<table>
<thead>
<tr>
<th>Day-1, March 17</th>
<th>Maritime Young Beef Farmer Reception</th>
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<tbody>
<tr>
<td>5:00PM-6:30PM</td>
<td>New Entrant Opportunities in the Maritime Beef Sector - YCC Update</td>
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| 7:00PM-7:15PM  | Welcome and Announcements  
Nathan Phinney, Chair, Maritime Beef Council |
| 7:15PM-7:30PM  | Greetings from the Host Province  
Larry Weatherby, Chairman, NSCP |
| 7:30PM-7:40PM  | Greetings from Host Sponsor  
TBD |
| 7:40PM-8:05PM  | Building a Beef Value Chain - A Calf Club Model  
Ron Stevenson, Metzger Veterinary Services |
| 8:05PM-8:35PM  | The Canada Beef story  
James Bradbury, Canada Beef, Global Brand Officer |
| 8:35PM-8:55PM  | Maritime Beef Sector Growth Strategy  
Maritime Beef Council |
| 8:55PM-9:20PM  | Atlantic Beef Products - Brand Management  
Bruce Andrews, Procurement and Logistics Manager, Atlantic Beef Products Inc. |
| 9:20PM-9:45PM  | Canadian Beef Sector Renewal Programs |

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<tr>
<th>Day-2, March 18</th>
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| 8:30AM-8:55AM  | VBP+ Programming and Implementation  
Ellen Crane, Maritime Beef Council General Manager |
| 8:55AM-9:20AM  | Cattle Data Management Systems  
Mike McMorris, General Manager, bio |
| 9:20AM-9:40AM  | Cattle Traceability Programs in Canada - What to Expect  
Corie Macki-Adair, Communications Manager, CCIA |
| 9:45M-10:20AM  | Forage Quality Cow / Calf  
Dr. Dan Undersander, University of Wisconsin |
| 10:20AM-10:40AM | Nutrition Break |
| 10:40AM-11:15AM | Feeding Holstein Steers - Making it Work  
Dr. Dan Schaefer, University of Wisconsin |
| 11:15AM-11:45AM | Building a Calf Club – Dos and Don’ts  
Ron Stevenson, Metzger Veterinary Services |
| 11:45AM-12:10PM | The BIXS Model  
Debra Wilson, Sr. vice-president, BIXSco Inc |
| 12:10PM-1:00PM | Lunch Time – Awards Presentation |
| 1:00PM-1:35PM  | High Quality Forage For the Feedlot Operator  
Dr. Dan Undersander, University of Wisconsin |
| 1:35PM-2:10PM  | Humane Animal Handling Systems  
Jane Morrigan, Integrity Livestock Services |
| 2:10PM-3:00PM  | Assurance Programs Producer Panel |
| 3:00PM-3:15PM  | Wrap Up |
2017 Maritime Beef Council Annual Conference Registration

Healthy Cattle, Healthy Grass, Healthy Profit

Best Western Glengarry
Truro, Nova Scotia
March 17-18, 2017

NAME ________________________________________________________________
COMPANY ________________________________________________________________
MAILING ADDRESS ________________________________________________________
PHONE ______________________ EMAIL _______________________________________

Will you be attending the Young Farmers Receptions _____ YES _____ NO

Hotel Room are being held until February 17th, 2017 – Call now to reserve! (902) 893-4311

EARLY BIRD REGISRATIONS CLOSES FEBRUARY 15, 2017 -- $60.00
REGISTRATION CLOSES MARCH 15, 2017 -- $80.00

*Please Note! Cash will only be accepted the day of the conference

Credit Card Payment Info

Credit Card #: ________________________________ Expiry Date: _________________
Security Code (3 numbers on back) __________ Postal Code __________

E-mail Money Transfer – conference@maritimebeef.ca

Mail Completed registration forms to:

Maritime Beef Council
60 Research Drive, Bible Hill
Nova Scotia, B6L 2R2

or: conference@maritimebeef.ca