

CANADIAN BEEF INDUSTRY CONFERENCE 2017

For Immediate Release

Monday, April 3, 2017

Second Annual Canadian Beef Industry Conference Opens Registration

Join CBIC Aug 15-17th with early bird pricing starting at \$450

CALGARY, AB - Canada's beef cattle industry will be *'Sharing Common Ground'* at the second annual Canadian Beef Industry Conference (CBIC). This one-of-a-kind industry event will be held August 15 – 17, 2017 at the BMO Centre on Stampede Park in Calgary, Alberta with registration opening today, April 3rd.

The CBIC is the first of its kind in Canada to bring together participants from across all regions and sectors of the national value chain. The conference is hosted as 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).

Early bird registration is available for \$450 plus GST until June 15, after which registration will be \$550 plus GST.

"This year we are focused on building off the success of last year and establishing the conference as the forum for industry to come together and share common ground," said beef producer and 2017 CBIC Chair Virgil Lowe, also newly-appointed Business Manager, Verified Beef Production Plus. "We also hope to highlight the importance of the beef industry sharing common ground with the public."

This conference will combine semi-annual and annual meetings of several stakeholder groups, along with learning and networking opportunities to create a one-of-a-kind experience for participants from across all the various regions and sectors of the Canadian beef industry.

Keeping with the precedent established in its inaugural year, the CBIC 2017 program will feature an engaging speaker lineup, headlined by keynote speaker Jon Montgomery. Since his 2010 Olympic gold medal win in skeleton, Jon's life has been a whirlwind. Today, as the host of The Amazing Race Canada, he's been across the country and all over the world sharing his insights on what makes Canada great on the top television show in the country.

- more -

Other program highlights include:

- Topics related to the pillars of the National Beef Strategy with a focus on connectivity;
- *Bov-Innovation*: Educational presentations for producers and interactive workshops on applicable production innovations;
- Networking with stakeholders in all stages of the beef supply chain, including the Canadian Cattlemen's Foundation Golf Tournament;
- Pre-conference farm tour hosted by Alberta Beef Producers;
- Canadian, U.S. and international market outlooks;
- Canadian Beef Check-Off Agency, CCA, Canadian Roundtable for Sustainable Beef (CRSB) and Young Cattlemen's Council board meetings;
- BCRC open house;
- Cattlemen's Young Leaders selections and graduation.

Organizers are planning a unique lineup of entertainment and events to draw industry stakeholders from across Canada. "We are excited to host our second conference at Stampede Park. After the overwhelming attendance in 2016, it was clear we needed more space and the connection to agricultural heritage seemed like a natural fit," said Lowe. Arrangements for parking and plans for seamless navigation of Calgary's downtown will be in place. Additional details, including specific session topics, will be available closer to the event date.

Those interested are encouraged to watch www.canadianbeefindustryconference.com and to follow the CBIC on Twitter and Facebook for updates.

- 30 -

For more information contact:

Allana Minchau
Director, Canadian Beef Industry Conference
Tel: 587-999-7417
Email: aminchau@canadianbeefindustryconference.com