

Canadian beef industry ‘Puts It Together...’ with strong national conference

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CALGARY, AB — The rising momentum toward a fresh era of national connectivity, teamwork and success for Canada’s beef industry took a major step forward with the successful delivery of a sold-out, progress packed inaugural Canadian Beef Industry Conference, August 9 – 11 in Calgary.

The event drew a diverse participation of over 650 producers, industry members and supporters from across the country and all beef producing provinces, including a strong representation of young participants representing the industry future. It featured a dynamic and broad-spanning agenda rich in ideas, knowledge, insights and inspiration for moving the industry forward, including many buzz-generating topics that propelled the conference’s “#CBIC2016” hashtag to become a top trending Twitter topic in Canada.

“We couldn’t have asked for a better first time experience delivering this new national conference for Canada’s beef and cattle industry,” says Rob Smith, Canadian Angus Association Chief Executive Officer and co-chair of the conference. “The theme was ‘Putting It Together...’ and that’s exactly what happened. The response has been absolutely amazing. It bodes well for making this an annual event and that’s what we’re talking about now.”

The conference met its core objectives to create a truly national meeting place to bring together all facets of the industry involved in beef production, from the grass roots level through all parts of the supply chain – including everyone from the producer with 20 cows to the feeder with 20,000, head – and to help move forward the opportunity represented by the National Beef Strategy.

“We have a lot to celebrate,” says Virgil Lowe, conference co-chair and also an Associate with Dentons Canada LLP. “The momentum and strengthened connections established here will help drive ahead the National Beef Strategy and all of our interests for years to come. The event was also designed to be an enjoyable event with a strong social side that people could build in around their summer vacation plans, and that was achieved as well. There were a lot of great discussions and strengthening of relationships that took place informally. Already we have received a lot of feedback that this was a very positive event and step forward for our industry.”

The conference exceeded expectations in registrations and sponsorship support, with over 60 major sponsors contributing, as well as in proceeds raised through the Canadian Cattlemen's Foundation Golf Classic.

Among many highlights, the conference speaker agenda featured entrepreneur and former Dragon's Den star Arlene Dickinson, along with keynote speakers on each of the National Beef Strategy's four pillars: connectivity, productivity, beef demand and competitiveness. In addition to covering a wide range of important developments, issues and hot topics, the event also recognized several outstanding contributors to the industry.

The Environmental Stewardship Award (TESA) was presented to Anderson Ranch Inc. of Fir Mountain, operated by Miles and Sheri Anderson. Since 1996, TESA has recognized producers who go above and beyond in exemplifying significant innovation and attention to a wide range of environmental stewardship aspects in their farm operations. These innovations extend beneficially to areas far beyond their land, including water, wildlife and air.

The Canadian Beef Industry Award for Outstanding Research and Innovation was presented to Dr. Tim McAllister, a long-time outstanding research scientist with Agriculture and Agri-Food Canada based in Lethbridge. This award is presented by the Beef Cattle Research Council each year to recognize a researcher or scientist whose work has contributed to advancements in the competitiveness and sustainability of the Canadian beef industry.

The inaugural conference was a joint collaboration of four organizations – the Beef Cattle Research Council (BCRC), Canada Beef, the Canadian Beef Breeds Council (CBBC) and the Canadian Cattlemen's Association (CCA). Visit www.canadianbeefindustryconference.com for more information. Follow the Canadian Beef Industry Conference on [Twitter](#) and [Facebook](#).

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