

YOU'RE INVITED TO

# Leading Breeder 2023

**VENUE** Bendigo Showgrounds, VIC

**WHEN** Start 12:00pm Wednesday 15 March

End 1:00pm Thursday 16 March

**THEME** The role of genetics in sustainability and productivity



REGISTRATION

Scan the QR code or click [here](#) to register

For more information contact Sheep Genetics  
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# PROGRAM

## DAY 1 Wednesday 15 March

12pm–1pm	Arrival, registration and lunch
<b>Session 1</b> 1pm – 3pm A panorama view of genetics and updates for your business.	<b>Conference welcome &amp; Sheep Genetics update</b> <b>Peta Bradley</b> MLA
	<b>Powering our genetic engines of the future</b> <b>Steve Miller</b> Animal Genetics and Breeding Unit
	<b>Developing indexes – showcasing the new developments of the Index software</b> <b>Andrew Swan</b> Animal Genetics and Breeding Unit
	<b>Better businesses driving genetic progress</b> <b>Allan Ryan</b> Hargraves Institute
Afternoon tea	
<b>Session 2</b> 3:30pm – 5pm From genomics to plate. Engaging with breeders through to consumers.	<b>Underpinning genomic selection with reference populations – outcomes of the MLA Resource Flock and what's next</b> <b>Julius Van Der Werf</b> University of New England
	<b>Outcomes of the ALMTech project and what it means for capturing eating quality data</b> <b>Sam Walkom</b> Animal Genetics and Breeding Unit
	<b>Understanding and measuring our lamb product (live demonstration)</b> <b>Peter McGilchrist</b> University of New England & <b>Matt Tyquin</b> Ashburton Meats
Conference drinks and dinner	

## DAY 2 Thursday 16 March

<b>Session 3</b> 8:30am – 10:30am Designing breeding programs.	<b>Sheep Genetics MateSel success</b> <b>Chloe Bunter &amp; Marnie Hodge</b> MLA
	<b>Balancing constraints of breeding programs – learnings from other industries globally</b> <b>Brian Kinghorn</b> MateSel
	<b>MateSel in practice</b> <b>Debbie Milne</b> Richmond Hill Agribusiness
	<b>Panel session – your questions answered</b>
Morning tea	
<b>Session 4</b> 11am – 1pm Achieving sustainability outcomes – what role does genetics play?	<b>Carbon Neutral by 2030 – what role do our sheep breeders play?</b> <b>Sarah Strachan</b> MLA
	<b>Genetics sustainability projects for sheep – what is possible and how to get involved</b> <b>Daniel Brown</b> Animal Genetics and Breeding Unit
	<b>Breeding for sustainability – a case study in Beef</b> <b>Jon Wright</b> Coota Park Blue-E
	<b>Breeding for reproduction – what are the long-term outcomes? Evidence from the South African Selection lines</b> <b>Schalk Cloete</b> Department of Animal Sciences at Stellenbosch University
	<b>Conference close</b> <b>Peta Bradley</b> MLA
Lunch	
<b>2pm – 4pm</b> <b>Post-conference workshop</b>	<b>The 5 Keys to Magnetic Marketing for your Sheep Stud Business in 2023</b> <b>2-hour workshop provided by Agriculture Victoria that aims to increase visibility and develop strategic marketing direction to attract new client interest.</b> Develop a clear content marketing plan and marketing messaging that acts as a magnet for Stud Breeder's ideal clients while saving time and unnecessary marketing expenses. Stud breeders will be able to strategically turn their focus towards digital marketing that truly makes an impact in their business. This workshop hosted by <b>Tegan Buckley</b> , Mallee Marketing will deep dive into strategic actionable marketing activities for stud sheep breeders to implement in their business in 2023 and beyond. Stud breeders will walk away with a clear plan and renewed confidence on how to increase visibility, attract new customers and make better use of their digital marketing platforms to promote their genetics to the next generation of farmers across a broader online audience.