



WORLD HEREFORD CONFERENCE #17

18 / 25 April 2016 - Rural Association, Montevideo

PRESS RELEASE - CONFERENCE LAUNCH 27th April 2015

The Hereford Breeders' Society of Uruguay and the World Hereford Council (WHC) together with the Rural Association of Uruguay (ARU), are pleased to announce the 17th World Hereford Conference to be held in our country from 18th to 25th April 2016. The local organizers in Uruguay will be the Hereford Breeders Society and the Rural Association of Uruguay. The venue will be the Rural Association showgrounds at the Prado, Montevideo.

The Conference's goal results of national and international research relevant for productive development and improvement of the competitiveness of the race areas. The Organizing Committee will be honored to receive in our country researchers, technicians and producers in an encounter that will enhance the scientific and personal ties of the great family Hereford globally.

Around 1000 participants attended previous Conferences. These events have been held every four years, Armidale, Australia in 2004, Copenhagen, Denmark in 2008 and Calgary, Canada in 2012. When this congress was held in 1980 in Punta del Este, Uruguay, we had 800 attendees of which 600 came from abroad. We expect participants from countries from the five continents, from the United States of America, Canada, Brazil, Argentina, Denmark, Finland, Holland, Ireland, New Zealand, amongst others.

The conference program is as follows:

- Monday 18: Visit to La Macarena Hereford farm and Kiyú Test Station
- Tuesday 19: World Hereford Council Meeting, Country Reports, Opening Ceremony (Rural del Prado showgrounds)
- Wednesday 20: Conferences (Rural del Prado showgrounds)
- Thursday 21: Show and Jury - Gala Sales (Rural del Prado showgrounds)
- Friday 22: Show and Jury in other categories, Closure (Rural del Prado showgrounds)
- Saturday 23, Sunday 24 and Monday 25: Post Conference stud visits

Besides the conferences and official activities at the Rural Association showgrounds, we will have Hereford cattle show and jury as well as a commercial, institutional and industrial exhibition related to the breed, farming and meat production during the days throughout the event.

Ever since Uruguay was appointed as host country, we have begun with the promotion of the Conference in different events, during the International Congress Meat Science and Technology Conference (ICoMST) in August 2014 at the Conrad Hotel in Punta del Este, presentation of the Conference organization at the World Hereford Council meeting in September in Switzerland, distribution of brochures at the rural shows in Palermo, Argentina, Esteio, Brazil, and at the Prado Show in Montevideo, in 2014.

During 2015 we have continued promoting the Conference in Denver, USA, and events in Canada, New Zealand, Australia ("Beef Australia" in Rockhampton), as well as shows in Argentina and Brazil, amongst other countries, in order to promote this Conference and also get to show the importance of the Hereford breed.

We are inviting all of you to become actively involved in participating at this event of major importance not only for the Hereford breed but also for meat production in our country.

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THE ORGANIZING COMMITTEE

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