

Over the Fence

MYFARM Conference 2010



Wednesday 10th November

Ascot Park Hotel, Invercargill

9.30am Registration & Morning Tea

10.15am Welcome

10.30am **Keith Palmer**

CEO Wakatu Incorporation

A SUCCESSFUL MODEL FOR MAORI INVESTMENT

11.30am **Brendon Skipper**

Head of Trade Me Property

**THE ROLE OF THE INTERNET IN BUSINESS
PAST, PRESENT AND BEYOND**

12.15pm Lunch

1.00pm **Sir Henry van der Heyden**

Chairman, Fonterra

**FONTERRA IN 2020 - THE OPPORTUNITIES
& OUTLOOK FOR DAIRY IN THE NEXT DECADE**

1.45pm **Industry Update Seminars**

**INCREASE YOUR KNOWLEDGE ABOUT SOME OF THE
HOT TOPICS IN FARM INVESTMENT AND MANAGEMENT:**

1. Nuts & Bolts of Fonterra shares
2. Beginners Guide to LLP's
3. Producing 450kgMS in Southland
4. Emissions Trading Scheme for Dummies

Delegates will be asked to choose two of these four sessions at registration on conference day.

3.00pm Visit to Bill Richardson's Truck Museum



Southland entrepreneur, Bill Richardson died unexpectedly in 2005 but his truck collection that started with the remains of his grandfather's 1933 International truck is now home to 210 trucks and 120 petrol bowsers, and is still growing.

6.00pm Pre dinner Drinks

7.00pm Conference Dinner and Guest Speaker

Graeme Sinclair

MNZM, Gone Fishin'

AGM's & Farm Visits

EDENDALE

Friday 12th

Morning Farm Visit

Saturday 13th

Morning AGM

HEDGEHOPE

Thursday 11th

Morning Farm Visit
& Afternoon AGM

MENZIES FERRY

Monday 8th

Afternoon AGM

Tuesday 9th

Morning Farm Visit

POPLAR

Monday 8th

Afternoon Farm Visit
in Canterbury

Tuesday 9th

Afternoon AGM

WAIANIWA

Thursday 11th

Morning Farm Visit
& Afternoon AGM

WAIHOPAI

Tuesday 9th

Morning Farm Visit
& Afternoon AGM

WESTERFIELD

Monday 8th

Morning Farm Visit
& Afternoon AGM
in Canterbury

WOODLANDS

Tuesday 9th

Morning Farm Visit
& Afternoon AGM

PLEASE NOTE:

- Morning Farm Visits will depart the Ascot Park Hotel at 8am
- Morning AGM's will commence at 9am
- Afternoon AGM's will commence at 1pm
- Afternoon Farm Visits will commence at 1pm

MYFARM™
Syndicate Farm
Investments



Keith Palmer | Chief Executive, Wakatu Incorporation

A SUCCESSFUL MODEL FOR MAORI INVESTMENT

Keith joined Wakatu in 1999 and is the Incorporation's first Chief Executive. He has driven expansion from a specialist property company into a diversified investment company operating internationally in the Food & Beverage sector with assets today in excess of \$250 million.

Keith has a broad commercial background including extensive experience in financial analysis,

marketing management, business development management, bank management and property development.

Keith's role within Wakatu is to provide the direction and emphasis for strategies, the selection of the right people and to create an environment for those people to succeed.



Brendon Skipper | Head of Trade Me Property

THE ROLE OF THE INTERNET IN BUSINESS PAST, PRESENT AND BEYOND

Brendon Skipper is head of Trade Me Property, New Zealand's #1 real estate website. In this role Brendon and his team liaise with thousands of real estate agents around the country and help them fine tune their online property presence. Over the last four years Brendon has also been closely

involved with the development and improvements of the Property site. Prior to this Brendon was channel manager of Property Stuff and Jobstuff, where he developed a sound understanding of online marketing. He has also managed the Property section at the Dominion Post.



Sir Henry van der Heyden | Chairman, Fonterra

FONTERRA IN 2020 - THE OPPORTUNITIES & OUTLOOK FOR DAIRY IN THE NEXT DECADE

Sir Henry van der Heyden is Chairman of Fonterra. He was a founding Director of the Co-operative and has been involved in dairy industry governance for about 20 years, both as a Director and Chairman.

Henry has been a passionate advocate for our dairy farmers and a great believer in the co-operative model which gives Fonterra's shareholders the collective strength to compete globally - supplying

many of the world's largest food companies like Nestle, Danone and Kraft.

He has been an innovator in co-operative governance, and has led the evolution of Fonterra's capital structure - which will help secure the future of dairy farming in New Zealand for generations to come.



Graeme Sinclair | MNZM, Gone Fishin'

Graeme is one of New Zealand's best known TV personalities following his popular series "Gone Fishin'" and 5 books on hunting and fishing in New Zealand. His 6th book (an autobiography) is due for publication in 2011.

