

CANADIAN BEEF INDUSTRY CONFERENCE 2018

Monday, August 13, 2018

7:30 AM – 8:30 PM	Explore Beef Farming in Ontario hosted by Beef Farmers of Ontario and AgSights
8:30 AM – 5:00 PM	Canadian Beef Check-Off Agency Meeting- CLOSED
5:00 PM – 8:00 PM	Cattlemen’s Young Leaders (CYL) Selections - CLOSED

Tuesday, August 14, 2018

7:00 AM – 12:00 PM	Cattlemen’s Young Leaders (CYL) Selections - CLOSED	Salon B/B1
8:00 AM – 10:30 AM	National Communications Managers Meeting - CLOSED	Salon E/F
8:00 AM – 4:30 PM	Canadian Beef Check-Off Agency AGM	Salon G/H
	Canadian Beef Check-Off Agency AGM (8am business meeting, 1pm Check-Off Town Hall feat. The Agency, Canada Beef, BCRC and Public Engagement/Issues Management)	
12:00 PM – 1:00 PM	LUNCH	Hallway
12:00 PM – 3:00 PM	Young Cattlemen’s Council (YCC) AGM	Salon B/B1
12:30 – 1:30 PM	<p>YCC Feature Speaker BFO presents Darrell Wade – Today’s Farms are Big Business In today’s world, the family farm must be treated and recognized as a business. We need continuity, developing an interplay of knowledge between generations rather than comparing how we are different. Acquiring the family farm takes more than just sweat equity. If you want farm ownership, you need a plan, deadlines and a great deal of communication with your family. Learn how to have those courageous</p>	

	conversations and set the stage for growth and ownership of your family's farm.	
1:00 PM – 5:00 PM	<p>Canadian Beef Breeds Council Technical Forum – CLICK HERE to access the full agenda and list of speakers</p> <p>Advances in animal breeding and genetics are quite rapid these days. This Tech Forum will address best practice, recent developments and a look to the future of breeding and genetics.</p>	Salon D/D1
2:00 PM – 6:00 PM	Canadian Cattlemen's Association (CCA)- Value Creation and Competitiveness	Salon E/F
2:00 PM – 2:45 PM	<p>CCA feature panel - Using Data to Connect – the cow-calf, feeder and processor perspective</p> <p>Cow/Calf Producer: Meredith Closs, Shawville, Quebec Feedlot Operator: Jack Chaffe, Ontario Processor: Emily Murray, Cargill Meat Solutions Moderator: Jaelyn Horenberg</p>	
2:00 PM – 6:00 PM	Canadian Cattlemen's Association (CCA) – Environment	Salon J
2:00 PM – 2:45 PM	<p>CCA feature speaker</p> <p>Tim Hardman, Director, Sustainable Food with World Wildlife Fund US - How Cattle Can Contribute to Biodiversity</p> <p>Explaining the importance of balance in an ecosystem. How some ecosystems, and species within them, depend on grazers to properly manage the land for that balance target. And when this is done well, it can lead to great results. Not only for the producer or the wildlife, but for the entire ecosystem.</p>	
4:00 PM	TRADESHOW OPENS	Ballroom
5:30 PM – 6:30 PM	Happy Hour presented by MNP	Tradeshow Ballroom
	<p>The Taste of Craft – Exploring home grown harmonies in beef and beer. <i>Come savour the delicious pairings of these 2 iconic Canadian foods, both a reflection of the environment they come from and the care and expertise it takes to develop these fine foods by Canada Beef</i></p>	
6:30 PM – 9:30 PM	<p>Opening Reception</p> <p>Cattlemen's Young Leaders 2018 Graduation Ceremony Highlights from the class of 2018: Sixteen CYL's will be recognized for their excellence in leadership within the beef industry</p>	Ballroom

