

MARITIME BEEF CONFERENCE

SAVE THE DATE

MARCH 17-18, 2017

BEST WESTERN GLENGARRY HOTEL
TRURO, NOVA SCOTIA



MARITIMEBEEF.CA



2017 Maritime Beef Council Annual Conference Agenda

Healthy Cattle, Healthy Grass, Healthy Profit

Best Western Glengarry, Truro, NS

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

Day-2, March 18	
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

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Best Western Glengarry

Truro, Nova Scotia

March 17-18, 2017



NAME _____

COMPANY _____

MAILING ADDRESS _____

PHONE _____ EMAIL _____

Will you be attending the Young Famers Receptions ____ YES ____ NO

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

EARLY BIRD REGISTRATIONS 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