



Participating at UB's Global Protein Summit 2019

Our Dr. Rob Murphy has been confirmed as a speaker at Urner Barry's Annual Global Protein Summit being held in Chicago Oct. 6-8, 2019

FOR IMMEDIATE RELEASE

Toronto, ON, September 17, 2019 – This fall, protein experts will converge in Chicago for Urner Barry's two-day Global Protein Summit 2019. This year's session will address three key themes: Global Markets today, Domestic Markets today, and Markets tomorrow.

We are excited to announce that Dr. Rob Murphy, our EVP Research and Analysis will be joining the esteemed group of speakers over the course of the two days:

- Mon., Oct. 7 – African Swine Fever & the US: Current Issues and Future Impacts
- Tues., Oct. 8 — Pork Breakout Panel - Changing Consumer Demands and Sourcing Niche Proteins

Murphy is an agricultural economist and business leader with over 27 years in the industry. He has a wealth of experience in the North American meat and livestock industries studying, analyzing and predicting market movements. His expertise spans commodity analysis, econometric modelling, forecasting, futures markets, hedging, and risk management.

Murphy holds a Ph.D. in Agricultural and Applied Economics from Virginia Tech and has developed his market expertise over the past three decades by serving as an economist with the Chicago Mercantile Exchange, Sparks Companies and Informa Economics.

Currently, Murphy is the Executive Vice President, Research and Analysis at J.S. Ferraro & Co. leading the team in commodity analysis, financial modelling, and the development of trading and risk management strategies.

Murphy has spoken internationally on many topics, including agri supply chain development and international protein demand. He offers an analysts' perspective and provides regular market analysis through JSF Market Intelligence Services: the [Red Meat Outlook](#) and [Quarterly Big Picture Market Outlook Webinars](#).



ABOUT

J.S. Ferraro is part of the JSF group of companies. Founded by John Ferraro, this group of companies has grown under his stewardship over the last 30 years. From farm to fork, these companies span protein distribution and trading, food production, and risk management bringing economies of scale, price visibility and product opportunities to their clients. They have been involved with launching brands like 44th Street, and the LiberTerre Meat Company.

Headquartered in Toronto, ON with offices across North America, J.S. Ferraro is a global leader in risk management, market intelligence and distribution & trading for the (meat) protein industry.

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SOURCE: J.S. Ferraro Canada