



SEMEX DAIRY CONFERENCE  
15-17 JANUARY 2017  
RADISSON BLU, GLASGOW



Genetics for Life®

Maple Park Monkton  
Prestwick Ayrshire KA9 2RJ  
T: +44 (0)1292 671525  
F: +44 (0)1292 671418  
[www.semex.co.uk](http://www.semex.co.uk)

## Prepare for a “Brave New World” at the 2017 Semex Dairy Conference

There's absolutely no doubt that the UK is entering a new world in agriculture, what with Brexit, hugely variable milk volumes, massively volatile prices and challenging economics for most farmers! So what might the future of the dairy industry be? How can we ensure we thrive and prosper? How might farmers best position themselves or respond to the new challenges of this Brave New World?

As befits the industry's leading dairy conference, and one that has been at the forefront of change for 27 years, some of the pointers - if not the answers! - will be aired at the 2017 Semex International Dairy Conference, which adopts that theme as its title.

The top line-up of internationally renowned speakers and business leaders include:

- **CLAUDIO ARAGON**, Dairy Director, Semex Brazil, who will be giving a South American opinion;
- **TOMAS PIETRANGELI**, Managing Director of Arla UK and **THOMAS CARSTENSEN**, Senior Vice President at Arla Foods amba, who will be doing a double act about the opportunities for, and the challenges, that an international business like Arla faces, as well as its view on the dairy market prospects going forward into 2017;
- **JOHN JORDAN**, the CEO, of Ornuia Foods Europe, who will be giving the perspective from Ireland;
- **NIC PARSONS**, Agriculture Manager for Dairy at Tesco, who will be setting out the dairying stall of Britain's biggest retailer;
- **FRANCIS REID**, Trade Strategy Manager, EU, Russia and Middle East for Fonterra, who will be giving the view from the Southern hemisphere;
- **SEAN RICKARD**, independent economist on food, farming and the agriculture sector who will be giving his no nonsense view on Brexit and the challenges for the UK;

And on a more technical and practical front:

- **PROFESSOR DAVID BARRETT**, Professor of Bovine Medicine, Production and Reproduction School of Veterinary Sciences University of Bristol;
- **DAVID HARVATINE**, Dairy Manager, Aurora Ridge Dairy, USA;
- **DR STEVEN LARMER**, Global Dairy Solutions Coordinator, Semex Alliance;
- **STUART ROGERS**, Longmoor Holsteins, Dorset;
- **RICHARD VECQUERAY**, Managing Director, The Evidence Group;
- **MICHAEL YATES** from Castle Douglas.

Keeping everything in order will be conference chair **GRAEME SURTEES**.

**The conference will be on from Sunday 15 to Tuesday 17 January 2017, in the stylish Radisson Blu Hotel in the heart of Glasgow.**

As ever, as well as the technical and educational aspects of the conference it will also have the unrivalled mix of business and pleasure that the conference has become famous for, with the renowned Burns Supper being held on the Monday evening.

*“This is fantastically broad line-up of expertise from all over the world,”* says Peter Arthur, marketing manager for Semex, who organises the conference. *“They will all contribute to giving a global perspective on the sector and its future and we look forward to welcoming our guests to Glasgow in January.”*

For more info and to make reservations call **Helen Miller** on **0800 86 88 90** or email [helenm@semex.co.uk](mailto:helenm@semex.co.uk)