Bangkok, 16-17 September 2019

**dairy QC**
FEED QUALITY CONFERENCE

**Calf and heifer management** – setting the future profitability of your herd

**Diet formulation strategies** – getting value from the major cost input

**Satisfying the modern consumer and creating value that translates to farm profitability**

**Discussion sessions:**
- Setting up a greenfield dairy farm
- Developing your dairy feed production

**Bangkok, 16-17 September 2019**

Conference organised by

[AsianAgribiz CONFERENCES](#) [ASIAN FEED MAGAZINE]
Science, trials & application

The 2019 Dairy Feed Quality Conference will be held on 16-17 September (Monday-Tuesday) in Bangkok, Thailand and will bring together an exciting team of practical hands-on speakers all with experience of milk production under tropical conditions.

The themes of the conference are:

**Calf and heifer management – setting the future profitability of your herd**

The lifetime productivity and profitability of the herd is set from the earliest stages of development. This session will deal with the key aspects of successful calf and heifer management including the pre-calving platform, successful parturition, colostrum management, evaluating whole milk vs milk replacers, hygiene, minimising disease incidence through feeding, setting up a successful transition from monogastric to ruminant and developing the rumen, formulation of starter feeds, reducing weaning stress, individual vs group feeding and social development, growth targets and critical mating weights, and how first calving age and health affects profitability. The three speakers have extensive hands on experience and will convey the practical tips and observations on the economic impact of a successful rearing program.

**Diet formulation strategies – getting value from the major cost input**

Given that feed represents the major cost element in production it is critical that the formulation and presentation of the feed is both meeting the complex nature of ruminant nutritional requirements but utilising raw materials and supplements that optimise the economic return. This session will review nutritional requirements aligned with production levels (energy, protein, minerals, vitamins etc) and examine raw material use and processing to optimise balance and economic response. It will also demonstrate how analysis through simulated rumen conditions can assist with balancing raw materials for efficient production and predicted microbial protein output. It will review influences on rumen health and digestion, feed efficiency, feeding to alleviate heat stress as well as considerations for feedmills vs on farm mixing. In addition we will hear views on where dairy producers should spend their money in an Asian context.

**Satisfying the modern consumer and creating value that translates to farm profitability**

Asia is facing increased milk supply demands but with a global consumer and media focus on such as issues such as climate change, resource use, environmental load, welfare considerations, increased nutritional & diet awareness and scrutiny how do we meet the challenges and utilise the trends positively on farm for profitable outcomes? We will examine how management and nutritionally tackling issues contributes positively to farm profitability and sustainability.

We look forward to meeting you at the 2019 Dairy Feed Quality Conference in Bangkok.

Chris King, Conference Chairman

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**KEY SPEAKERS**

**Shane Whittaker**
*Dairy farmer and independent consultant, New Zealand*

Mr Whittaker’s career has taken him the full circle from a New Zealand base with a degree from Massey University and share milking, to farms in the UK, USA (Pennsylvania) to eight years in India with Hatsun Agro and back to New Zealand where he currently runs a large milking herd of Holstein Friesian and HF Jersey cross. In India, Shane’s role with Hatsun Agro, one of the largest private dairy processors in India (more than 300,000 producers), included leading ‘Project White Gold’ where he developed farms of 10-50+ cows arranging loans, education, budgeting, R&D and feed formulation as well as being the department head with 20 agronomists, eight loan officers and animal extension services (50 vets and 220+ inseminators). Now responsible for a leading and rapidly growing herd in New Zealand, Shane’s experience across continents and first-hand practical experience of the challenges of developing as well as export markets makes for incredibly valuable insights and observations as to directions for Asian dairy development and where to focus.

**Jay Johnstone**
*CEO, Fermentrics Technologies Inc, Canada*

A graduate of McGill University Jay Dr Johnstone has been involved the animal feed industry since 1975 and was appointed CEO of RFS Technologies, a regional Ontario based feed manufacturer, in 1983. In 2017 Jay retired from RFS Technologies to concentrate his efforts on developing new laboratory techniques of feed analysis. His team have worked to better quality feed characteristics and formulation techniques. This work has led to the development of the novel Fermentrics In Vitro gas system which employs live measurement of pressure, CH4, CO2, and pH and includes an interpretive approach based on Ai. Recent work has combined the Fermentrics system with a facial recognition platform being developed by Cainthus to identify live feeding patterns and ethology metrics with the goal of a better characterization of feed intake given varying environmental conditions.

**Jeanette Fisher**
*Partner, Heifermax Consultancy, Australia*

Ms Fisher runs Heifermax, an international dairy heifer management advisory service. Consulting work involves on-farm advising of dairy farmers on best practice calf and heifer management. She encourages farmers to adopt monitoring, measuring and the use of SOPs to achieve consistently good results. Group training is also offered. Examples of this include delivery of training sessions to groups of farmers, veterinarians, department staff and school students both in Australia and overseas. Ms Fisher has also worked in the USA to develop intensive irrigated grazing systems for sheep.
Jan Cortenbach  
Chief Technical Officer, De Heus Animal Nutrition BV, China  
Mr Cortenbach has MSc in Animal Husbandry (tropical animal production and poultry science) from Wageningen Agricultural University, The Netherlands. For the last 114 years he has been with De Heus International as Chief Technical Officer responsible for know-how transfer to the company’s joint-venture partner Wellhope Agri-tech Co Ltd based in Beijing. He has been in pig, poultry and cattle farm management, feed milling technology, feed formulation, quality control, and quality assurance. Since January 2016 also supporting De Heus International for technical knowhow in Southeast Asia (Indonesia, Vietnam, Philippines, Myanmar, Cambodia).

