

# Livestock and Meat Analysis Workshop

**May 12, 2010**

*(Preceding the Annual Livestock, Meat, Poultry  
and Dairy Spring Conference  
May 13-14, 2010)*

**Prior to the Conference, Informa Economics' Livestock and Meat Analysis Workshop** begins and is designed to provide participants with the skill set necessary to perform fundamental livestock and meat price analysis. Commodity market volatility in recent years underscores the necessity of a solid understanding of how markets function and how to analyze them. This course will provide you with a variety of tools and skills you can apply to the cattle and beef, hogs and pork, or poultry markets.



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**May 12, 2010**

**Hilton Hotel**

939 Ridge Lake Boulevard  
Memphis, Tennessee 38120 USA



**I**nforma Economics' Livestock and Meat Analysis Workshop is designed to provide participants with the skill set necessary to perform solid fundamental price analysis in the livestock and meat sector. As commodity markets have grown more volatile in recent years, the need for analysts who understand how livestock markets function and how to analyze them has grown exponentially. This is a core competency that, unfortunately, is lacking at many companies today. Informa has been providing commodity price research and analysis to agribusiness clients for more than 30 years. No company has more experience in this facet of commodity markets. **Don't miss this opportunity to join Informa's analysts for the Livestock and Meat Analysis Workshop, May 12, 2010, at the Hilton Hotel, just minutes from Informa's Headquarters in Memphis. The event takes place immediately preceding the annual Spring Livestock, Meat, Poultry and Dairy Conference.**

# Livestock and Meat Analysis Workshop

The workshop will consist of two sessions. In the morning session, instructors will cover principles common to all commodity analysis, such as supply and demand concepts, data handling, price behavior and tools of the trade. The afternoon session will consist of breakout sessions, one for cattle and beef, one for hogs and pork and one for poultry. Participants may choose which session they attend. In these breakouts, Informa's analysts will cover the specifics of analyzing these unique markets. You will learn which indicators to watch and why, which data sources are relevant and where to source them, and how to bring the supply side together with demand to generate price forecasts. Learn the secrets used by the pros at Informa!

**Wednesday, May 12, 2010**

<b>8:15 am</b>	<b>REGISTRATION</b>
<b>8:30 am</b>	<b>Fundamentals of Supply and Demand</b> <ul style="list-style-type: none"> <li>• Supply response</li> <li>• Demand and measuring demand</li> <li>• Margins and economic motive</li> </ul>
<b>9:15 am</b>	<b>Organizing Data</b> <ul style="list-style-type: none"> <li>• Databasing</li> <li>• Spreadsheet tricks</li> <li>• Efficient data techniques</li> </ul>
<b>10:00 am</b>	<b>Break</b>
<b>10:15 am</b>	<b>Price Behavior in Livestock Markets</b> <ul style="list-style-type: none"> <li>• Cash and futures</li> <li>• Mean reversion vs. random walks</li> <li>• Trends and seasonality</li> </ul>
<b>11:00 am</b>	<b>Tools and Techniques</b> <ul style="list-style-type: none"> <li>• Time series plots</li> <li>• Scatter diagrams</li> <li>• Regression analysis</li> <li>• Seasonal indices</li> <li>• Balance sheets</li> </ul>
<b>12:00 - 1:00 pm Box lunch provided</b>	
<b>1:00 pm</b>	<b>Breakout Sessions</b> <ul style="list-style-type: none"> <li>• Cattle and beef</li> <li>• Hogs and pork</li> <li>• Poultry</li> </ul>
<b>4:30 pm</b>	<b>Conclude and present certificates</b>

**Spreadsheet examples will be provided to all attendees on flash drives. Participants are encouraged to bring laptop computers with Microsoft Excel installed in order to gain hands-on experience with the tools that are introduced.**



## Workshop Biographies

**Richard S. Andersen, Executive Vice President.** As co-executive of Informa's Livestock, Meat, Poultry and Dairy activities, Dr. Andersen's primary responsibilities include research, client service and consulting. Prior to joining the company, Dr. Andersen was a regional extension economist for the Alberta Agriculture Department, a livestock market analyst and policy advisor to the Alberta Minister of Agriculture, and a research economist for Cook Industries, Inc. He received his bachelor's and master's degrees in agriculture from the University of Alberta and his doctorate degree in agricultural economics from The Ohio State University.

**Rob D. Murphy, Senior Vice President.** Dr. Murphy is co-executive of the Livestock, Meat, Poultry and Dairy Group with responsibilities including livestock and red meat research, price analyses, and the design and implementation of margin risk management systems. Much of his work focuses on methods of measuring and mitigating price risk exposures across a variety of commodities. Prior to joining the company, he was an economist in the research department at the Chicago Mercantile Exchange where he was responsible for maintenance of the CME's Live Cattle futures contract. At Informa, Rob is actively involved in the fundamental analysis of the cattle and beef sectors and routinely generates high frequency forecasts for over 200 red meat items. In 2002, Dr. Murphy received the Premiere Forecaster Award for livestock production and prices from the American Agricultural Economics Association. He received his bachelor's degree in animal science and his master's degree in agricultural economics, both from Louisiana State University, and his doctorate in agricultural and applied economics from Virginia Tech, Blacksburg, Virginia.

