WMC 2018
22ND WORLD MEAT CONGRESS
MAY 30 – JUNE 1 • DALLAS, TEXAS

## SESSION I

## THE GLOBAL POLITICS OF FOOD

**Takeaway:**
Discover how world leaders view global developments, including technology, growing interconnectedness and new trade paradigms, that will affect the future of food security.

**Descriptive Paragraph:**
Globalization and technology have led to advances for many, but others have seen their income and well-being decline. These inequities present some of the greatest challenges facing the world today, and for the foreseeable future. How can world leaders provide sustainable growth, feed a growing world population, and reduce income disparity?

Trade is being challenged as the differences between winners and losers in the trade arena have never been so manifest. This session will examine different perspectives where leading country representatives will outline their ideas to create a secure and prosperous global marketplace for producers and consumers.

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## SESSION II

## THE OUTLOOK FOR THE INTERNATIONAL TRADING SYSTEM

**Takeaway**:
A distinguished panel of trade policy experts will exchange views on the likely future direction of the global trading system.

**Descriptive Paragraph:**
Since World War II, the U.S. has led the development of a global trading system based on policies that open markets, eliminate trade barriers and resolve trade-related disputes. The election of President Donald Trump has introduced a new element of uncertainty into the role the U.S. will play in perpetuating and defending that system.

Get a better understanding of the likely future direction of the global trading system as a distinguished panel of trade policy experts examines some of the most pressing questions emerging from this fundamental shift in U.S. trade policy, including:

- Will the world continue to embrace a rules-based trading system—or will consensus form around another vision of global trade?
- Which country or countries are likely to replace the U.S. in its trade leadership role?
- Is there a way to achieve continued trade liberalization that does not fuel disillusionment and a populist backlash among a significant portion of the voting population?

Bring your own questions for an enlightening Q&A session with our trade experts.

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## SESSION III

## A WORLD OF CHANGE: FACTORS AFFECTING RED MEAT TRADE

**Takeaway:**
Learn about the factors most likely to affect the global red meat industry over the next three years—including the evolution of the dominant Chinese market and the exporting countries that could satisfy growing global demand.

**Descriptive Paragraph:**
From weather patterns to disease, consumer perceptions to government policies and company investments, many factors affect global red meat trade in our dynamic, increasingly interconnected world. But what key variables will drive production, demand and trade over the next three years?

In this session, experts will take you through:

- The factors that will shape the Chinese red meat market over the near- to medium-term
- The potential for growth in red meat production in both developed and emerging markets
- Regional differences in expansion capacity
- Future opportunities and challenges in both production and demand
- Macro trends that underpin future global demand for red meat

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## SESSION IV

## ON THE CUTTING EDGE: WHAT'S NEW IN THE RED MEAT SUPPLY CHAIN

**Takeaway**:
The brightest scientific minds will introduce you to cutting-edge technologies that are reshaping meat production around the world—and give you a sneak peek at what is coming next.

**Descriptive Paragraph:**
Innovative advancements continually improve all aspects of meat production, from animal health to food safety to process efficiency. In this session, top researchers and scientists will guide you through some of the top advanced technologies in play today.

Specifically, you will learn about:

- How current whole genome sequencing research is being applied to food safety systems, its application to modern microbiological testing and its role in combating antibiotic resistance
- How block chain traceability is used to track meat products at the retail level and about future applications at multiple levels of the red meat supply chain
- The practical applications of gene editing, from the perspective of current use and how the technology could apply to the livestock and meat industries moving forward

Following their individual presentations, our experts will delve deeper into these breakthroughs during a panel discussion.

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## SESSION V

## SOCIETAL NORMS & IMPLICATIONS FOR THE INDUSTRY

**Takeaway:**
Consumers are growing more informed and demanding about food production practices and product attributes. Learn how to satisfy their expectations profitably while ensuring affordable and sustainable food supplies.

**Descriptive Paragraph:**
Consumers now have more information than ever about the food supply chain. They are demanding more from food providers, at times with misguided notions of what is healthy, safe and sustainable.

The rise of consumer power can challenge companies who have spent decades building supply chains based on simpler parameters of providing safe and affordable products. Ultimately, the consumer is king. So how can you balance more complex expectations with profitability?

Find out during this session, where expert speakers will explore consumer-driven business models and pressing questions, including:

- Can companies and industries effectively engage consumers on the safety and integrity of their production systems?
- How can food industries convey their story to a new class of consumers and across a multi-platform media environment?
- What role does science play, and how can industries best communicate the importance of technologies in providing safe food at affordable prices?

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## SESSION VI

## TRENDS AND OPPORTUNITIES IN GLOBAL VALUE CHAINS

**Takeaway:**
Discover the advantages of Global Value Chains, what they mean for today's meat industry and how to leverage their power to create measurable improvements for your business and customers.

**Descriptive Paragraph:**
In today's marketplace, a single finished product often results from production, processing, refining, packaging and distribution that occurs across multiple segments or countries. This is the Global Value Chain (GVC) in action.

If you are shaping strategies for the future and want to drive change in the industry, do not miss this session on GVCs—one of the most important trends in modern commerce.

Accounting for 80% of world trade, GVCs are becoming more important in agriculture—and red meat specifically—as many key markets have become urbanized to the point where local or domestic production cannot meet consumption needs. GVCs also help address evolving consumer demands, including those for certain product attributes (e.g. traceability) and more information about the production process.

Hear executives from leading meat industry companies discuss issues such as:

- How can GVCs add value to enterprises?
- Where do consumers fit into the rapidly changing landscape?
- What role do producers play in value chains? Is it viable?

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## VII

## TOMORROW'S CONSUMER—ARE YOU READY?

**Takeaway:**
Glimpse the future of consumer behavior in regard to meat purchasing behavior and consumption, with special attention to differences and contradictions between and within markets.

**Descriptive Paragraph:**
Drone deliveries, seamless cross-border B2C commerce, lab-grown meat tissue, plant protein meat substitutes—what will consumers want and expect from our industry in coming years? How can you prepare now to succeed?

This panel will look ahead to examine marketing trends, changes, and contradictions, from emerging technologies to evolving consumer preferences. Experts from prominent food producing, distribution, and retailing enterprises will talk about adjusting brand messages in an increasingly complex marketing environment.

Among the key takeaways, you will learn:

- The unique characteristics, potentials, and challenges of online meat and food shoppers—including discerning Generation Xers and millennials
- Assumptions about how consumers will make their meat buying decisions and what factors will influence those decisions
- Which social media strategies generate more marketing rewards than risks
- How to make your products stand out in a crowd