Earl Rattray  
Dairy farmer and Director, New Zealand Dairy Farms Ltd, New Zealand  
Mr Rattray has privately held dairy farming interests and employs the 50/50 sharemilker model. He has held many roles including as an External Monetary Policy Advisor to The Reserve Bank of NZ, Chairman of the Dairy Companies Association of NZ, Director of Fonterra, and Director of the New Zealand Dairy Board. He has been closely involved with Canterbury Grasslands – a large scale international dairy farming company in NZ and the USA. New Zealand Dairy Farms Ltd provides qualified investors with an opportunity to have a direct investment in dairy farming. Mr Rattray is also deeply involved in a green-field dairy business in India. This started formal production in 2014 and is an exciting, simple model, 350 cows on site, 200 milking, year-round supply in a fresh milk to market business model.

DISCUSSION SESSIONS

Concluding the conference will be two simultaneous 90-minute discussion groups designed to help plan the development of your dairy business. Delegates will choose between:
• Setting up a greenfield dairy farm
• Developing your dairy feed production

Each session will be led by key speakers from the main program and ensure that delegates leave the conference with a checklist for future expansion.

FULL PROGRAM INCLUDES:

• 15 presentations across three critical themes
• Two simultaneous discussion groups to help you develop your business
• 12 experts delivering a world-class program
• Great access to speakers including our ‘meet-the-speaker’ cocktail party immediately following day one
• Extended panel discussions to permit more questions

• Actual presentations will be available in PDF for downloading post-conference
• A chance to mix with like-minded industry people
• Background papers available to delegates prior to the conference

Comfort and style in the heart of Bangkok

The Hilton Sukhumvit Bangkok provides a prime location in the center of the city’s business, shopping and entertainment district. Compelling features of this contemporary 280-room hotel include a stunning rooftop pool, fully equipped fitness center, fashionable restaurants and flexible meeting spaces. Just five minutes’ walk from Phrom Phong station and close to attractions such as Terminal 21, MBK Centre, CentralWorld and Siam Paragon.

See the Registration Form for details of the special rates for Dairy Feed Quality Conference delegates.
FEED QUALITY CONFERENCE
Bangkok, Thailand 16-17 September 2019

Three ways to register

ONLINE At our web site or https://www.secureregistrations.com/DAIRYfeedQC19/
It's quicker and easier to book and pay online

EMAIL A scanned copy of the registration form to events@asian-agribiz.com

POST Asian Agribusiness Media Pte Ltd
25 International Business Park #02-103 Singapore 609916

Should your registration not be acknowledged within two weeks please email events@asian-agribiz.com or call Sutasinee Lake +66 8989 80777.

Delegates must choose to attend one of two simultaneous Discussion Sessions:

- Setting up a greenfield dairy farm
- Developing your dairy feed production

Dietary and special care

The organisers will make every effort to assist those with special dietary or care requirements.

- Please contact me about specific dietary or care requirements.

Questions

Any questions please email events@asian-agribiz.com

Terms and Conditions

The organiser of this event is Asian Agribusiness Media Pte Ltd (AAM), 25 International Business Park #02-103, Singapore 609916. Company registration no 200719300M.

PAYMENT: Payment is due in full at the time of registration. Payment may be made by credit card or cheque

AAM reserves the right to alter or modify the advertised speakers and/or topics. As such, AAM reserves the right to alter or modify the advertised speakers and/or topics if

SUBSTITUTIONS: Delegates may make substitutions up to seven days (7) prior to the event. Substitutions

ADMISSION: Only registered and fully paid delegates will be allowed into the vicinity of the conference, including the areas occupied by the event meeting room, registration desk, coffee breaks, lunch, welcome gathering and event dinner. Other than conference sponsors, no delegate will engage in commercial activity at or in the vicinity of the event.

PROGRAM CHANGES: Speakers and topics were confirmed at the time of publishing, however, circumstances beyond the control of the organisers may necessitate substitutions, alterations or cancellations of the speakers and/or topics. As such, AAM reserves the right to alter or modify the advertised speakers and/or topics if necessary.

Email details to events@asian-agribiz.com.

Please contact me about specific dietary or care requirements.

Any questions please email events@asian-agribiz.com

DELEGATE DETAILS

Please check one box: Dr Mr Mrs Ms Miss

Family name ..........................................................

Given name ..........................................................

Company name ..........................................................

Job title ..........................................................

Street Address .............................................................

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State/Province ..........................................................

Postal code ..........................................................

Country ..........................................................

Business Phone ..........................................................

Mobile Phone ..........................................................

Email address ..........................................................

Should you wish a different name and/or company on your name tag:

Delegate Name for tag ..........................................................

Company Name for tag ..........................................................

I have read and agree to the terms and conditions for this event

Signature .......................................................... Date ..........................................................

PAYMENT METHODS

Total amount in USD .............................................................

- By Credit Card
  This transaction will appear on your Credit Card Statement as a transaction with
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  Please debit my: Mastercard Visa American Express

Credit Card Number ..........................................................

Expiry date ..........................................................

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Name on card ..........................................................

Signature ..........................................................

* CVV is the last 3 digits of the number printed on the signature strip of most credit cards. For American Express it is a 4 digit number printed on the front of the card.

- By Bank Transfer
  We will send you an invoice with remittance instructions.

- By Cheque or Bank Draft
  (All bank charges to be borne by the payer)
  Make payable in USD to ASIAN Agribusiness Media Pte Ltd

A receipt will be emailed to the above email address once payment is confirmed. Should you have any specific requirements for your receipt, contact us once you have completed registration.