**Michael B. Sands, Vice President.** Dr. Sands's responsibilities include coordinating economic analysis for livestock and meat as well as continuing the role as senior cattle and beef analyst. Prior to joining the company, he was project leader for the Western Livestock Marketing Information Project (WLMIP), Lakewood, Colorado, where he specialized in price analyses, strategic marketing and data development. Before joining WLMIP, he was an extension livestock marketing economist at both Kansas State University and Purdue University. He received his bachelor's degree from the University of Wisconsin, Platteville, and both his master's and doctorate degrees from the University of Illinois, all in agricultural economics.

**Mark W. Jordan, Senior Analyst, Poultry and Eggs.** Mr. Jordan is responsible for research of the broiler, turkey, and egg industries, and his analysis focuses on the short- and long-term impacts of changing market conditions within each sector. Prior to joining Informa, he was an agricultural statistician in the Pennsylvania field office of USDA's National Agricultural Statistics Service where his duties included survey administration and setting commodity estimates. Mr. Jordan received a bachelor's degree in agribusiness from Arkansas State University and a master's degree in agricultural economics from the University of Arkansas.

**Dennis B. McGivern, Vice President.** Mr. McGivern's primary responsibilities include red meat analyses, meat-based project consulting as well as client service. He came to the company from XL Foods Ltd., Calgary, Alberta, where he worked for 16 years in the areas of economic and market analyses, long-term planning, boxed beef pricing, and sales and market strategy development. Prior to his work at XL Foods, Mr. McGivern spent three years as a market analyst for CANFAX (the market information division of the Canadian Cattlemen's Association) and four years as territory manager for Shur-Gain Division, Canada Packers Inc. He received his bachelor's degree in agricultural sciences from the University of British Columbia and his master's degree in economics from the University of Calgary.

**Joe W. Powell, Senior Analyst, Red Meat and Poultry.** Mr. Powell's responsibilities include research and analysis on pork and poultry cuts and client service and consultation to participants within the meat supply chain. Mr. Powell came to the company from C&S Wholesale Grocers, Brattleboro, Vermont, the nation's third largest wholesaler. While at C&S, Mr. Powell's duties included customer account management, customer cost and retail price maintenance, independent customer advertising planning, lamb and veal procurement, and inbound quality control supervision. Prior to C&S, he was the operations manager and livestock buyer for Berliner & Marx, Edison, N.J. He received his bachelor's degree in animal science from Virginia Tech, Blacksburg, Virginia.

# Registration Form

Please reserve your place by returning this form to:

**Charlotte Rauchle**  
**Informa Economics, Inc.**  
775 Ridge Lake Blvd., Suite 400  
Memphis, Tennessee 38120-9403 USA

Tel. 901-766-4671  
Fax 901-766-4470

Your registration fee, payable to Informa Economics, Inc., should be submitted and **paid in full no later than May 3, 2010**. Please submit a separate, completed registration for each attendee or **register ONLINE** at [www.informaecon.com](http://www.informaecon.com).

## REGISTER TODAY!

Please return by  
FAX 901-766-4470  
or mail to Charlotte Rauchle  
Workshop Coordinator  
INFORMA ECONOMICS, INC.  
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Suite 400  
Memphis, TN 38120-9403

-or-  
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Telephone \_\_\_\_\_ Fax \_\_\_\_\_

e-Mail address \_\_\_\_\_

\_\_\_\_ **Clients** (Retainer/Consulting)  
US\$995 for first attendee; \$795 for each added person from the same company **TOTAL \$** \_\_\_\_\_

\_\_\_\_ **Non-clients** US\$1095 for first attendee; \$995 for each additional person from the same company **TOTAL \$** \_\_\_\_\_

### PLEASE INDICATE YOUR PREFERENCES:

I choose to attend the following Breakout Session:  Cattle & Beef  Hogs & Pork  Poultry

Enclosed is my check made payable to **Informa Economics, Inc.**  YES  NO

I prefer to charge my credit card. Please choose:  VISA  MasterCard  American Express

Card Number \_\_\_\_\_ Expiration Date \_\_\_\_\_

Print Name \_\_\_\_\_ Cardholder's Signature \_\_\_\_\_

**SPECIAL NOTE:** Business casual attire is suggested for all seminar participants.

**HOTEL RESERVATIONS:** A block of rooms has been reserved at a special discounted rate for your convenience at the Hilton Hotel, 939 Ridge Lake Boulevard, Memphis, TN 38120. Please contact the hotel directly at 901-684-6664 or 800-445-8667 and specify **Group Code IN511**, either on the phone or on the Hilton web site. Room rates, until April 13th, are \$139 per night, single or double occupancy, plus applicable taxes. **After April 13th, this special rate will no longer be available, so please call early to make your reservation.**

**LOCAL TRANSPORTATION:** The Hilton Hotel complimentary shuttle and local taxi service are available to/from the airport.

**-REFUNDS ARE AVAILABLE UPON REQUEST BEFORE MAY 3, 2010-**