

INTERNATIONAL MEAT SECRETARIAT

MARKETING & COMMUNICATIONS WORKSHOP

CONFERENCE PROGRAM

All times in GMT | Each session approximately 1 hour

TUE 20 APRIL
8PM GMT

Best Practice - Meat Business | *Pre- Viewing Videos*

- New Options & Affordable Choices - Carcass Utilisation and Value Optimisation – Canada Pork
- Zigging When Others Zag – Return on Investment in Recessions – Australian Pork
- Making Social Media Work for your Rands – Red Meat Industry of South Africa
- Beef Promotion in Export Markets – Bord Bia
- Recipes.co.nz – Upgrades & Integrations – Beef and Lamb New Zealand

WED 21 APRIL
8PM GMT

Detractors and Collaborators | *Pre- Viewing Videos*

- The One & Only Beef Consumer Advertising Campaign – Canada Beef
- Meat Demand: Societal Biases & Influences – J.P. Garnier
- Love Pork – A Joint EU Funded Marketing Campaign - Danish Agriculture & Food Council
- Challenges of Beef Marketing in the Beef Country - Institute for the Promotion of Argentine Beef (IPCVA)
- Project Q - Using AI to Balance the Social Media Debate - AHDB

THUR 22 APRIL
8PM GMT

Health and Sustainability | *Pre- Viewing Videos*

- The Importance & Methodology of LCA in Beef and Pork Meat – National Institute of Industrial Technology (Meat Centre)
- Could the Red Meat Industry Become Carbon Neutral? – Thomas Davison
- Building Consumer Trust in Pork – National Pork Board
- We Care Sustainability Resources – National Pork Board
- "Eat Balanced" - Redefining the Whole Plate Conversation - AHDB
- The Healthy, Tasty Pork – A Storytelling Christmas Campaign – Danish Agriculture & Food Council

IMS International Meat Secretariat

AUSTRALIAN Pork