



## DAIRY FEED EFFICIENCY & FOOD SUSTAINABILITY SUMMIT

# 2011

Global Agri-Business Collaboration to Reduce the Effects of Commodity Price Volatility

On the **26th of January 2011** the first Global Dairy Feed Efficiency & Food Sustainability Summit will take place simultaneously in Berlin, Dublin, London, Paris, The Hague and Washington DC via video link. The Summit will also be streamed live to a multitude of regional meetings across Asia, Australia, Europe, New Zealand and the USA.

- **INCREASING DAIRY FEED EFFICIENCY** is the focus. Producing more milk from the same feed is a paradigm shift that challenges conventional thinking.
- **THE FINANCIAL EFFECT** is major. A feed efficiency gain of 25% is worth \$100,000 pa to a 300 cow US dairy herd or £63,000 to a 150 cow UK farmer. At national and global level the accumulated economic potential is massive.
- **THE CHALLENGE** is to increase food production and improve farm profitability while preserving the precious resources of feed, land, water and the environment.
- **LEADING COMPANIES** from countries producing almost 50% of the world's milk production are coming together on this day to take a major lead in improving global food sustainability.
- **THE GOAL** is to achieve a medium term lift of 20% in levels of feed conversion efficiency across the world.

# DAIRY FEED EFFICIENCY & FOOD SUSTAINABILITY SUMMIT - 26th January 2011

The Summit is significant in its sustainability objectives and in its global reach. It brings together, in a common objective, technologies and industry interests that can deliver real 'on the ground' progress.

Most immediately, the event is important in presenting a plan that offers real potential for cost savings that could do much for hard pressed dairy producers.

A benchmarked CRM database of over 8,000 dairy herds in Europe, Australia and New Zealand showed the top third of herds produced 5 litres more milk per cow per day, from 1 kilo more feed, than the average. The feed efficiency difference between the top third and the rest was 25%. The difference in annual income over feed is worth \$100,000 to a 300 cow US dairy herd (equivalent to \$1.60/cwt of milk produced) or £63,000 to a 150 cow UK farmer.

●	<b>Networking lunch</b>	<b>12.30pm</b>
●	<b>Welcome from the CEO of Enterprise Ireland, Frank Ryan and Chairman Liam Downey.</b>	<b>1.15pm</b>
●	<b>Introduction from International Moderator</b>	<b>1.25pm</b>
●	<b>Global overview</b> Dr. Liam Downey - Scientist and international agriculture food foresight expert	<b>1.30pm</b>
●	<b>Feed efficiency and food sustainability - a breakthrough in ruminant nutrition</b> <b>David Beever</b> , Ph.D., Emeritus Prof. of Animal Science, University of Reading, UK <b>James Drackley</b> , Ph.D., Dept of Animal Science, University of Illinois, USA <b>Dave Holzgraefe</b> , Vice President, Research, ADM	<b>1.35pm</b>
●	<b>The impact of feed efficiency on farm profitability</b> <b>David Colman</b> , Ph.D., OBE, Emeritus Prof. of Agricultural Economics, University of Manchester	<b>1.55pm</b>
●	<b>Results of combined technology collaboration and vision for food sustainability</b> <b>Mike Manning</b> , Vice President, North American Feed Operations, ADM Alliance Nutrition <b>Hendrik Arends</b> , Sales Manager, Agrifirm <b>Nick Major</b> , Sales and Marketing Director, BOCM PAULS LTD <b>Trevor Tomkins</b> , Chief Executive Officer of Milk Specialties Global <b>Jean-Philippe Rousseau</b> , Sanders	<b>2.05pm</b>
●	<b>Creating a sustainable competitive advantage through integrated technologies</b> <b>Robert Jolly</b> , Ph.D., Department of Economics, Iowa State University	<b>2.30pm</b>
●	<b>Where to next?</b> <b>Gerard Keenan</b> , Executive Chairman, Richard Keenan & Company Limited	<b>2.40pm</b>
●	<b>Global question and answer session</b>	<b>3.00pm</b>
●	<b>Local market discussion</b>	<b>3.15pm</b>
●	<b>Close</b>	<b>3:30pm</b>



**Liam Downey** DSc PhD D.Litt has served as chairman or member of many EU and national foresight projects relating to agriculture, food and rural economy. He was director-general of four Irish national organizations with responsibility for agriculture, food, animal health and the environment. He has a PhD in biochemistry and a DSc for published research across a wide range of areas in agriculture, food and science policy.

**Prof. Liam Downey - Scientist and international agriculture food foresight expert - IRE**



**David Beever** was Professor of Animal Science and Production at The University of Reading, UK from 1992 until 2004 and Director of The Centre for Dairy Research (CEDAR). Prior to 1992, he was at the Grassland Research Institute, Hurley and was head of the Ruminant Nutrition and Metabolism department for 7 years. He joined Keenan in 2004.

**Prof. David Beever - Animal nutritionist, Keenan System - UK**



**James Drackley** is Professor of Animal Sciences at the University of Illinois in America. With numerous publications, honours and awards to his name, he is one of the leading world authorities on the relationship between ruminant nutritional physiology, metabolism and performance.

**Prof. James Drackley - Animal nutritionist, University of Illinois - USA**



**David Holzgraefe** Ph.D PAS served on the faculty of the Department of Animal Sciences, University of Illinois. In 1994, he joined MoorMans, Inc., and was appointed Vice President of Research in 1998, following the company's acquisition by ADM.

**Dr. David Holzgraefe - Animal nutritionist, ADM Research - USA**



**David Colman** is former President of the International Association of Agricultural Economists, a past-President of the UK Agriculture Economics Society and Emeritus Professor of Agriculture Economics at The University of Manchester and Director of its Farm Business Unit.

