



Strong attendance drives highly successful 2nd annual Canadian Beef Industry Conference

August 21, 2017

CALGARY, AB — A record attendance of diverse beef industry participants from across the country came together in Calgary, Alberta for three days of connecting, Sharing Common Ground and gaining knowledge and inspiration from top speakers at the 2nd annual Canadian Beef Industry Conference (CBIC).

“On behalf of everyone involved with organizing and hosting this event, we couldn’t be more pleased with the excellent support and participation from across the industry that made for another outstanding national conference,” says 2017 CBIC Chair Virgil Lowe. “With over 700 attendees for the program and 825 for the main banquet, along with the delivery of many well received sessions and forums for discussion, the 2nd annual Canadian Beef Industry Conference has succeeded in building upon the success of last year’s inaugural event. It has also created excellent momentum to further propel our National Beef Strategy forward as we look toward another exceptional conference planned for London, Ont., in 2018.”

With the theme of Sharing Common Ground, the 2017 CBIC included a knowledge-packed program highlighted by keynote speakers Jon Montgomery, the Olympic gold medalist in skeleton and current host of Amazing Race Canada, and social license expert Bruce Vincent. The conference also featured a popular “*Bov-Innovation*” series of educational presentations and interactive workshops for producers, along with numerous additional speaker presentations and sessions covering a wealth of topics relevant to industry progress and success, from the farm level to the broad industry level. The conference also included a large tradeshow, along with numerous entertainment, social and recreational opportunities

“The objectives of our conference, embodied in our theme, were to provide a truly national, inclusive meeting place for the Canadian beef industry and to enhance the connectivity of the industry, both within the industry and with the outside world,” says Lowe, who is also Business Manager of Verified Beef Production Plus. “We are very pleased with the results on both fronts. In addition, our keynote speakers did an excellent job providing insights and inspiration on the themes. Bruce Vincent spoke to how meeting the challenge of connectivity is an area not just for associations but where individuals across the industry have a role to play. Jon Montgomery

spoke about his journey to becoming successful in skeleton racing, providing inspiration along with tips that we can apply to make our industry stronger and more connected.”

The 2017 CBIC was a joint collaboration by the Beef Cattle Research Council (BCRC), Canada Beef, the Canadian Beef Breeds Council (CBBC) and the Canadian Cattlemen’s Association (CCA). Over 30 formal meetings among industry organizations were conducted around the main agenda, along with countless informal meetings. The conference raised over \$20,000 for the Canadian Cattlemen’s Foundation. Overall attendance was 10% higher than in 2016.

Poster winners at the conference included Claye Hardany, Jennifer Pearson and Karleigh Lewis. In addition, Carling Matejka won the Keith Gilmore Prize for Beef Cattle Innovation.

“The conference was an amazing experience with excellent information and take home messages that we can all benefit from and apply in our roles across the industry,” says 2017 CBIC Vice Chair Tammi Ribey. “Many of the participants commented not just on the quality of the sessions but also on how much they enjoyed visiting and sharing with other people from across the country and different facets of the industry. The event lived up to its theme and created many lasting memories.”

Participants, sponsors and organizers all contributed to a successful event,” says Allana Minchau, CBIC Director. “We are incredibly grateful for the support CBIC received from the beef industry and the fact that we had a significant growth from 2016. We were thrilled to share common ground with our industry and can’t wait for another great event in London in 2018, where the theme will be ‘Driving Demand.’ A heartfelt thank-you to everyone who has contributed to the ongoing success of the Canadian Beef Industry Conference.”

Visit www.canadianbeefconference.com for more information. Conference highlights were also captured on [Twitter](#) and [Facebook](#).

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