

LRF Stockman School 2026 Program

Theme: *Unlocking the Beef Value chain*

7-9 Oct 2026

ALDAM

Wednesday, 7 October 2026

07:00 - 08:00	Breakfast (Aldam Restaurant)
Session 1:	Session Sponsored by Molatek
08:00 - 08:15	Welcoming (Main hall) - <i>Mr Wayne Porter (LRF Chairman)</i>
08:15 - 09:10	Outlook for the red meat industry - <i>TBA</i>
09:10 - 10:00	Today's beef consumer: who are they, what do they say and what do they want? - <i>Dr Danie Jordaan (Senior Lecturer at the Faculty of Natural and Agricultural Sciences, University of Pretoria)</i>
10:00 - 10:05	Sponsor Promotional Video - Molatek
10:05 - 10:45	TEA & Visit to Sponsor exhibition
Session 2:	Session Sponsored by Unistel
10:45 - 11:35	Keeping my herd safe from disease outbreak - <i>Dr Danie Odendaal (Owner at V-PLAN)</i>
11:35 - 11:40	Sponsor Promotional Video - Unistel
11:40 - 12:30	Maintaining body condition: the key to female re-production - <i>Johan Mouton (Research and Product Development at Molatek)</i>
12:30 - 13:30	LUNCH (Aldam Restaurant)
Session 3:	Session Sponsored by ABSA
13:30 - 14:20	New FMD research paves the way to revisit meat trade restrictions - <i>Prof. Armanda Bastos (Professor: Department of Veterinary Tropical Diseases at the University of Pretoria)</i>
14:20 - 14:25	Sponsor Promotional Video - ABSA
14:25 - 15:55	Panel discussion - Foot and Mouth: Where to from now - <i>Chairman: Kobus Bester Panelists: Dr Odendaal, Prof. Bastos, Dr Jordaan</i>
15:55 - 16:25	TEA & Visit to Sponsor exhibition
Session 4:	Session Sponsored by Plaas Media
16:25 - 16:30	Sponsor Promotional Video - Plaas Media
16:30 - 17:20	Envisioning the beef value chain of the future - <i>Dr. Troy Rowan (Assistant Professor and Extension Specialist (Beef Genetics), Departments of Animal Science and UTCVM)</i>
19:00	DINNER (Aldam Restaurant) - Steaks sponsored by Sparta

Thursday, 8 October 2026

07:00 - 08:00	Breakfast (Aldam Restaurant)
Session 5:	Session Sponsored by Vytelle
08:00 - 08:15	Opening (Main hall) - <i>Mr Thys Meyer (LRF Vice-Chairman)</i>
08:15 - 09:05	Fetal Programming - effect of nutrition of cow on progeny lifetime performance - <i>Dr Helet Lambrechts (Senior Lecturer: Department of Animal Sciences at the University of Stellenbosch)</i>
09:05 - 09:55	BREEDPLAN - Your partner in unlocking the beef value chain - <i>Catriona Millen (Extension & Engagement Team Leader at ABRI)</i>
09:55 - 10:00	Sponsor Promotional Video - Vytelle
10:00 - 10:40	TEA & Visit to Sponsor Exhibition



Session 6:	Session Sponsored by Vleissentraal
10:40 - 10:45	Sponsor Promotional Video - Vleissentraal
10:45 - 11:25	Breeding Better Beef: Genetics for Profit and Performance - From DNA to Dinner Plate - <i>Charné Claassen (Division Manager: Animal Genetics at Unistel)</i>
11:25 - 11:55	Quantifying the genetic value of Mashona cattle - <i>Maxman Gomo (PhD student: Animal Breeding and Genetic at the University of Pretoria)</i>
11:55 - 12:45	Status of Foot and Mouth Disease in South Africa - <i>Dr Shaun Morris (Veterinarian and Feedlot specialist - Sponsored by Vleissentraal)</i>
12:45 - 12:50	Sponsor Promotional Video - Livetrack
12:50 - 13:50	LUNCH (Aldam Restaurant)
Session 7:	Practical Sessions Sponsored by Livetrack Group will be divided in two and will have the opportunity to listen to both speakers
13:50 - 15:20	Selecting cattle for functional efficiency - <i>Wayne Porter (Brahman breeder and judge)</i>
	Selecting cattle for functional efficiency - <i>Ting Braithwaite (Brahman breeder and President: Brahman Society)</i>
15:20 - 15:35	Livetrack SA equipment demonstration - <i>Deon de Jager (Livetrack SA)</i>
15:35 - 17:30	Pick two out of four topics
1	Sustainable climate smart regenerative agriculture - <i>Charl Saunderson (Dorper Stud Breeder)</i>
2	Practical animal health - <i>Dr Schabert Froneman (Technical Manager, Beef and Feedlots at Zoetis)</i>
3	RMIS - connecting the entire red meat value chain - <i>Philip Oosthuizen (Chief Operations Officer at RMIS)</i>
4	Climate smart beef production (ESG) - <i>Frans van Wyk (Director at Agrifusion)</i>
19:00	Gala dinner: Evening Function, prize-giving and dinner (Main Hall) – Dress code: Semi-formal, MC: <i>Mr Kobus Bester</i>
	Keynote address: How attitude elevates farm performance – Charl Saunderson (Dorper Stud Breeder)
Friday, 9 October 2026	
07:00 - 08:00	Breakfast (Aldam Restaurant)
Session 8:	Session Sponsored by Zoetis
08:00 - 08:10	Opening (Main hall) - <i>Mr Wayne Porter (LRF Chairman)</i>
08:10 - 09:05	Managing the antagonisms between the cow-calf and feeding/packing sectors from a producer perspective - <i>Dr. Troy Rowan (Assistant Professor and Extension Specialist (Beef Genetics), Departments of Animal Science and UTCVM)</i>
09:05 - 09:55	Farmer to Farmer: Harnessing Efficiency Across the Supply chain - <i>Dauren Matakbayev (Vytelle technical service & sales support manager)</i>
09:55 - 10:00	Sponsor Promotional Video - Zoetis
10:00 - 10:20	TEA & Visit to Sponsor exhibition
Session 9:	Session Sponsored by Brahman Society of South Africa
10:20 - 10:25	Sponsor Promotional Video - Brahman Society of South Africa
10:25 - 11:20	Bull buying behaviors: understanding your commercial customer's decision making - <i>Catriona Millen (Extension & Engagement Team Leader at ABRI) & Ting Braithwaite (Brahman breeder and President of the Brahman Society)</i>
11:20 - 12:00	Surviving the storm - changing market strategies - <i>Kobus Bester (Breed Director at Simbra)</i>
12:00 - 12:30	Lucky Draw - <i>Kobus Bester (Master of Ceremonies)</i>

Program subject to change

