



**MEAT
PROCESSING
AND EXPORT
CONFERENCE 2025**

**PRE-CONFERENCE ACTIVITIES
WORKSHOP 2
VALUE CREATION**

Hosted by Meat & Livestock Australia



In conversation with MLA - An Exclusive Opportunity for Industry Leaders

For one afternoon only, the MLA international leadership team will be in one room, ready to engage in open dialogue about the future of red meat markets including what consumers are willing to value.

In this workshop, hosted by MLA leaders, we firstly take an in-depth look into meat trading conditions and global consumer trends, and then have an opportunity to explore in depth, market value drivers including eating quality, sustainability, provenance and how these may influence value-based marketing for the red meat industry. The session will also cover how research and marketing activities are supporting processors and brand owners to realise this value.

This is a conversation designed for CEOs, executives, and senior leadership teams, this workshop offers direct access to the people shaping global market strategies, trade access, and commercial adoption.

If market trends and value creation are important to your business, this is your chance to get involved, ask questions, and discuss what matters.

MLA LEADERSHIP TEAM



Andrew Cox
GM
International Markets



Andrew McCallum
Global Trade & Market Access



Josh Anderson
Group Manager
International Markets



Travis Brown
Regional Manager
Japan & Korea



Valeska
Regional Manager
Southeast Asia



Murray Davis
Regional Manager
Greater China



David Packer
Program Manager,
MSA



Sarah Strachan
Group Manager
Adoption & Commercial Services

Wednesday 12th March 2025
11am - 2pm (lunch included)

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