

Keep it Real 2009

6th National Food Safety, Quality and Environmental Assurance Conference

9th—12th November

Hotel Grand Chancellor, Launceston Australia


Book and pay by
1 September 2009 to
receive the Early Bird
discount.



A journey of discovery in food safety, quality assurance and environmental management for primary industry.

Attend workshops, field trips, case study presentations, panel discussions, trade and produce displays, and social networking — all in a single event package

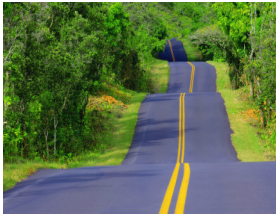
Day 1 – Monday 9th November: The journey begins

9.00 am	Registration desk opens
	Supplementary training programs. Visit the Keep it Real 2009 web site for training course updates and booking information
9.30 am	Progressive field trip from Hobart to Launceston for delegates arriving in the South
5.00 pm	Welcome drinks event at the Hotel Grand Chancellor in the Conference Centre foyer. Brought to you by Coles
	 Trade displays open

Day 2 – Tuesday 10th November: Get out there! Maps, plans and pathways to success

7.30 am	Registration desk opens. Trade displays open	
7.30 am - 8.45 am	Australia21 Next Big Question breakfast seminar Food Security in a Time of Climate Change - Andrew Campbell, Triple Helix Consulting - Paul Barratt, Director of Australia21 and special guests	
9.00 am	WORKSHOP STREAM ONE Environmental Systems Recognition Framework workshop. Brought to you by Caring for our Country  CARING FOR OUR COUNTRY	WORKSHOP STREAM TWO 10.00am: Soil Awareness workshop: helping you make the right soil management decisions. Alison Anderson and Jim Kelly, Arris Pty Ltd
12.00 pm	Lunch	
1.00 pm	Carbon foot print tools workshop. Brought to you by Woolworths	Soil pit field trip and site tour of Montague Orchard. Brought to you by RM Consulting Group 
5.00 pm	Quality Showcase in the Ballroom foyer with welcome by Hon. David Llewellyn - Department of Primary Industries, Parks, Water & Environment	

Keep it Real[®] 2009

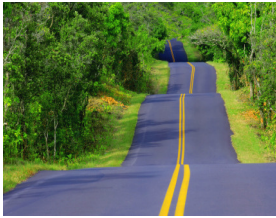


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Day 3 – Wednesday 11th November: Exploring environment, food safety and quality systems

7.30 am	Registration desk opens.	
8.00 am	Trade displays open	
8.30 am	Conference opening – Welcome: Michael Williams, Master of Ceremonies	
9.00 am	The Environment The changing community attitudes, climate and economics affecting primary production and food standards	TBC - Australian Farm Institute and Food Standards Australia and New Zealand
10.10 am	Morning tea	
10.40 am	Meeting the challenge Environmental stock take project in the avocado industry Beef and sheep producers responding to climate change and greenhouse emissions How horticulture is responding to the climate change challenge <i>Myth busters – questions and discussion from the floor</i> Fertilizer use QA for environment, food safety and productivity outcomes	Antony Allen – Avocados Australia Jenny O’Sullivan – Malabar Farm Peter Deuter – DPI Queensland Martin Shafron – Fertilizer Industry Federation of Australia
12.15 pm	Lunch	
1.15 pm	Proving we meet the challenge A producer’s journey since 2007: Quality and sustainable production at BONAHA Streamlining and PMS sustainable dairy development in Victoria Audio measures of on-farm biodiversity Providing environmentally assured wool – case study from Western Australia	Nathan Billing – Beaut Organic Nice and Healthy Dr Anne-Maree Boland – RM Consulting Group David Williams – DPI Victoria Danielle England – Department of Agriculture & Food
3.10 pm	Afternoon tea	
3.40 pm	Going further with collaboration Lessons learned in taking the challenge and working with markets to gain results in the wool industry Supply chain driven environmental performance reporting in the dairy industry	Ben Watts - BRALCA Merinos Marguerite White – Murray Goulburn Dairy Co-operative
5.00 pm	Close	
6.00 pm	Conference dinner – Grand ballroom Hotel Grand Chancellor Includes entertainment and TQA Global Insights Award winner announcement	



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Day 4 – Thursday 12th November: Exploring environment, food safety and quality systems

