

RURAL PRESS CLUB

of Victoria

PROMOTING JOURNALISM ACROSS REGIONAL VICTORIA

Biotechnology: what does it mean for Victoria?

Eighteen months ago, Monsanto's Roundup Ready® canola entered the Victorian market with the state government's controversial lifting of its ban on genetically modified crops.

At the Rural Press Club of Victoria's February breakfast meeting, new Monsanto Country Lead Peter O'Keeffe will discuss what this has meant for growers and what biotechnology, more generally, will mean for the future of agriculture.

He'll outline the broader benefits of adopting this new technology, including grower's feedback on their experience with this commercially-grown product to date.

Peter grew up on a broad-acre farm in Queensland and as a research agronomist, has worked in South Australia and Tasmania before joining Nufarm. He moved to Monsanto in 2008.

This will be Peter's first public address since GM Canola was introduced commercially in Victoria.

Date: Thursday, 18 February 2010.
Time: 7.30am registration for 7.45am sit-down.
Venue: Hilton on the Park, 192 Wellington Parade, East Melbourne, Victoria.
Parking: Underground parking is available at an additional cost.
Dress Code: Business attire.

Moderator: Ed Gannon, President of the Rural Press Club of Victoria.

Cost: \$50 per head RPCV members, \$55 per head non-RPCV members.
*Special dietary requirements to be advised on booking.

Further details: Visit our website www.ruralpressclub.com

Numbers are limited and bookings are essential.

RSVP: by Tuesday 16 February 2010.
Contact: Nicola Raymond or Liz Jones at Currie Communications.
Address: Rural Press Club of Victoria, Level 4, 180 Albert Road, South Melbourne 3205.
Phone: (03) 9696 5899
Fax: (03) 9696 6285
Email: nicola@curriecom.com.au

PLEASE SEE OVER FOR BOOKING & PAYMENT DETAILS



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Rural Press Club of Victoria Peter O’Keeffe breakfast:

I would like to confirm my attendance at this function:

Member Non Member

Name: _____

Company: _____

Address: _____

Telephone: _____

Email: _____

Guest Name(s): _____

Table Requirements: _____

Payment:

Amount: \$_____.00 Cheque enclosed

Card Type: Visa Master Bankcard

Name on Card: _____

Number: ___/___/___/___ Expiry Date: _/ _

Signature: _____

FAX/EMAIL PAYMENT TO: Fax: 03 9696 6285 Email: nicola@curriecom.com.au

Terms & Conditions

1. Substitutions may be made, but must be notified in writing.
2. No refunds for cancellations after Tuesday 16 February.
3. We reserve the right to refuse entry to those who have not booked.



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