In 1997 Graeme was diagnosed with Multiple Sclerosis but he continued to produce his "Gone Fishin'" series (now up to #18). He's a skilful wheelchair driver, angler, diver and hunter. His story

is one of inspiration and motivation - of living every day as if it was your last - of change, from healthy successful TV personality one day to being confined to a wheelchair the next!

Graeme was awarded Member of the NZ Order of Merit in the 2009 Queen's Birthday Honours for his services to television. He is Patron of Police Blue Light and is a very popular inspirational speaker on the power of the human spirit.

Registration

ACCOMMODATION

Please book your accommodation directly with The Ascot Park Hotel, Invercargill. Contact

Reservations Manager Katie Robertson

P 0800 272 687 (or +64 3 219 9302)

E katie@ascot.ilt.co.nz

Book before Friday 8 October to take advantage of special room rates secured for the MyFarm conference.

SHAREHOLDER AGMS: Free

OVER THE FENCE

CONFERENCE DAY: Free

CONFERENCE DINNER Free

Please mail your registration form to MyFarm Ltd, PO Box 91, Feilding 4740, New Zealand by Friday 10 September 2010.

If you require any further information please contact Clare on 06 323 2954 or reception@myfarm.co.nz.

Details of Conference Attendees

Attendee 1

Name: Contact Phone:

Special Dietary Requirements:

Yes, I am attending the: MyFarm Conference Day MyFarm Conference Dinner

Attendee 2

Name: Contact Phone:

Special Dietary Requirements:

Yes, I am attending the: MyFarm Conference Day MyFarm Conference Dinner

Southland Shareholder AGM and Farm Visits (For shareholders only)

Please indicate numbers attending:

EDENDALE

- Friday 12th Morning Farm Visit
 Saturday 13th Morning AGM

HEDGEHOPE

- Thursday 11th Morning Farm Visit & Afternoon AGM

MENZIES FERRY

- Monday 8th Afternoon AGM
 Tuesday 9th Morning Farm Visit

POPLAR

- Monday 8th Afternoon Farm Visit in Canterbury
 Tuesday 9th Afternoon AGM

WAIANIWA

- Thursday 11th Morning Farm Visit & Afternoon AGM

WAIHOPAI

- Tuesday 9th Morning Farm Visit & Afternoon AGM

WESTERFIELD

- Monday 8th Morning Farm Visit & Afternoon AGM in Canterbury

WOODLANDS

- Tuesday 9th Morning Farm Visit & Afternoon AGM

PO Box 91,
Feilding 4740
New Zealand

P 0800 MYFARM (693 276)
E info@myfarm.co.nz

www.myfarm.co.nz



While you're in Southland...



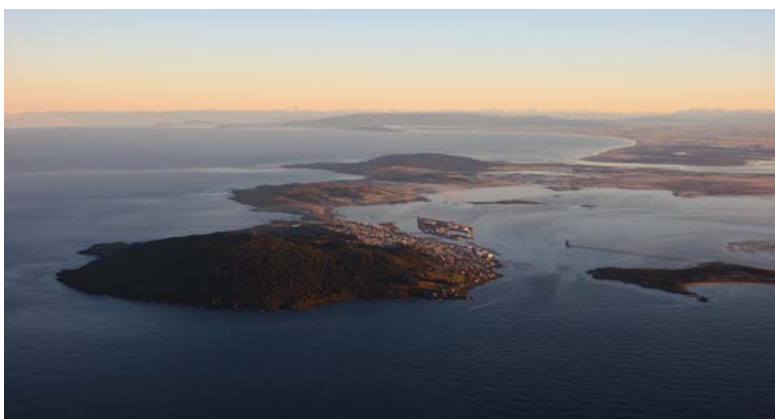
Catlins

The Catlins' beauty and seclusion are magnetic. It has an untouched quality that separates it from other destinations. It is a place where yellow-eyed penguins can be seen making their way to their coastal nests. Sea lions and fur seals frequently sun themselves on the rocks and Hector's Dolphins frolic in the waves. This is pure New Zealand.



Stewart Island

Stewart Island is New Zealand's southernmost island and home to a huge population of kiwi and a small population of people. Only 400 residents live on 172,000 hectares of land and of this 85% became the Rakiura National Park in 2002. Stewart Island is often described as how New Zealand used to be, which comes from the relaxed attitude and warmth of its people.



Bluff from the air

EX-BLUFF (Mainland), lift off from our base and fly over Bluff Hill, see Foveaux Strait, Stewart Island and outlying islands, cross overhead the township of Bluff, the Harbour, and overhead the port and return to our heli-port.

www.stewartislandhelicopters.co.nz

For Further information on Southland visit www.southlandnz.com

For more information or for booking activities contact the Invercargill i-site 03 211 0895 or email invercargill@i-site.org

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