

**CANADIAN BEEF INDUSTRY
CONFERENCE
2019**

CANADIAN BEEF INDUSTRY CONFERENCE

Monday, August 12, 2019

7:45 AM – 5:00 PM	Explore Alberta Beef hosted by Alberta Beef Producers (extra ticket) For full tour details CLICK HERE
5:00 PM – 8:00 PM	Cattlemen's Young Leaders (CYL) Selections - CLOSED

Tuesday, August 13, 2019

7:00 AM – 12:00 PM	Cattlemen's Young Leaders (CYL) Selections - CLOSED
7:45 AM – 10:30 AM	Canada/US Roundtable - CLOSED
8:00 AM – 10:30 AM	National Communications Managers Meeting - CLOSED
8:00 AM – 12:00 PM	Canadian Beef Check-Off Agency AGM
8:00 AM – 12:00 PM	CCA Environment
11:15 AM – 12:00 PM	CCA FEATURE SPEAKER
12:00 PM – 1:00 PM	<i>LUNCH</i>
12:00 PM – 3:00 PM	Young Cattlemen's Council (YCC) AGM
1:00 PM – 5:00 PM	CCA Food Policy
1:00 PM – 1:45 PM	CCA FEATURE SPEAKER
1:00 PM – 4:30 PM	CBBC Technical Forum
2:00 PM – 3:30 PM	NCFA General Session with featured speakers
3:45 PM – 4:30 PM	SECURING OUR FUTURE #1 – THROUGH INVESTMENT
	Panel Discussion What do your check-off dollars really provide? This case study will follow how groups work together on your investment, where the money flows and what does the return really look like for Canadian producers.
4:00 PM	TRADESHOW OPENS
4:30 PM – 6:30 PM	Happy Hour presented by MNP
6:30 PM – 9:30 PM	Opening Reception Cattlemen's Young Leaders 2019 Graduation Ceremony Highlights from the class of 2019: CYL's will be recognized for their excellence in leadership within the beef industry

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Wednesday, August 14, 2019

7:30 AM		TRADESHOW OPENS
7:30 AM – 8:15 AM		<i>BREAKFAST</i>
8:15 AM – 8:30 AM		OPENING REMARKS
8:30 AM – 9:30 AM		SECURING OUR FUTURE #2 – THROUGH PERCEPTION
		IS POP CULTURE DRIVING THE MADNESS - How do we Overcome the Confusion around Nutrition? <i>Timothy Caulfield - Host and co-producer of the hit documentary TV show, A User's Guide to Cheating Death Professor of Health Law & Science Policy</i> There is a ridiculous amount of science-free health and nutrition advice floating around popular culture. In this presentation Professor Caulfield will explore why and how health information gets so twisted.
9:30 AM – 10:15 AM		<i>BREAK AND TRADE SHOW</i>
CONCURRENT SESSIONS	10:15 AM – 11:00 AM	Bov-Innovation 1.0 ALTERNATIVE TO ANTIMICROBIALS <i>Featuring: Dr. Steve Hendrick and TBA</i> If you are a beef producer in Canada, you now require a prescription from a licenced veterinarian before purchasing a medically important antibiotic. While not every issue can be avoided, preventative measures can reduce the need for antimicrobials. During this session you will discover the strategies that can be used on your farm to reduce the need for antimicrobials and how this can benefit your operation.
	10:15 AM – 2:00 PM	CCA FOREIGN TRADE
	10:15 AM – 11:00 AM	CCA FEATURE SPEAKER
	10:15 AM – 2:00 PM	CCA ANIMAL HEALTH
	10:15 AM – 11:00 AM	CCA FEATURE SPEAKER
	11:15 AM – 12:00 PM	Bov- Innovation 2.0 DROUGHT PREPARATION <i>Featuring: Dr. John McKinnon and Graeme Finn</i> In 2018, drought conditions negatively impacted beef production in Canada, and severely impacted in some locations globally. Projections suggest that the frequency and severity of drought will continue to increase in several areas that are already dry, such as the Southern Interior of British

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CONCURRENT SESSIONS		<p>Columbia and the Prairie provinces.</p> <p>Whether in the form of pasture, stored forage, or supplements, feed is the largest variable input cost in cow-calf operations. A big challenge is to feed the cow in a way that meets her current and future nutritional requirements for maintenance, lactation, and reproduction as cost effectively as possible. This challenge is obviously much greater during drought, when feed is scarce and expensive. This session will uncover ways to prepare your operation to lessen the impact of dry conditions on cattle and forages.</p>
	11:15 AM – 12:00 PM	<p>EMERGING LEADERS <i>presented by Young Cattlemen’s Council</i></p> <p>Discover from a feature panel how to start a business in the beef industry from scratch. Learn from their determination, the ups and downs, what they knew and what they wish they knew when starting their business.</p>
	11:15 – 12:00 PM	<p>BUILDING RELATIONSHIPS <i>presented by Canada Beef</i></p> <p>Learn how the Canada Beef business team work with key industry partners to build and drive consumer demand for Canadian beef.</p>
<i>12:00 PM – 1:00 PM</i>		LUNCH
1:00 PM – 2:00 PM		SECURING OUR FUTURE #3 – THROUGH TRADE
		<p>PERSPECTIVES FROM ABROAD - Panel Discussion</p> <p>Opportunities for Canadian beef exports are rapidly growing. Panelists from key International markets will provide insight on what is shaping global demand for Canadian Beef and how we can become leaders in the international market place.</p>
2:00 PM – 2:45 PM		SECURING OUR FUTURE #4 – THROUGH INNOVATION
		<p>TECHNOLOGY IN MODERN DAY RANCHING</p> <p>Dr. Eric Behlke, Feedlot Health Management Systems</p> <p>How does technology fit into your business operation? This discussion will look at different systems, electronics and more that will make a difference to your bottom line and advance agriculture.</p>
CONCURRENT SESSIONS	2:45 PM – 3:30 PM	<p>Bov- Innovation 2.0</p> <p>DROUGHT PREPARATION</p> <p>Featuring: Dr. John McKinnon and Graeme Finn</p> <p>In 2018, drought conditions negatively impacted beef production in Canada, and severely impacted in some locations globally. Projections suggest that the frequency and severity of drought will continue to increase in several areas that are already dry, such as the Southern Interior of British Columbia and the Prairie provinces.</p>