Wednesday, August 15, 2018

7:00 AM	TRADESHOW OPENS	
7:00 AM – 7:45 AM	<i>BREAKFAST</i>	
7:45 AM – 8:00 am	Opening remarks from CBIC Chair, Tammi Ribey and Vice Chair, Ryan Kasko	Ballroom
8:00 AM – 9:00 AM	General Session 1 – Driving Demand	Ballroom
	<p>Dr. Irwin Adam A creative scientist and food futurist who combines a background in engineering, biology, and technology with his passions for food and design in the exploration of global eating futures. He will share his insights on opportunities the beef sector must capitalize on to remain competitive and drive demand long term.</p>	
9:00 AM -9:30 AM	<p>The Alternative Protein Market – A fireside conversation with Sonya Roberts and moderated by Marty Seymore</p> <p>Sonya Roberts, President - Cargill Proteins - Growth & New Ventures and Strategic Pricing, will provide Cargill's perspective on the alternative protein market, the opportunities the company is seeing in this market, anticipated growth, and consumer response.</p>	
9:30 AM – 10:15 AM	<i>BREAK – Trade Show</i>	<i>Tradeshow</i>
	<p>Walk a mile in my shoes: Many beef producers never need to buy beef so miss the experience of that purchase decision. Gain the shopper insights in this interactive demo. Flash-card quizzes, role playing and prizing included.</p>	
10:15 AM – 1:45 PM	Canadian Cattlemen's Association (CCA) – Foreign Trade	Salon G/H/J
10:15 AM – 11:00 AM	<p>CCA Feature Speaker John Masswohl, CCA Director of Government and International Relations Maintaining Market and Securing New Access</p>	
10:15 AM – 1:45 PM	Canadian Cattlemen's Association (CCA) – Animal Health and Care	Salon B/B1
10:15 AM – 11:00 AM	<p>CCA Feature Speaker Opportunities & Challenges with the proposed Federal Traceability Regulations Speakers: Anne Brunet-Burgess, General Manager Canadian Cattle Identification Agency (CCIA), Rick Wright, Executive</p>	

	Administrator, Livestock Markets Association (LMAC), Colleen Barnes , Associate Vice-President Canadian Food Inspection Agency (CFIA)	
10:15 AM – 11:00 AM	Bov-Innovation 1.0	Salon D/D1/E/F
	Cross-Canada Cattle: Best transport practices Will include information from Derek Haley, PhD of the University of Guelph. Dr. Haley leads a research program on animal welfare and behaviour, and is currently exploring long-distance cattle transport. Steve Eby a feedlot operator from Kincardine, ON, Ontario, will also share his experience with shipping and receiving cattle, and provide his insight for successful transport outcomes.	
11:15 AM – 12:00 PM	Bov- Innovation 2.0	Salon D/D1/E/F
	The Grass is Always Greener: Pasture infrastructure and management Will be moderated by Barry Potter , with the Ontario Ministry of Agriculture, Food, and Rural Affairs. Barry has a special interest in beef production in northern Ontario and will facilitate presentations from beef producers Jason Desrochers and Tim Lehrbass , who are each farming in diverse regions of Ontario. Desrochers operates a cow-calf and backgrounding farm near Val Gagne in northern Ontario, and will explain how their farm overcomes land use challenges and converts marginal land into forage. Lehrbass farms in southern Ontario, near Alvinston, and will share grazing management strategies from his operation, which was recently recognized for excellence in forage management.	
12:00 PM – 1:15 PM	<i>LUNCH presented by New Holland</i>	<i>Ballroom</i>
12:40 – 1:00 PM	The Art of Beef presented by Cargill Sterling Silver Premium Meats is an upper 2/3 choice brand of premium beef. We will take you through the grading process for muscle cuts and demonstrate what makes Sterling Silver stand out from other premium beef brands.	TRADESHOW
1:15 PM – 2:45 PM	General Session 2	Ballroom
	DRIVING BEEF DEMAND PANEL Discussing each sectors responsibility in driving demand of Canadian	

