

# Meet/Meat the challenge

Geneva 29 September 2014

10:00 to 18:00




**United Nations Economic Commission  
for Europe (UNECE)**


# The Programme - morning

**Moderator: Mr. Ian King**, CEO, AUS-MEAT Ltd., Australia, and Chairperson of the UNECE Specialized Section on Standardization of Meat


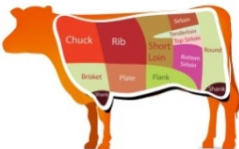
## 10:00 – 10:10 OPENING

	<p><b>Opening address – Mr. Christian Friis Bach</b>, Executive Secretary, UNECE</p> <p><b>Ms. Virginia Cram-Martos</b>, Director, Economic Cooperation, Trade, and Land Management Division, UNECE</p> <p><b>Update and overview on UNECE standards – Mr. Ian King</b>, CEO, AUS-MEAT Ltd., Ms. Australia, and Chairperson of the UNECE Specialized Section on Standardization of Meat</p>
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## 10:10 - 11:00 COMMERCIAL ASPECTS - WORLD MEAT TRADE IN 2014 - OVERVIEW

	<ul style="list-style-type: none"><li>• <b>World meat trade - new demands, new developments</b></li><li>- <b>Mr. Rupert Claxton</b>, Senior Consultant, Gira Consultancy, France</li><li>- <b>Mr. Juan José Grigera Naón</b>, Instituto de Promocion de la Carne Vacuna and Representative of the International Meat Secretariat (IMS), Argentina</li></ul>
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## 11:00 – 13:00 CONSUMER RESEARCH ON EATING QUALITY - COLLABORATIVE STUDIES

	<p><b>Introduction and overview – Mr. Rod Polkinghorne</b>, Chairman, MSA Beef Pathways Committee and independent researcher, Australia</p> <p><b>The French experience and biological inputs – Dr. Jean-Francois Hocquette</b>, Senior Scientist, Unité de Recherches sur les Herbivores, INRA, France</p> <p><b>The Polish experience, trade and marketing implications – Mr. Jerzy Wierzbicki</b>, President, Polish Beef Association &amp; Chairman of the EU Working Party on the promotion of agricultural products at Copa-Cogec, Poland</p>
	<p><b>The Northern Irish experience, evaluation of consumer sensory perception – Dr. Linda Farmer</b>, Head of Food Science branch, Agri-Food and Biosciences Institute of Northern Ireland</p> <p><b>USA and International consumer testing and beef grading experience – Prof. Markus Miller</b>, San Antonio Livestock Show Distinguished Chair in Meat Science, Texas Tech University, United States of America</p> <p><b>Republic of Ireland experience and summation – Dr Declan Troy</b>, Assistant Director of Research and Director of the Technology Transfer Office, Irish Agriculture and Food Development</p>


# The Programme - afternoon

**Moderator: Mr. Bucky Gwartney**, International Marketing Specialist, Quality Assessment Division, United States Department of Agriculture, United States of America


## 15:00 – 16:00 TRACEABILITY AND QUALITY MANAGEMENT

	<p><b>Traceability (individual/group, private/government)</b></p> <p><b>Cost - benefit (operating costs/costs of recalls/illness) - Mr. Herman Versteijlen</b>, Director Agricultural Markets, European Commission, Belgium</p> <p><b>The industry perspective - Mr. John Brook</b>, Regional Director, Europe, Russia &amp; the Middle East, US Meat Export Federation (USMEF), Belgium</p> <p><b>Traceability and mislabelling – the case of horse meat -Mr. Alain Boismartel</b>, Inspector, Direction Générale de la Concurrence, Consommation et de la Répression des Fraudes, Ministry of Economy, France (tbc)</p>
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## 16:00 – 17:45 QUALITY MANAGEMENT - ROLE OF STANDARDS

	<p><b>Marketing claims and the role of standards – recent developments</b></p> <p><b>Overview and introduction - Mr. Craig Morris</b>, Deputy Administrator, AMS Livestock, Poultry and Seed Program, United States Department of Agriculture, USA, and Vice-Chairperson of the UNECE Specialized Section on Standardization of Meat</p> <p><b>UNECE standards in the international meat trade (case studies):</b></p> <ul style="list-style-type: none"><li>• <b>Case study: Beef meat standard - Serbia - Dr. Vladimir Tomovic</b>, University of Novi Sad, Serbia</li><li>• <b>UNECE project - Traceability in the poultry sector - Mr. Victor Gushin</b>, Director, All-Russian Scientific Research Institute for Poultry Processing Industry, Russian Federation</li></ul>
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## 17:45 – 18:00 WRAP-UP AND RECOMMENDATIONS

	<p><b>Mr. Ian King</b>, CEO AUS-MEAT Ltd., Australia, and Chairperson of the UNECE Specialized Section on Standardization of Meat</p> <p><b>Mr. Craig Morris</b>, Deputy Administrator, AMS Livestock, Poultry and Seed Program, United States Department of Agriculture, United States of America, and Vice-Chairperson of the UNECE Specialized Section on Standardization of Meat</p>
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# Getting Started

## Registration

Please download the meeting registration form from our web site at: <http://www.unece.org/trade/agr/welcome.html> and send it by e-mail (Subashini.Narasimhan@unece.org) or by fax (+41 22 917 0037). For security reasons you will need to return it to us by 20 September 2014.

## Logistics

The conference will take place on **29 September 2014** at the Palais des Nations in Geneva, Switzerland.

In order to obtain your identity badge from the United Nations Security Services, you will need to register by 20 September and present yourself at the security desk (Prégny Gate) with a valid passport or a national identity card. Please allow for sufficient time at the security desk - Monday mornings can be very busy.

For further information, please see: <http://www.unece.org/meetings/practical.html>

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## MEET/MEAT THE CHALLENGES

**Geneva, Palais des Nations, 29 September 2014**

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## Please contact us

[www.unece.org/trade/agr/welcome.html](http://www.unece.org/trade/agr/welcome.html)

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## UNECE QUALITY STANDARDS FOR INTERNATIONAL TRADE

