



**Maritime
Beef
Council**

**Maritime Beef Producer Conference
“Beef 2025 – Moving Forward”
Hotel Beausejour, Moncton, NB**

PROPOSED AGENDA

Friday, March 28, 2014

6:00 - 7:00 pm Registration and trade show

7:00 – 9:30 pm Speaker Program (TBD)

9:30 - 11:00 pm Social and trade show evening

Saturday, March 29, 2014

7:30 - 8:30 am Registration and trade Show

8:30 - 9:45 am Speaker Program (TBD)

9:45 - 10:15 am Coffee break and trade show

10:15 – 12:30pm Speaker Program. (TBD)

12:30 - 1:30 pm Lunch: Beef buffet and trade show

1:30 – 2:45 pm Speaker Program (TBD)

2:45 – 3:15 pm Coffee break and trade show

3:15 - 4:00 pm Speaker Program (TBD)

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SPEAKERS & TOPICS

Jeffrey Fitzparick-Stilwell, Manager of Sustainability and Government Relations, McDonald’s Canada

Jeffrey is responsible for developing the strategic direction of the company relative to sustainability. He will provide information about consumer trends and McDonald’s plans to secure their beef supply from sustainable sources

John Basarab, Senior Beef Research Scientist –Government of Alberta and Adjunct Professor- U of Alberta

As senior research scientist with Alberta Agriculture, he has over 25 years of experience in beef cattle production and management. His current areas of work include improving feed efficiency, delivering genomic and producer technologies to the beef industry.

Yuri Montanholi, Chair of Beef Cattle Research, Dalhousie University, Truro, NS

This very enthusiastic researcher has several interesting and practical research trials ongoing in the Maritimes and will discuss his findings with regards to feed efficiency, nutrition, genetics and reproduction.

Fawn Jackson, Manager of Environment and Sustainability, Canadian Cattlemen’s Association

Managing environmental issues facing the industry, Fawn staffs the Environment committee and participates in many research and joint initiatives between the industry, government and international groups. She will discuss how the Canadian and Global sustainability policies will affect beef production by 2015.

Rob Meijer, President of Canada Beef Inc. (A division of the Canadian Cattlemen’s Association)

Rob will discuss programs developed to promote Canadian Beef nationally and internationally and also show how producers can take advantage of domestic and international marketing opportunities.

Cory Van Groningen, Partner in VG Meats, Simcoe, Ontario

Cory and his brothers and parents operate a beef farm, abattoir and beef wholesale /retail operation in Ontario. They have incorporated tenderness testing on every carcass and full traceability of their beef products.

Maritime Beef Producer Panel

Three successful beef producers, one from each of the Maritime Provinces, will be on the agenda to discuss what they do on their farm to make more money, produce more beef and sell it for a higher price.