encourages participation from non-meat industries to better collaborate, share information and drive Australian agriculture.

#### **Technology and Innovation Experts**

Providers of cutting-edge equipment, automation systems, and sustainability technologies to assist industry businesses to stay ahead in a fast-changing landscape with world-leading systems.

#### **Energy and Infrastructure Providers**

Businesses supporting meat processors with solutions for decentralised energy, waste management, and logistics infrastructure.

#### **Commodity Traders and Wholesalers**

Professionals dealing in animal protein, fats, grains, and meat products, connecting Australian producers with local and global markets.

#### **Local and Regional Development Leaders**

Representatives from local councils, regional development agencies, and chambers of commerce, working to foster growth and attract investment into their communities.

#### **Consultants and Professional Advisors**

Specialists in manufacturing, supply chain optimisation, sustainability, carbon accounting, and public image, assisting businesses to overcome challenges and seize opportunities.

## MPEC24 SPONSORS



## MPEC24 EXHIBITORS