	<p>beef and the connection between segments of the supply chain across the country featuring:</p> <p><i>Cow-calf:</i> Curt Chickoski of Martens Ranch Ltd. Swift Current, SK <i>Feeder:</i> Jim Clark, Executive Director of the Ontario Cattle Feeders' Association and Ontario Corn Fed Beef program <i>Processor:</i> Russ Mallard, President of Atlantic Beef Products Inc. <i>Retailer and Food Service:</i> Nathalie Coutayar, Marketing & Procurement at Denninger's <i>Distributor:</i> Steve Christie, National Director Corporate Multi Unit Protein Sales at Sysco Canada</p> <p><i>Moderator:</i> Rob Smith, CEO, Canadian Angus</p>	
2:45 PM – 5:45 PM	Canadian Roundtable for Sustainable Beef (CRSB)	Salon G/H/J
2:45 – 3:45 PM	<p>CRSB Feature Speaker Consumer Trust – Dr. Sylvain Charlebois, Rowe School of Business at Dalhousie University Will have a discussion on consumer trust, labelling and food fraud. Dr. Charlebois is known for being outspoken (against) the meat tax issue recently.</p>	
2:45 PM – 3:30 PM	Bov- Innovation 2.0 (<i>REPEAT</i>)	Salon D/D1/E/F
	<p>The Grass is Always Greener: Pasture infrastructure and management Will be moderated by Barry Potter, with the Ontario Ministry of Agriculture, Food, and Rural Affairs. Barry has a special interest in beef production in northern Ontario and will facilitate presentations from beef producers Jason Desrochers and Tim Lehrbass, who are each farming in diverse regions of Ontario. Desrochers operates a cow-calf and backgrounding farm near Val Gagne in northern Ontario, and will explain how their farm overcomes land use challenges and converts marginal land into forage. Lehrbass farms in southern Ontario, near Alvinston, and will share grazing management strategies from his operation, which was recently recognized for excellence in forage management.</p>	
3:30 PM – 4:45 PM	<i>BREAK – Tradeshow</i>	<i>TRADESHOW</i>
	<p>Connect, Innovate and Inspire at the CBCE – Value chain engagement for carcass optimization – A Case Study: <i>See how we 'mine out' new opportunities through butchery and culinary innovation to bring new cuts and menu concepts to market with the</i></p>	

	<i>goal of optimizing value to the producer, offering sizzling excitement and profits to our customers and fulfill consumer wants and needs with beef. Follow our 2 examples of the 'New Cuts On the Block: Short Plate and Chuck Roll our new shining stars</i>	
4:45 PM – 5:30 PM	Bov-Innovation 1.0 (<i>REPEAT</i>)	Salon D/D1/E/F
	Cross-Canada Cattle: Best transport practices Will include information from Derek Haley, PhD of the University of Guelph. Dr. Haley leads a research program on animal welfare and behaviour, and is currently exploring long-distance cattle transport. Steve Eby a feedlot operator from Kincardine, ON, Ontario, will also share his experience with shipping and receiving cattle, and provide his insight for successful transport outcomes.	
5:30 PM – 6:30 PM	<i>Happy Hour presented by Canadian Angus Association</i>	<i>TRADESHOW</i>
6:30 PM – 8:30 PM	<i>Banquet and The National Environmental Stewardship Awards and Outstanding Research and Innovation Award</i>	<i>Ballroom</i>
8:30 PM – 11:00 PM	<i>Beef Up the Music – featuring dueling pianos and magical moments</i>	<i>TRADESHOW</i>

Thursday, August 16, 2018

7:00 AM	TRADESHOW OPENS	
7:00 AM – 7:55 AM	<i>BREAKFAST presented by UFA</i>	
7:30 AM – 11:00 AM	Canadian Beef Advisors (CLOSED)	Salon G
8:00 AM – 8:15 am	Opening remarks from CBIC Chair, Tammi Ribey and Vice Chair, Ryan Kasko	Ballroom
8:00 AM – 11:00 AM	Provincial Managers Meeting (CLOSED)	Salon H
	CanFax Market Updates brought to you by MNP	Ballroom
8:15 AM – 8:45 AM	Canadian Cattle Market Update Key Factors to Watch- Brian Perillat, Manager/Senior Analyst – Canfax	
8:45 AM – 9:45 AM	Situation/Outlook for the North American and Global Cattle/Beef Industries – Kevin Good, Senior Analyst - CattleFax	
9:45 AM – 10:15 AM	Canadian Economic Outlook – Aaron Goertzen, Commodity Specialist, BMO	

