

3rd Biennial West Australian Grain, Stock Feed & Oilseeds Industry Expo  
"MARKETING TOGETHER TO STAY THE BEST"



# GRAINS West Expo 2007

**Perth 26th & 27th July 2007**  
**Burswood Convention Centre, Perth**

*Diamond Sponsors*





"MARKETING TOGETHER TO STAY THE BEST"

## GRAINS West Expo 2007

**The Expo offers you and your business an exciting opportunity to:**

- \* Be involved in creating your future grain industry
- \* Network with new and existing customers, partners & suppliers

An excellent line up of international speakers includes:



### **Thomas Mielke**

Thomas Mielke joined the OIL WORLD team in the mid seventies after he studied economics at the University of Hamburg. He specialises in global commodity analyses and market research on supply, demand and prices of oilseeds, oils, fats and oilmeals. Thomas is the director of ISTA Mielke GmbH in Hamburg (Germany), where OIL WORLD is produced. Thomas Mielke has given more than 170 lectures and talks in conferences and workshops all over the world. The WEEKLY and daily FLASH reports can be obtained from the internet at [www.oilworld.biz](http://www.oilworld.biz). Founded in 1958, the OIL WORLD organisation is recognized worldwide as the independent, authoritative and unbiased global information provider for oilseeds, oils and oilmeals.

### **Marlene Boersch** M. Agr. Econ Saskatchewan University

Marlene Boersch has been actively involved with the agriculture industry in Canada. She has traded and exported Canadian crops internationally for 20 years, first working for Cargill Grain, then for XCan Grain. She subsequently established Berdex Canada Ltd., a special crops export company, and managed the company for 8 years.

In 2003, Marlene and Anthony Temple founded Mercantile Consulting Venture. Mercantile Consulting specialises in international market intelligence, risk management solutions, investment and project consulting in the field of agriculture for private and public agribusiness organizations in Canada and abroad. The consortium brings direct long term marketing and agribusiness experience and expertise to their projects.



### **Stephen Bartos**

Stephen Bartos is Director of Australia's National Institute for Governance. Prior to this he was a visiting fellow at the Australian National University and until June 2003, Deputy Secretary of the Commonwealth Department of Finance & Administration. He implemented many of Australia's public sector reforms during the 1980s and 1990s, and also worked as a senior manager, strategy, for Andersen Consulting. Stephen is the author of two books. *Against the Grain – the AWB Scandal and Why It Happened* (UNSW Press, 2006), *Public Sector Governance Australia* (CCH, Sydney, 2004), and numerous articles. He is a Fellow of the Australian Institute of Management and Australian Institute of Company Directors, a former non-executive director of the Telstra Instalment Receipt Trustee Co. Ltd. and currently a director pro-bono of Kidsafe Australia.



### **Tony Temple** Mercantile Consulting Venture, Managing Partner.

Anthony Paul Temple has a career in agriculture that spans 38 years in senior positions across the globe at the three major multinational agriculture companies (Cargill, Louis Dreyfus, and ConAgra). Mr. Temple has worked in the grain industry in Australia, Europe, Canada, the US and Brazil. Today Mr. Temple is a managing partner at Mercantile Consulting Venture. As a member of multinational companies, he was directly involved in assessing various investment opportunities throughout the world including analysis and decisions on investments in the malt barley processing sector in Australia and Canada along with major oilseeds processing investments in Brazil.



Thursday 26th July  
**DAY 1**

**GRAINS**  
*West*  
**Expo 2007**

**Jon Slee** Chair Grains West Expo

Welcome

**Hon. Kim Chance** Minister for Agriculture, Fisheries, Forestry & Mid West

"Welcome to WA - Australia's Grain State"

**Marketing "Beyond the Rear View Mirror"**

**Alan Winney** Chairman Emerald Group

"Australia's Export Grain Marketing Arrangements - How They Compare With Our Competitors"



**Alan Winney**

Alan Winney has been involved in Australian agribusiness for 30 years. He is the current Chairman and a major shareholder of the Emerald Group and is a Director of United Farmers Co-operative WA. In a 20 year executive career in agribusiness his roles have included Manager International for Elders IXL, country head for the Louis Dreyfus Grain business, Head of Trading activities at the Australian Wheat Board and founding CEO of Bustan International. In 2002 he wrote the Kronos Report, a definitive review of the Australian Wheat Industry, that subsequently led to a Senate Enquiry and period of significant reform.

