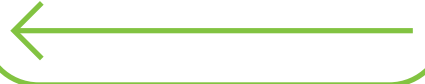




**PLATE TO PASTURE
FARMER
CONFERENCE
2022**

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Day 1 – Monday 4th July

REGISTRATION DESK OPENS 5:30PM

Global Food Market Welcome Dinner 5:30pm – 9:00pm

- Official Welcome
- Global Food Market experience
- Silver Fern Farms Best Boner National Finals (Beef, Lamb and Venison)

Day 2 – Tuesday 5th July

REGISTRATION DESK OPENS 7:30AM

Conference Plenary and Workshops 8:30am – 5:30pm

SESSION 1 - INTRODUCTION

- **Conference Open and Welcome**
- **Company Update, Performance and Strategy**
Simon Limmer, Chief Executive

SESSION 2 – ALWAYS CARING

- **Keynote speaker – Nadia Lim**
The former MasterChef winner (and now judge) has 10 best-selling cookbooks and is one of the founders of My Food Bag. She also owns Royalburn Station near Arrowtown, producing meat and vegetables for restaurants and lodges around nearby Queenstown. As a passionate sustainable food advocate, Nadia has a fresh perspective across regenerative agriculture from the view of a consumer, chef and farmer.
- **Driving Growth Patterns with Consumer Insight**
Mark Kennedy, Senior Partner at Kantar
- **Our Global Customers**

MORNING TEA BREAK

SESSION 3 – IMPROVING TOMORROW

- **Panel Session: NZ Produce on a Global Stage**
Nadia Lim, Diana Rodgers and Rod Oram
- **Our Sustainability Action Plan**
Kate Beddoe, Chief Sustainability and Risk Officer
- **Defining Nature Positive**
Nicola Johnston, GM Growth
- **Sustainable Market-Led Product**
Matt Luxton, Strategic Programme Sales Manager & Greg McSkimming, Agribusiness Strategic Solutions Manager

LUNCH BREAK

SESSION 4 – UNSTOPPABLE TOGETHER

- **Keynote – Hon. Tim Groser**
The former Trade Minister and Ambassador to the World Trade Organisation is a renowned speaker on issues focused around the Trade Wars. He is regularly consulted on international trade matters in academic circles and is currently working with Yale University on an upcoming book on this topic.
- **Building a Business to be Unstoppable Together**
Dan Boulton, Chief Supply Chain Officer
- **Supply Chain and Markets – Impacts and Solutions**
Peter Robinson, GM Sales and Dan Boulton, Chief Supply Chain Officer
- **Our People – Matt Ballard, Chief People Officer**

AFTERNOON TEA BREAK

SESSION 5 – WORKSHOPS

Choose 2 of 4 Break-Out Workshops:

- **Our Regenerative Partnership Pilot**
- **Innovation Kitchen**
- **Fifth Quarter**
- **Digital Deep Dive – Silver Fern Farmer Platform**
Read more about these workshops on the following page.

SESSION 6 – WRAP UP

- **Panel Session: Nature Positive Farming**
Silver Fern Farms Graduates and Farmers
- **A Co-operative Perspective**
Clark Taylor, Shareholder Relations Manager
- **Wrap Up**
Simon Limmer, Chief Executive

Plate to Pasture Supplier Awards Dinner 6:30pm – 11:30pm

- Pre-Dinner Drinks & Canapes
- Formal Welcome & Intro
- Youth Scholarship Awards Presentation
- Our 2021 Plate to Pasture Winners
- Special Guest Speaker: Dame Valerie Adams
- Plate to Pasture Awards 2022 - Winners Announced

Day 3 – Wednesday 6th July

From 8:00am. Choose one of the following:

- Farm Tour including Burger Lunch
- Belfast Plant Tour including Burger Lunch
- BBQing Masterclass with Dean Davis

Read more about these tours on the following page.

REGISTER NOW AT [SILVERFERNFARMS.COM/CONFERENCE](https://silverfernfarms.com/conference)

Workshops - Tuesday 5th July

From 2:30pm. Choose 2 of 4

Silver Fern Farmer: Digital Platform Deep Dive

Our Silver Fern Farmer website and app team will walk through the process of app development, plus we'll reveal our plans for the digital future including a sneaky peak at some great new functionality. This session is for anyone wanting to learn more about the digital tools available in the Silver Fern Farmer platform, and it's your chance to give feedback, request features and get into the nitty-gritty with the experts.

Fifth Quarter

When we talk about red meat we tend to think of rib eye steaks and lamb racks, however there are huge streams of value to be captured in everything that's not red meat – the 'fifth quarter'. Our Fifth Quarter Sales Team will walk you through the many weird and wonderful products we supply to global customers, ranging from cultural delicacies to pharmaceutical goods. Learn about how we're continually working to expand the value we capture from nose to tail, and get hands on with some of the less well known parts of the carcass.

Our Regenerative Partnership Pilot

Join Silver Fern Farms' On-Farm Sustainability team to talk through the new on-farm Regenerative Agriculture pilot, including Savory Institute and NZFAP Plus. In the context of Silver Fern Farms' Regenerative Principals we'll cover the Savory Land to Market programme in a New Zealand context, the indicators measured to verify regeneration, and how these programmes might scale across a variety of farming environments.

Innovative by Nature

Participate in this exciting hands-on workshop with our in-house innovation team, featuring experts in production, packaging, and food and nutrition. Learn how we develop and launch new products, all the way from butchery specifications to barbecues, and have the chance to build out your own bestselling idea!

Who can attend?

The conference is free to attend for all suppliers and shareholders, and you are welcome to extend this invitation to your on-farm team. You can also bring an additional guest to the evening events.

Where should I stay?

We have a selection of great accommodation recommendations, handy to the conference venue in central Christchurch. Accommodation fills up fast so we suggest you book early.

More questions?

Get in touch at events@silverfernfarms.co.nz

Our Special Guest Speakers:



Nadia Lim
Nutritionist, Entrepreneur
and Farmer



Hon. Tim Groser
Former Trade Minister
and WTO Ambassador



Diana Rodgers
Registered Dietitian,
Author of Sacred Cow



Rod Oram
Business & Sustainability
Commentator



Dame Valerie Adams
Olympic Legend

Plus a great selection of industry leaders and our own in-house experts.

Post-Conference Options - Wednesday 6th July

8:00am-3:00pm, choose 1 of 3:

Farm Tour

Don't miss this great opportunity to learn about one of our leading sustainable farms, operating in the stunning Canterbury region.

Lunch will be included at the end of the Farm Tour. Those who need to catch flights home will be returned to Christchurch Airport no later than 3pm for check-in.

Belfast Processing Site Tour

Ever visited a processing plant? Don't miss this great opportunity to see our Belfast processing site in action. See first hand the investment into plants to streamline and futureproof our capability.

Lunch will be included at the end of the Plant Tour. Those who need to catch flights home will be returned to Christchurch Airport no later than 3pm for check-in.

BBQ Masterclass with Dean Davis

Having recently achieved number one in New Zealand, and representing the land of the long white cloud at the Steak Cookoff World Champs in Texas earlier this year; local Cantabrian Dean Davis will showcase his skills, tips and trick on how to cook to perfection with his BBQing Masterclass.

Lunch will be included at the end of the BBQing Masterclass Tour. Those who need to catch flights home will be returned to Christchurch Airport no later than 3pm for check-in.

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[CLICK HERE TO REGISTER NOW](#)