



As consumers demand traceability, sustainability, quality *and* competitive pricing, how can producers keep up without degrading our natural resources and native biodiversity for generations to come?

Join respected broadcaster Kim Hill and panellists in a stimulating discussion on the ultimate balancing act.

**Brent Clothier**, Plant & Food Research

**Jon Manhire**, Agribusiness Group

**Andy MacFarlane**, Farmer & farm consultant

**Liz Wedderburn**, Portfolio Leader AgResearch

**Andy West**, Vice-Chancellor Lincoln University

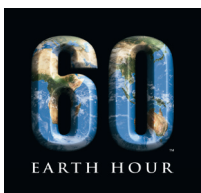
The panel will look at the knowledge gap; the urban/rural divide; the challenges for tomorrow's producers; the choices for tomorrow's consumers and the ultimate price to pay.

**WEDNESDAY 20  
MARCH 2013**

**7.30pm, doors open  
7.00pm**

Lincoln University,  
Stewart Building,  
Lecture Theatre One  
\$5.00 koha.

Refreshments and nibbles  
provided.



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