**Myths Exposed "How We Operate Locally and Globally Now and In Future"**

**Alick Osborne** Trading Manager Louis Dreyfus

**Robert Green** Commercial Manager Cargill Australia

**Josh Roberts** Senior Trading Manager CBH Group

**Gordon Davis** CEO AWB Limited



**Gordon Davis**

B.Forest Sc. Hons (Melb), M. Agr.Sc (Tas).

Gordon Davis commenced with AWB Limited as Managing Director in September 2006. Prior to joining AWB, Mr Davis held positions with Orica Mining Services in the Australia Asia region, was General Manager of Incitec Fertilizers, and held roles at ICI Australia and Orica in public affairs and chemicals businesses. Mr Davis was Science and Environment advisor to the federal Leader of the Opposition from 1990 to 1993.



AN EVENT FOR ALL IN THE GRAINS INDUSTRY

**GRAINS**  
*West*  
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Thursday 26th July  
**DAY 1** continued

**"World Markets"**

**Tony Temple** Mercantile Consulting Venture

"Current World Production Course Grains & Wheat"

**Thomas Mielke** Oil World

"World Vegetable Oil Markets & Biodiesel Impact"

**"China"**

**Katie Dean** International Economist ANZ

"China - Will the Bubble Burst?"



**Katie Dean**

Katie Dean joined Economics@ANZ in 2002 and is currently a member of the international economics team. She has a particular interest in the economies and financial markets of Asia. Prior to joining ANZ, Katie spent four years at the Commonwealth Treasury working in a number of roles in the domestic and international macroeconomic areas of the department. Katie holds Bachelor of Economics degree with first class honours from James Cook University in Queensland.

**Australian Grain Institute "Taste the West"**

Networking Function



**Grains West is Presented by**



National Agricultural Commodities  
Marketing Association WA



Stock Feed Manufacturers  
Association WA



Pulse Australia WA



**GRAINS**  
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**Expo 2007**

**Friday 27th July**  
**DAY 2**

**"Managing Grain Risk"**

**Prof. Stephen Bartos**

Director National Institute for Governance University of Canberra

"Managing Risk in Grain Export Markets"

**Dr Pat Collins** CRC for National Plant Biosecurity

"Biosecurity for the Grains Industry"

**"Quality Delivery Systems to Local, National & International Markets"**

**Paul Hamersley**

Freight Logistics Policy Advisor Department of Planning & Infrastructure

"Grain Freight Network Review"

**Rob Voysey** Manager Supply Chain Strategy CBH Group

"Infrastructure Implications for WA - What Needs to Happen!"

**John Warda** Executive Manager National Supply Chain ABB Grain

"What a Best Quality, Very Safe Australian Grain Handling & Delivery System Should Have"



**John Warda**

John Warda has an international reputation as an expert in Storage and Handling operations. He has successfully marketed the Company's expertise in grain storage construction and management through the development of three separate infrastructure projects in Oman, South Africa and Cyprus. John has also investigated opportunities for S&H infrastructure developments in the Middle East, India, China and Eastern Europe.

John has been involved in the Grain Industry for over 32 years with SACBH, AusBulk and now ABB Grain. John is the General Manager - Storage and Handling, the largest Business Unit of the ABB Group of Companies.

**Neil Warden** Chairman Walgett Special One Cooperative

"20 years of Grain Industry Leadership"



**Neil Warden**

Neil Warden is chairman and a founding member of the Walgett Special One Co-operative. Neil began share farming in 1975 pioneering broad scale dry land cropping on the marginal Western fringe of the Northern NSW wheat belt. He now grows 16,000 hectares of mainly winter crops 60-100 km North West of Walgett with summer cropping opportunity. Neil enjoys sharing his experiences and learning from the innovative successful farmer groups across Australia. He aims to be one of the drivers to make WSOC into the premier mid-sized grain marketing and service provider organisations on the East Coast of Australia.



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Friday 27th July  
**DAY 2** continued

**"Products"**

**Marlene Boersch** Partner Mercantile Consulting Venture

"World Pulse Market Outlook - Food or Feed?"

**Rex Newkirk** Director Feed Canadian International Grains Institute

"Promoting Pulses & Oilseeds to World Markets"



**Rex Newkirk**

Dr. Rex Newkirk is Director of Feed at the Canadian International Grains Institute (CIGI) whose aim is to assist people understand how to use Canadian feedgrain products to their fullest extent and as efficiently as possible. Prior to taking the position, Rex had been Professional Research Associate in the Department of Poultry and Animal Science at the University of Saskatchewan in Saskatoon, SK. In addition, he has served as the Scientific Information Officer with the Canadian Light Source.

