



1 EVENT • 3 DAYS • SUN CITY • SOUTH AFRICA

RECENT DEVELOPMENTS IN ANIMAL FEEDS AND FEEDING

AFMA FORUM 2010

Africa's Leading Conference on Animal Feeding

2 – 5 MARCH 2010

FINAL ANNOUNCEMENT



WHY YOU SHOULD ATTEND?

The AFMA Forum sets the platform every third year, bringing together members of the local and international feed and related industries at Sun City as **Africa's leading conference on animal feed and feeding**.

Following the success achieved with the AFMA Forum 2007, **AFMA Forum 2010** will once again focus on bringing delegates the latest on the range of topics as per the programme.

ARE YOU INTERESTED IN EXHIBITING OR SPONSORING?

There are a limited number of exhibition stands available in a 3 x 3m or 3 x 2m configuration. To view the floor plan, which will be the core gathering area of all break times as well as an opening cocktail function on the night of 3 March 2010, visit our website at www.afma.co.za.

Participating as a sponsor is the best way in which to distribute and expose your brand to the core target market you spend your annual marketing budget on. This conference aims to attract approximately 420 delegates, all comprising this target market. To read more about sponsorship opportunities at the AFMA 2010 Forum - visit our website at www.afma.co.za.

If any assistance is needed the **AFMA Office** can be contacted: **Tel: + 27 12 663 9097, Fax: + 27 12 663 9612 or E-mail: admin@afma.co.za**

PROGRAMME

TUESDAY, 2 MARCH 2010

- Pre-registration from 13:00 - 18:00
- Golf (Sponsored Golf day) - from 08:00 at the Gary Player Country Club
- Companies meetings - To be held on 2 and 5 March 2010, if interest is shown by companies or members in the industry to utilise the venue available for this purpose
- Game Drive & Bush Braai - Speakers and the Principal exhibitor

WEDNESDAY, 3 MARCH 2010

SESSION 1 – Chairperson: Dr Erhard Briedenhann, AFMA Chairperson

- 08:15 Opening and Welcome - AFMA Chairperson
 - **Dr Erhard Briedenhann**, AFGRI Animal Feeds, South Africa
- 08:30 **Paper 1:** Global Feed Situation - Strategic challenges for the feed industry into the future
 - **Mr Dave G. Cieslak**, newly elected IFIF Chairperson - Cargill, USA
- 09:00 **Paper 2:** Global Raw Material Situation - now and future
 - **Mr Matt Johnson**, Director of Ingredient Procurement - Seaboard Foods, Kansas, USA

Do not miss this key industry event - to register now visit our website at www.afma.co.za



09:30 **Paper 3:** Raw Material supply Situation, an Argentinean perspective

- **Mr Diego Rodriguez**, AGD

10:00 Discussions

10:20 Refreshments

10:50 **Paper 4:** Global Financial and Economic Situation

- **Dr Roelof Botha**, Economist and Joint Managing Director of GOPA Group SA

11:20 **Paper 5:** Global Feed Safety and Regulatory environment

- **Dr Claudia Roncancio Peña**, Head of Feed Additives Unit, EFSA (*To be confirmed*)

11:50 **Paper 6:** The Global Transport Situation - The effect of mega trends on a flat world society

- **Prof Johan du Plessis**, Logistics International SA (Pty) Ltd

12:20 **Paper 7:** Businessman Nutritionist - the nutritionists' role in cost efficient feeding

- **Mr Erich Erber**, Erber Group of Companies, Austria

12:50 Discussions

13:15 - 14:15 Lunch at exhibition

SESSION 2 – Chairperson: Dr Peter Fisher - DSM Nutritional Products SA

14:30 **Paper 8:** Rapid development towards AGP free nutrition

- **Mr Christopher Kromm**, Danisco, USA

15:00 **Paper 9:** Optimizing gut health - new tools mean new strategies

- **Dr Colm Moran**, Alltech

15:30 **Paper 10:** Importance of Africa on Feeding the world & Micro Mineral Development

- **Dr Giovanni Gasperoni**, Executive Vice President, Sales & Marketing, Inc; and
- **Dr Mercedes Vasquez-Anon**, Director of Nutrition, Research and Development, NOVUS International, Inc

16:00 **Paper 11:** Adulteration of protein feedstuffs

- **Prof Christiaan Cruywagen**, University of Stellenbosch

16:30 - 17:00 Discussions

18:00 Exhibitors' cocktail function for all delegates and accompanying persons - Ballroom North, AFMA Exhibition

18:15 Opening of the exhibition

- **Mr Harry Mahieu** - InstaVet

21:00 Close of cocktail function

THURSDAY, 4 MARCH 2010

- Registration from 07:00 - 17:00

SESSION 3 – Chairperson: Prof Eddie Webb - University of Pretoria

08:15 **Paper 12:** Dairy - longevity and reproduction, friend or foe? Managing the dairy herd for profitability

- **Dr Mike Socha**, Zinpro, USA

08:45 **Paper 13:** Improving feed efficiency of dairy cows with feed additives

- **Prof Lourens Erasmus**, University of Pretoria

09:15 **Paper 14:** Managing heat stress in dairy cows under server heat conditions

- **Dr Frank J. Delfino**, Delfino Nutrition and Management, Inc, USA

09:45 **Paper 15:** Recent Developments in micronutrient nutrition in Dairy Feeds

- **Dr Bob Elliot**, DSM Australia

10:15 Discussions

10:45 - 11:15 Refreshments at exhibition

11:15 **Paper 16:** Total mill hygiene from intake to out loading

- **Dr Luis Conchello**, Kemin Agrifoods, Europa

11:45 **Paper 17:** Most recent developments in feed processing with a specific focus on energy efficiency and pellet quality

- **Mr Stefan Vontobel**, Head Business Development Feed and & Biomass, Buhler AG, Switzerland

12:15 **Paper 18:** Recent Advances in Mill Optimisation software

- **Mrs Merryl Webster**, Format International Ltd

12:45 Discussions

13:15 - 14:15 Lunch at exhibition

SESSION 4 – Chairperson: Mr Marius Gericke - Ross Poultry Breeders

14:15 **Paper 19:** Recent advances in Piglet nutrition

- **Mr Simon Tibble**, Technical Director Piglets, Provimi, Spain

14:45 **Paper 20:** The latest data on amino acid nutrition in pigs and broilers

- **Mr Yvan Primot**, Ajinomoto Eurolysine SAS

15:15 **Paper 21:** Broiler - Feed Intake Regulation in Broilers

- **Dr Steve Leeson**, University of Guelph, Ontario, Canada

15:45 **Paper 22:** Broiler Breeders - Recent Advances in Broiler Breeder Nutrition

- **Dr John T. Halley**, Cobb-Vantress, USA

16:15 **Paper 23:** Layers - Challenges and Developments in Layer Nutrition

- **Dr Carlos Ibanez**, Cargill Animal Nutrition, USA

16:45 - 17:15 Discussions

17:15 Closing of Congress - Mr Brett Roosendaal, Epol, Chairperson, AFMA Technical and Liaison Committee

19:30 Pre-dinner drinks, Monkey Bridge - Valley of the Waves

20:00 Beach Party with guest artist at the Valley of the Waves

Dress Code: Casual (No shorts and slops)

FRIDAY, 5 MARCH 2010

- Delegates check out at leisure before 12:00;

- Side shows by Companies - To be held on 2 and 5 March 2010 if interest is shown by companies or members in the industry to utilise the venue available for this purpose. (Sponsored Golf day - from 08:00 at the Gary Player Country Club on 2 and 5 March 2010).