10:15 AM – 11:00AM	<i>BREAK and TRADESHOW</i>	<i>TRADESHOW</i>
	Connect, Innovate and Inspire at the CBCE – Value chain engagement for carcass optimization – A Case Study: <i>See how we ‘mine out’ new opportunities through butchery and culinary innovation to bring new cuts and menu concepts to market with the goal of optimizing value to the producer, offering sizzling excitement and profits to our customers and fulfill consumer wants and needs with beef. Follow our 2 examples of the ‘New Cuts On the Block: Short Plate and Chuck Roll our new shining stars</i>	
11:00 AM – 11:15 AM	Poster Competition Winner Presentations	
11:15 AM – 12:15 PM	Keynote Speaker presented by Canadian Angus Association	BALLROOM
	REX MURPHY His intellect and biting humour strike through the heart of profound political and social issues. Currently he writes and reports for CBC’s <i>The National</i> and is a columnist in the National Post.	
12:15 PM – 1:15 PM	<i>LUNCH presented by Cargill</i>	<i>Ballroom</i>
12:30 PM – 3:00 PM	Tri-Lateral Meeting – National Cattle Organization Leadership from Canada, USA and Mexico meet to discuss strategies to benefit global beef trade. CLOSED	Salon D/D1
12:45 PM – 1:20 PM	Shuttles to Western Fair District	Front of LCC
1:15 PM – 4:15 PM	Beef Cattle Research Council (BCRC) Open House	Salon B/B1
	<p>Scientific studies and innovative developments are advancing Canadian beef production and impacting farms and ranches across the country. Hear recent examples of progress made, discuss the objectives to be tackled next, meet the individuals leading the way, and take home new ideas to help keep your operation ahead of the herd.</p> <p>Andrea Brocklebank (Beef Cattle Research Council) Ed Topp Ph.D. (Agriculture Agri-Food Canada London) – Antibiotic use and resistance Katie Wood Ph.D. (University of Guelph) - Feed efficiency Eugene Janzen D.V.M. (University of Calgary) - Animal health and welfare Yousef Papadopoulos Ph.D., (Agriculture Agri-Food Canada Nappan) - Forage varieties Benjamin Boher Ph.D., (University of Guelph) - Improvements in beef quality and food safety</p>	

	Tracy Herbert (Beef Cattle Research Council) - Knowledge and technology transfer Moderator: Reynold Bergen , Ph.D. (Beef Cattle Research Council)	
1:15 PM – 5:15 PM	Canadian Cattlemen’s Association (CCA) – Domestic Agriculture	Salon E/F
1:15 PM – 2:00 PM	CCA Feature Panel The Path Forward on Canada's Business Risk Management Review TBD (Agriculture and Agri-Food Canada) Mark Brock (Chair of the AgGrowth Coalition) Tom Teichroeb (Co-Chair, CCA Domestic Ag) Joe Hill (Co-Chair, CCA Domestic Ag) Moderator: Brady Stadnicki	
	Live Cattle Handling Demo	Western Fair District
1:30 PM – 2:45 PM	Working Together For Cattle Well-Being Creating Connections presented by Merck Animal Health Creating Connections is an innovative program that prioritizes effective human – animal communication and reducing stress on cattle. Dr. Kip Lukasiewicz , who is a partner at Production Animal Consultation, and an expert involved in this program, focuses on animal handling, field research and facility design. The topic of his live cattle demonstration is “Designing Cattle Facilities to Harness Voluntary Cattle Flow”.	
1:30 PM – 2:45 PM	Global trends of cattle conformation and the influence of science; striking the balance between phenotype and genomics PJ Budler , Global Livestock Solutions, International Business Development Manager (Trans Ova Genetics), Fort Worth, TX Dr. Dan Shike , University of Illinois, Illinois, USA Jack Oattes , University of Illinois and Ontario Purebred Breeder, Illinois, USA.	
2:45 PM – 3:00 PM	<i>BREAK</i>	
2:15 PM – 3:00 PM	<i>Shuttles from LCC and Western Fair District</i>	
	Live Cattle Handling Demo (REPEAT)	Western Fair District
3:00 – 4:15 PM	Working Together For Cattle Well-Being Creating Connections presented by Merck Animal Health Creating Connections is an innovative program that prioritizes effective human – animal communication and reducing stress on	

	cattle. Dr. Kip Lukasiewicz , who is a partner at Production Animal Consultation, and an expert involved in this program, focuses on animal handling, field research and facility design. The topic of his live cattle demonstration is “Designing Cattle Facilities to Harness Voluntary Cattle Flow”.	
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4:15 PM	Shuttles from Western Fair District to LCC	
5:00 PM	Shuttles from Doubletree to Labatt Brewery	Labatt Brewery
5:30 PM – 7:00 PM	Labatt Brewery Tour (extra ticket)	
6:15 PM – 7:30 PM	Shuttles from DoubleTree to Bull and Barrell	
7:00 PM – 9:00 PM	Out to Pasture – Wind-up Party (extra ticket)	Bull and Barrell

Friday, August 17, 2018

7:00 AM – 6:00 PM	Canadian Cattlemen’s Association AGM
8:00 AM – 10:00 PM	Niagara Falls Tour (extra ticket)

**Please note schedule is subject to change*