**GRAINS WEST WORKSHOPS**

 **FarmBis** Approved

**1. NACMA WA Marketing Strategies for a New Era**

Featuring: Tony Temple

**2. Pulse WA Objective Management for Pulses**

Featuring: Marlene Boersch

**3. SFMA WA Feed Ration Developments World Wide**

Featuring: Rex Newkirk

**4. Oilseeds WA Oilseeds New Varieties and Opportunities**

Featuring: Thomas Mielke

**5. CRC National Plant Biosecurity Challenging Plant Biosecurity**

The program organisers advise that the program may be subject to change

*Silver Sponsors*





**GRAINS**  
*West*  
**Expo 2007**

# Registration

**Thursday 26th & Friday 27th July 2007  
at Burswood Convention Centre**

Name: Mr/Mrs/Ms \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Address: \_\_\_\_\_

Postcode: \_\_\_\_\_ Email: \_\_\_\_\_

### Expo & Seminar Registration Check List and Prices

Registration fees (all prices include GST)	No	Amount \$
<b>Earlybird booked prior to 22nd June</b> Two Day @ \$685	<input type="checkbox"/>	_____
One Day @ \$355	<input type="checkbox"/>	_____
Booked after 22nd June Two Day @ \$785	<input type="checkbox"/>	_____
One Day @ \$405	<input type="checkbox"/>	_____
<b>Please indicate day of attendance</b> Thursday 26th July	<input type="checkbox"/>	_____
Friday 27th July	<input type="checkbox"/>	_____
Workshop <u>only</u> registration \$55	<input type="checkbox"/>	_____
I will attend workshop: 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 <input type="checkbox"/>		

 50% FarmBis Rebate available for eligible Growers

Australian Grain Institute Networking Function only \$85  \_\_\_\_\_  
Thursday 26th July (included in full registration fee)

2nd Delegate's full name

Mr/Mrs/Ms \_\_\_\_\_

### Exhibition

Display Booth 2m x 1m p.o.a  \_\_\_\_\_

Yes, I am interested in a Saturday Program  \_\_\_\_\_

Total Payable \$ \_\_\_\_\_

### Payment

Cheque payable to "OILSEEDS WA" enclosed for \$ \_\_\_\_\_

OR Bank Card  Visa Card  Master Card

Name on card \_\_\_\_\_

Card No. \_\_\_\_\_

Expiry date: \_\_\_\_ / \_\_\_\_ Signed \_\_\_\_\_

Forward to: **Grains West Expo**  
**c/o- Oilseeds WA, Suite 5, 110 Robinson Ave, Belmont WA 6104**

Or Fax to 9475 0322 (Card payments only)

**Further information or phone registrations 9475 0753**



"MARKETING TOGETHER TO STAY THE BEST"

# GRAINS West Expo 2007

"Grain Marketing was national headline news for much of 2006."

"In 2007 Grains West is a great opportunity to see how the dust is settling"

"Growers have more chance than ever to be included in direct marketing."

### Program

WA produces high quality grain. Canada and USA provide strong competition while Eastern Europe and South America are emerging. To increase our market share we need to understand markets, our customers' perception of our products and the selling and delivery systems which supply grain to our 'world customer'. The Grains West Conference is designed to help you develop greater understanding of these issues.

**Day One** concentrates on marketing systems.

The AGI "Taste the West" networking function allows delegates to sample WA Grain foods, meet colleagues and create opportunities.

**Day Two** will report on risks in marketing and supply chain issues.

Event Facilitator Malcolm McMahon will assist delegates draw their own conclusions and formulate practical actions with his "not to be missed" summaries.

### Trade Exhibition

The trade exhibition offers an excellent opportunity to promote and display your products. All refreshments and meals are served in the exhibition hall, maximising business and networking opportunities. Contact the organisers for an exhibition package.



### Accommodation

Burswood Holiday Inn, Perth

Telephone 9362 8888  
Fax 9362 8866  
Email [reserve@burswood.com.au](mailto:reserve@burswood.com.au)

Conference rate \$160 per room per night  
(Quote Grains West Expo "GRA")

or  
Intercontinental Resort rooms also available  
Telephone 9362 8888

### Gold Sponsors