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		Whether in the form of pasture, stored forage, or supplements, feed is the largest variable input cost in cow-calf operations. A big challenge is to feed the cow in a way that meets her current and future nutritional requirements for maintenance, lactation, and reproduction as cost effectively as possible. This challenge is obviously much greater during drought, when feed is scarce and expensive. This session will uncover ways to prepare your operation to lessen the impact of dry conditions on cattle and forages.
	2:45 PM – 5:30 PM	Canadian Roundtable for Sustainable Beef (CRSB)
	2:45 PM – 3:30 PM	EMERGING LEADERS <i>presented by Young Cattlemen's Council</i> Discover from a feature panel how to start a business in the beef industry from scratch. Learn from their determination, the ups and downs, what they knew and what they wish they knew when starting their business.
	3:30 PM – 4:45 PM	<i>BREAK AND TRADE SHOW</i>
CONCURRENT SESSIONS	4:45 PM – 5:30 PM	Bov-Innovation 1.0 ALTERNATIVE TO ANTIMICROBIALS Featuring: Dr. Steve Hendrick and TBA If you are a beef producer in Canada, you now require a prescription from a licenced veterinarian before purchasing a medically important antibiotic. While not every issue can be avoided, preventative measures can reduce the need for antimicrobials. During this session you will discover the strategies that can be used on your farm to reduce the need for antimicrobials and how this can benefit your operation.
	4:45 PM – 5:30 PM	BEEF FROM THE CONSUMER PERSPECTIVE <i>presented by Canada Beef</i> Come and join the conversation and learn how we are connecting and building trust with consumers to communicate about Canadian beef.
	5:00 PM – 6:00 PM	TRADESHOW
	6:00 PM – 7:00 PM	Happy Hour presented by UFA
	7:00 PM – 8:30 PM	<i>Banquet and The National Environmental Stewardship Awards and Outstanding Research and Innovation Award</i>
	8:30 PM – 11:00 PM	Evening Entertainment and Socializing
		Pete Zedlacher 20+ year veteran of the comedy scene and one of the premiere headliners in the country. Zedlacher, who proudly hails from Wawa, a small mining town in Northern Ontario, draws heavily from his Canadian working-class roots.

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Thursday, August 15, 2019

7:30 AM	TRADESHOW OPENS
7:30 AM – 7:55 AM	<i>BREAKFAST</i>
7:30 AM – 11:00 AM	Canadian Beef Advisors (CLOSED)
8:00 AM – 11:00 AM	Provincial Managers Meeting (CLOSED)
8:00 AM – 8:15 AM	OPENING REMARKS
8:15 AM – 10:15 AM	SECURING OUR FUTURE #5 – THROUGH INSIGHTS CanFax Market Updates brought to you by MNP
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	Global Protein and Beef Outlook Randy Blach , CEO - CattleFax
9:45 AM – 10:15 AM	Canadian Economic Outlook –BMO TBA
10:15 AM – 11:00AM	<i>BREAK and TRADESHOW</i>
11:00 AM – 11:15 AM	Poster Competition Winner Presentations
11:15 AM – 12:15 PM	SECURING OUR FUTURE #6 – THROUGH PERSEVERANCE
	KARL SUBBAN Former school principal in one of Toronto’s toughest neighbourhoods, and the father of five children, including three NHL players. He’s dedicated his life to helping others reach their potential—to be better at their careers, and as people. In his gregarious, powerful talks—and in his brand-new memoir, <i>How We Did It</i> —he explores teamwork and leadership and offers a fresh take on what it means to succeed.
12:15 PM – 1:15 PM	<i>LUNCH</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
1:15 PM – 4:15 PM	Beef Cattle Research Council (BCRC) Open House
1:30 PM – 4:30 PM	CCA Domestic Ag
1:30 PM – 2:15 PM	CCA FEATURE SPEAKER
1:30 PM – 2:30 PM	SECURING OUR FUTURE #7 – THROUGH COMMUNICATION LIVE CATTLE DEMO presented by MERCK Animal Health
	Creating Connections presented by Merck Animal Health Dr. Kip Lukasiewicz The way cattle are managed varies from operation to operation but with the same goal function effectively. This live presentation will give you tips on low-stress handling

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	techniques and the best practices on how to keep your cattle calm and methods to help your calves acclimatize to the feedlot.
2:30 PM – 3:30 PM	SECURING OUR FUTURE #8 – THROUGH KNOWLEDGE
	TED TECHNOLOGY HOUR – The Ag Version These four short, powerful talks will feature some of the upcoming best in technology and design.
5:30 PM	Shuttles depart The Westin for Ranchman’s Cookhouse and Dancehall
6:00 PM – 10:00 PM	Out to Pasture – Wind-up Party @ Ranchman’s Cookhouse and Dancehall (extra ticket)

Friday, August 16, 2019

7:00 AM – 6:00 PM	Canadian Cattlemen’s Association AGM (The Westin)
8:00 AM – 6:00 PM	Field to Can – The Story Behind the Beer (extra ticket) For full tour details CLICK HERE