



# Seminar Program

**Saturday, Nov 15**

Session 1 at 9.30 am

**Ross Shannon, Bluegum Beef.**  
*The challenges of branded food marketing*

**Paul Ziebarth, EcoFoods**  
*Environmentally friendly food for consumers*

**Rob Fletcher, UQ Gatton Campus**  
*New crops – picking commercial winners*

Session 2 at 11 am

**Kitty Kinivan, Suncorp**  
*Interest rate risk management for business borrowers*

**Robert Pekin, Community Supported Agriculture**  
*Bridging the gap between farmers and the urban population*

**Svenska Jeffrey, DPI Fire Ant Control Centre**  
*Defeating an exotic pest invasion in Queensland*

12.30pm

**Presentations by Jan Power and Mondo Organic Restaurant**

**Session 3 at 2 pm**

**Rhonda Scoullar, The AgAware Group**  
*Increasing the understanding of agriculture in schools*

**Bill Justo, Suncorp**  
*Who will inherit the family farm? Planning for retirement*

**Alison Willis, DPI Food Technology**  
*How to commercialise your food product*

## **Sunday, Nov 16**

**Session 4 at 9.30 am**

**Henry Palaszczuk, Minister for Primary Industries**  
*Promoting the great food grown in Queensland.*

**Jacqui Balston, Queensland Centre for Climate Applications**  
*Drought in south east Queensland*

**Greg Banff, Lockyer Water Forum**  
*Water options for Locker farmers*

**Session 5 at 11 am**

**Daryl Joyce, UQ Gatton Campus**  
*Building a native flower industry in Queensland*

**Ian Millar, DPI Food Technology**  
*Farmhouse Cheese making*

**Siobhaun Shapcopp, Farmers Online Market**  
*Marketing food on the internet*

**12.30 pm**

**Presentation by Mondo Organic Restaurant**

<b>Session 6 at 2 pm</b>
--------------------------

**Trevor Battersby, Suncorp**

*Business planning strategies for a secure future*

**Jean Koek, Equine Thermal Imaging**

*Using infrared digital technology with horses*

**Peter Bell, Animal Nutritionist**

*Getting nutrition right for horses*