8.30 am	Trade displays open	
9.00 am	Converting conference topics into bottom line results	
	Communication tools and trends: an insight into the good, bad and ugly side of brand promotion	Joseph Smeaton – Clemenger Tasmania
	Fair trade certification: consumer demand, marketing leverage and the process, costs and benefits	Cameron Neil – Fairtrade Labelling Australia & New Zealand
	A producers journey since 2007: Perceptions vs realities; bridging the rural urban divide	Lynne Strong – Clover Hill Dairies
10.30 am	Morning tea	
11.00 am	Everyone wants a brand, but do they really deliver? Panel and floor discussion on QA, environment, fair trade and food safety as marketing tools for primary producers	With guest presenters
12.30 pm	Lunch	
1.30 pm	New food safety and quality assurance challenges	
	 <p>The International Standards Harmonisation/Application under the Auspices of the UN Economic Commission for Europe, OECD and European Commission Brought to you by Aus-Qual Pty Ltd</p>	Dr Viera Baričičová - Chair of the UNECE Working Party for Agricultural Standards (Slovak Republic)
	Crisis management in horticulture: a new plan	Richard Bennett – Horticulture Australia Limited
	Allergens and risks	Allison Clark – Houston's Farm
	Composts ain't composts: closing the gap on food safety and manure use	Andrew Monk – Biological Farmers of Australia
2.50 pm	Afternoon tea	
3.20 pm	Recycled water and minimising environmental, health and marketing risks	Dr Daryl Stevens – Arris Pty Ltd
	On site, on demand water treatment using new, small scale technologies	Dr Peter Majewski – University of SA
	Panel and floor discussion of water source and treatment	
	Auditing the audit situation	
	Opportunities for flexibility in audit scheduling	Clare Hamilton-Bate – Freshcare Ltd
	Panel and floor discussion. With guests from auditors, retailers, growers and agri-food businesses	
5.15 pm	Close	
	 <p>Closing event drinks – conference centre foyer Brought to you by The Allergen Bureau</p>	

Training such as Freshcare Environmental and Allergen Bureau workshops may also be available on Friday 13th November. Please check the Keep it Real conference web site or call 03 6423 6008 for the latest information on training availability and booking details.

A preview of some of the Keep it Real 2009 guest speakers:

Dr Viera Baričičová

Head of Market Organization Department, State Veterinary and Food Administration of the Slovak Republic. Viera is an expert in fresh fruit and vegetable quality and has had extensive experience in transposing EU legislation to national regulations. Viera is also Chair of the UN/ECE Working Party on Agricultural Quality Standards, and Vice Chair of the OECD Scheme for the Application of International Standards for Fresh Fruit and Vegetables.

Dr Daryl Stevens

Principal Scientist – Arris Pty Ltd. Daryl has worked extensively (2005-2008) for the National Environmental Protection Council as Coordinator and Scientific Services for the Environmental Risk component of the Australian Guidelines for Water Recycling. As the Project Coordinator Daryl was pivotal in developing the risk assessment approach currently used for the Australian Guidelines for Water Recycling (NRMMC and EPHC 2006). He now consults across Australia in the development and management of recycled water schemes and environmental risk management in the water industry.

Mr Cameron Neil

Operations Manager - Australia for Fairtrade Labelling Australia and New Zealand and the manager of the organisations Certification and Labelling activities. Fair Trade has increasingly been Cameron's passion over the last six years, since he took on the role of Development Coordinator of the Fair Trade Association of Australia and New Zealand late in 2003. His efforts liaising with fair trade businesses and organisations in Australia and New Zealand have helped to get fairly traded products to ANZ markets, educate consumers, and deliver capacity building activities with producers in developing nations. Cameron's roles have changed as the Fair Trade movement and markets have grown and he now leads a team in Melbourne working to harness trade's power to give farmers and workers in poor communities what they need to tackle poverty.

Mr Michael Williams

Michael Williams & Associates Pty Ltd - Mike is the Keep it Real 2009 master of ceremonies and combines the skills of a natural resource strategist and an outstanding facilitator. Mike has facilitated over 300 workshops for a broad range of industries involved in agriculture and natural resource management.

In addition to the valued session sponsors, we are proud to acknowledge the Keep it Real conference supporters for 2009. Thank you!



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Please note that TQA Australia cannot accept responsibility for speaker or topic changes due to unforeseen circumstances. TQA Australia have the right to provide suitable replacements and to alter presentations, workshops, field trips and training sessions to meet delegate demand.

TQA Australia

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