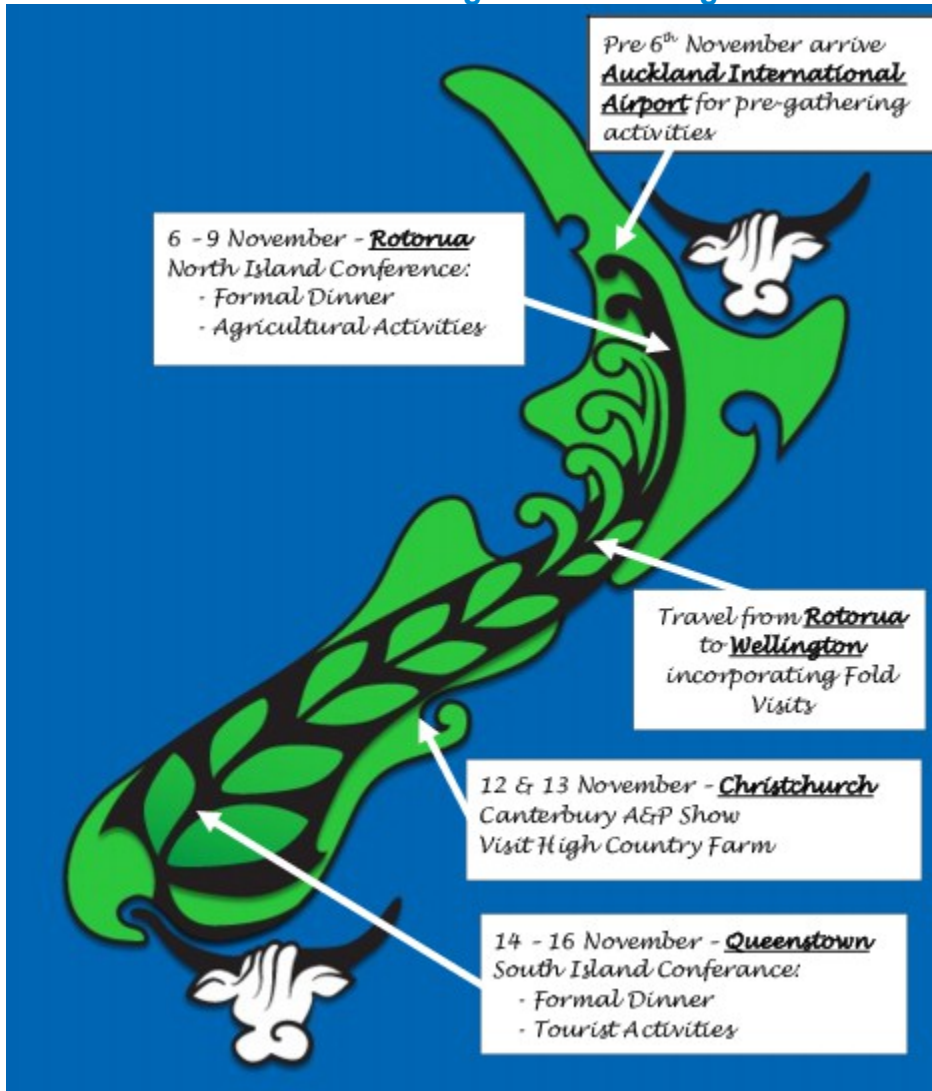


**Southern Muster - The Kiwi Experience**  
**4th International Highland Cattle Gathering**  
**New Zealand, November 2014**  
[www.InternationalHighlandGathering.com](http://www.InternationalHighlandGathering.com)



**It's not too late to book** for the The 4<sup>th</sup> International Highland Cattle Breeder's Gathering "Southern Muster" which is being held in New Zealand from the 6<sup>th</sup> to 16<sup>th</sup> November, 2014. The gathering is split into two conferences on the North and South Islands, with a custom guided tour linking them together.

**Come see how New Zealand Leads the world in farming practices.**

## Tour Packages

**Entire Gathering Package:** North Island Conference, Guided Tour & South Island Conference (Including 11 nights accommodation (double/twin occupancy), internal flights, bus transfers, farm visits, attractions & most meals). **NZ\$4,514** (per person)

**North Island Conference Only Package:** North Island Conference weekend (6<sup>th</sup> - 9<sup>th</sup> Nov), comprising: Farming Activities day at Agrodome; Maori Welcome, Concert & Dinner at Mitai Maori Village; Full Conference Day and Gala Dinner at Blue Baths (including 3 nights accommodation (double/twin occupancy), bus transfers, attractions & most meals). **NZ\$725** (per person)