**Prof. David Colman - Economist - UK**



**Mike Manning** has the responsibility of leading the ADM Alliance Nutrition's feed operations team of production plants, sales consultants, Ph.D. tech support professionals and species business marketing managers in the US and Canada. He has served as a member of the executive board of directors for the American Feed Industry Association (AFIA) and is a current board member for Cornerstone Network.

**Mike Manning - VP Feed Operations, ADM Alliance Nutrition - USA**



**Hendrik Arends** joined Agrifirm in 1984 and worked in the internal sales team. He currently holds the position of Ruminants Sales Manager at Agrifirm. He ensures that Agrifirm delivers the best possible results for their customers.

**Hendrik Arends - Ruminants Sales Manager, Agrifirm, NETH**



**Nick Major** joined BOCM PAULS LTD following graduation from Harper Adams University College in 1985. As Sales and Marketing Director, he has responsibility for R&D, technical and supply chain development. He is a Fellow of the Chartered Institute of Marketing.

**Nick Major - Sales & Marketing Director, BOCM PAULS LTD - UK**



**Jean-Philippe Rousseau** practised Veterinary Science from 1980-1990. He then specialised in ruminant nutrition working as a Ruminant feed manager in Philicot and Agribrands Europe France (Purina Feed). Jean-Philippe has worked as Ruminant feed manager in Glon group (Sanders feed) since 2002.

**Jean-Philippe Rousseau - Ruminant Feed Manager, Sanders - FRA**



**Trevor Tomkins** completed his Ph.D. at the University of Reading in 1976 where he studied Animal Agriculture. Chief Executive Officer of Milk Specialties Global since 2000, he was a member of the National Research Council Subcommittee that reviewed and published the Nutrient Requirements of Dairy Cattle in 2001 and is a past Chair of Heifer International Foundation.

**Dr. Trevor Tomkins - Chief Executive Officer, Milk Specialties Global - China & USA**



**Robert Jolly** is one of America's leading agricultural economists with a uniquely global perspective. Over the last 20 years he has managed international projects worth in excess of \$13 million and has developed and managed technical assistance programs across the world. The founding Director of the Agricultural Entrepreneurship Initiative in the College of Agriculture and Life Sciences Iowa, his chief professional interests include agricultural finance, entrepreneurship and agribusiness management.

**Prof. Robert Jolly - Economist, Iowa State University - USA**



**Gerard Keenan** was one of the founding members of Richard Keenan & Company Limited on its establishment in 1978 and Executive Chairman since 1992, He has served as a board member of the Irish Export Board and also been a contributor to Irish and European foresight studies of the rural and agricultural communities.

**Gerard Keenan - Executive Chairman, Keenan System - IRE**

# CHAIRMAN PROFILES FOR THE FEED EFFICIENCY AND FOOD SUSTAINABILITY SUMMIT 2011.

In each of the Summit locations there will be a prominent industry leader who will Chair the event. During the local Q&A session the Chairman will lead the panel discussion focusing on the areas of feed efficiency and food sustainability and its relevance to the local market. They will promote a lively discussion and have the objective of looking at ways of creating and maintaining future action.



**Liam Downey** DSc PhD D.Litt has served as chairman or member of many EU and national foresight projects relating to agriculture, food and rural economy. He was director-general of four Irish national organizations with responsibility for agriculture, food, animal health and the environment. He has a PhD in biochemistry and a DSc for published research across a wide range of areas in agriculture, food and science policy.

**Dublin - Prof. Liam Downey, Scientist & international agriculture food foresight expert**



**Phil Thomas** was Principal and Chief Executive of the Scottish Agricultural College. Prior to that, he was Professor of Agriculture at the University of Glasgow. He holds a number of public and industry-body appointments, including Chairman of the Scottish Salmon Producers' Organisation, Chairman of the Tenant Farming Forum, a Board Member of Quality Meat Scotland, and a Board Member of Scottish Natural Heritage. He has had a wide involvement in EU and national food quality, safety and regulation as well as in rural and environmental matters.

**London - Professor Phil Thomas BSc, PhD, FSB, FRAgS, FRSE**



**Henri Seegers** is Professor of Animal Production at ONIRIS, The Veterinary and Food Engineering College of Nantes, France where he was formerly Head of the Department of Farm Animal Health and Public Health for 10 years. He is currently Head of the Research Group Biology, Epidemiology and Risk Analysis in Animal Health.

**Paris - Professor Henri Seegers DVM, DECBHM, DECVPH**



**Jan Cees Vogelaar** completed his agricultural studies in 1980. He is currently managing his own Dairy and Arable farm. He is working as a Small Business Energy Advisor with local sustainable energy concepts since 2004. He was a Member of the Advisory Animal Sciences Group, Chairman LTO-Dairy and livestock chairmen LTO. He was Chairman of the Department of Agriculture Livestock Board, Dairy Commission Advisor Dutch Dairy Organisation and Group President of EU Milk.

**The Hague - Jan Cees Vogelaar, Dairy and Arable Farmer, Farm and Energy Advisor**



**Robert Jolly** is one of America's leading agricultural economists with a uniquely global perspective. Over the last 20 years he has managed international projects worth in excess of \$13 million and has developed and managed technical assistance programs across the world. The founding Director of the Agricultural Entrepreneurship Initiative in the College of Agriculture and Life Sciences Iowa, his chief professional interests include agricultural finance, entrepreneurship and agribusiness management.

**Washington DC - Prof. Robert Jolly, Economist, Iowa State University**