**South Island Conference Only Package:** If you are unable to attend the entire Gathering, then you can choose to attend just the South Island conference weekend comprising: Registration & Welcome Dinner at Skyline Queenstown; Full Conference Day, Gala Dinner at Moonlight Country; and Farewell Lunch Cruise aboard TSS Earnslaw. (including 3 nights accommodation (double/twin occupancy), bus transfers, attractions & most meals). **NZ\$805**

More details on our conference programme, and speaker profiles including Academics, Scientists & Agriculture Industry Leaders is available on our website

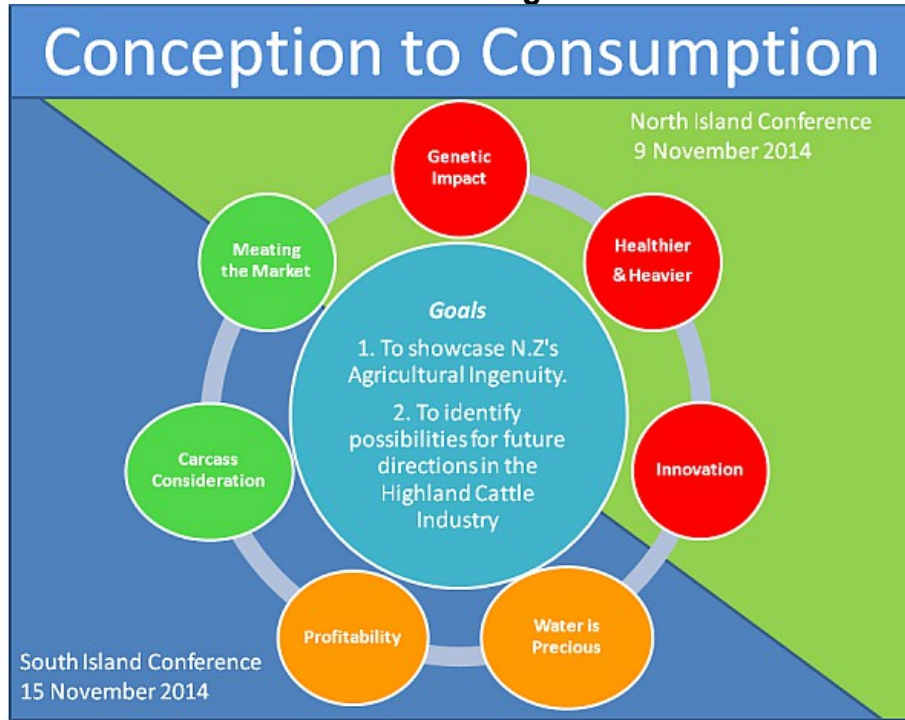
[www.InternationalHighlandGathering.com](http://www.InternationalHighlandGathering.com)

Please join us, we would love to show you our country and our highlands.

**Book Online Now**



## Conference Programme



The New Zealand Highland Cattle Society is 21 years old this year. Like many other countries, we have grown from a small group of enthusiastic highland breeders, whose goals were simply to establish Highland Cattle in the New Zealand as a viable breed by growing breed numbers. Now that the breed is firmly established, it is time to evaluate the place of Highland cattle in the global agriculture industry, and discuss and debate the long term of the breed.

*Genes load the Gun, the environment pulls the Trigger*

**Genetic Impact:** The breeding of good quality cattle doesn't happen by accident. - it can only be the product of understanding animal traits and making informed breeding decisions.

*Green grass grows red meat*

**Healthier & Heavier:** "You are what you eat" applies just as well to cattle as it does to humans; there are some pretty significant differences in the quality of red meat based on how the animal was fed. Topics include, comparison of Grain vs. Grass as primary fodder for cattle; trials using non-traditional "grass" species on NZ's hillside environment; The impact of fertilizer on pasture health and therefore animal health.

*When we all think alike, no one is thinking*

**Innovation:** - New Zealand's TbFree programme is genuinely world leading; our vector control programme is the envy of many nations who have Tb in wild animals. NZ's leading Tb scientist will cover the history of the disease in New Zealand and show how farmers & government are working together to tackle it.

*The Grass is always greener where you water it*

**Water is Precious:** This session will introduce you to how New Zealand is facing up to the need to reconcile competing interests in water, and how the efficient use of water can be in harmony with both good environment management and productivity.

*Hair & Horns won't sustain the breed*

**Profitability:** This session will explore input and output costs on farm. All breeders need to understand the real costs of producing their products.

*Once in your life you need a Doctor, Lawyer & Preacher – But you need a farmer 3 times a day*

**Carcass Consideration:** Hair and horns are not a saleable commodity – they won't sustain the breed long term.

*Marketing is no-longer about the stuff you make, but the stories you tell*

**Meeting the Market:** What is the place of red meat in the diet of our rapidly aging population? How do we translate our raw product into marketable commodities?

More details on our conference programme, and speaker profiles is available on our website

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Please Join Us

**Book Online Now**

