

#CDNBeefConf

**DRIVING
DEMAND**



**WITH KEYNOTE
SPEAKER REX MURPHY**
A trusted face and voice across
Canadian media. Rex will
simultaneously inform and entertain
with his provocative commentary.

**CANADIAN BEEF INDUSTRY
CONFERENCE
2018**

August 14 – 16, 2018
London Convention Centre, London, ON
@CDNBeefConf facebook.com/canadianbeefindustryconference

2018 SCHEDULE

Monday, August 13, 2018

- 7:30 AM – 8:30 PM Explore Beef Farming in Ontario hosted by Beef Farmers of Ontario and AgSights
- 8:30 AM – 5:00 PM Canadian Beef Check-Off Agency Meeting- CLOSED
- 5:00 PM – 8:00 PM Cattlemen's Young Leaders (CYL) Selections – CLOSED

Tuesday, August 14, 2018

- 7:00 AM – 12:00 PM Cattlemen's Young Leaders (CYL) Selections – CLOSED
- 8:00 AM – 4:00 PM Canadian Beef Check-Off Agency AGM
§ Canada Beef, Beef Cattle Research Council, and Public Relations/Stakeholder Relations Reports
- 12:00 PM – 1:00 PM LUNCH
- 12:00 PM – 3:00 PM Young Cattlemen's Council (YCC) AGM
BFO presents Darrell Wade – Today's Farms are Big Business
In today's world, the family farm must be treated and recognized as a business. We need continuity, developing an interplay of knowledge between generations rather than comparing how we are different. Acquiring the family farm takes more than just sweat equity. If you want farm ownership, you need a plan, deadlines and a great deal of communication with your family. Learn how to have those courageous conversations and set the stage for growth and ownership of your family's farm.
- 1:00 PM – 4:00 PM Canadian Beef Breeds Council Technical Forum
- 2:00 PM – 6:00 PM Canadian Cattlemen's Association (CCA)- Value Creation and Competitiveness
Using Data to Connect
A panel discussion between a cow-calf producer, backgrounder and feedlot
- 2:00 PM – 6:00 PM Canadian Cattlemen's Association (CCA) – Environment
Tim Hardman – How Cattle Can Contribute to Biodiversity
- 4:00 PM **TRADESHOW OPENS**
- 5:30 PM – 6:30 PM Happy Hour
- 6:30 PM – 9:30 PM Opening Reception

Wednesday, August 15, 2018

7:00 AM	TRADESHOW OPENS
7:00 AM – 7:55 AM	<i>BREAKFAST</i>
8:00 AM – 8:15 am	Opening remarks from CBIC Chair, Tammi Ribey and Vice Chair, Ryan Kasko
8:15 AM – 9:15 AM	General Session 1 Driving Beef Demand – Competing proteins in an ever-changing and competitive world
9:15 AM – 10:30 AM	<i>BREAK</i>
9:30 AM – 1:00 PM	Canadian Cattlemen's Association (CCA) – Foreign Trade Maintaining Market and Securing New Access – John Masswohl, CCA Director of Government and International Relations
9:30 AM – 1:00 PM	Canadian Cattlemen's Association (CCA) –Animal Health and Care Opportunities & Challenges with the proposed Federal Traceability Regulations
10:30 AM – 11:15 AM	Bov-Innovation 1.0 Livestock Transportation
11:15 AM – 12:00 PM	Bov- Innovation 2.0 Pasture Infrastructure Management
12:00 PM – 1:00 PM	<i>LUNCH</i> Cattlemen's Young Leaders 2018 Graduation Ceremony
1:00 PM – 2:30 PM	General Session 2 DRIVING BEEF DEMAND Discussing each sectors responsibility in driving demand of Canadian beef and the connection between segments of the supply chain across the country
2:30 PM – 5:30 PM	Canadian Roundtable for Sustainable Beef Consumer Trust – Dr. Sylvain Charlebois, Rowe School of Business at Dalhousie University Will have a discussion on consumer trust, labelling and food fraud.Dr. Charlebois is known for being outspoken (against) the meat tax issue recently.
3:00 PM – 3:45 PM	Bov-Innovation 1.0 (REPEAT) Livestock Transportation
3:45 PM – 4:15 PM	<i>BREAK</i>
4:15 PM – 5:00 PM	Bov- Innovation 2.0 (REPEAT) Pasture Infrastructure Management
5:00 PM – 6:30 PM	<i>Happy Hour</i>
6:30 PM – 8:30 PM	<i>Banquet and The National Environmental Stewardship Awards and Outstanding Research and Innovation Award</i>
8:30 PM – 12:00 AM	<i>Entertainment</i>

Thursday, August 16, 2018

7:00 AM	TRADESHOW OPENS
7:00 AM – 7:55 AM	<i>BREAKFAST</i>
8:00 AM – 8:15 am	Opening remarks from CBIC Chair, Tammi Ribey and Vice Chair, Ryan Kasko
8:15 AM – 10:30 AM	CanFax Market Updates Domestic and International Market Trends and Forecasts
10:30 AM – 11:00 AM	<i>BREAK</i>

11:00 AM – 11:05 AM	Poster Competition Winner Presentations
11:05 AM – 12:05 PM	Keynote Speaker REX MURPHY His intellect and biting humour strike through the heart of profound political and social issues. Currently he writes and reports for CBC's <i>The National</i> and is a columnist in the National Post.
12:05 PM – 1:00 PM	<i>LUNCH</i>
12:30 PM – 3:00 PM	Tri-Lateral Meeting – CLOSED
12:30 PM – 3:00 PM	Provincial Managers Meeting – CLOSED
1:00 PM – 4:00 PM	Beef Cattle Research Council (BCRC) Open House Scientific studies and innovative developments are advancing Canadian beef production and impacting farms and ranches across the country. Hear recent examples of progress made, discuss the objectives to be tackled next, meet the individuals leading the way, and take home new ideas to help keep your operation ahead of the herd.
1:00 PM – 5:00 PM	Canadian Cattlemen's Association (CCA) – Domestic Agriculture Canada's Business Risk Management View
1:30 PM – 2:30 PM	Live Cattle Handling Demo MERCK presents: Designing Cattle Facilities to Harness Voluntary Cattle Flow – Dr. Kip Lukasiewicz
2:30 PM – 3:15 PM	<i>BREAK</i>
2:30 PM – 3:15 PM	Ontario Corn Fed Program
3:15 PM – 4:15 PM	Buyers Perspective – Cattle Evaluation & Ge EPD's Domestic, USA and Global Perspectives
5:30 PM – 7:00 PM	Labatt Brewery Tour (extra ticket)
7:00 PM – 9:00 PM	Out to Pasture – Wind-up Party at the Bull and Barrell (extra ticket)

Friday, August 17, 2018

7:00 AM – 6:00 PM	Canadian Cattlemen's Association AGM
8:00 AM – 10:00 PM	Niagara Falls Tour (extra ticket)

Registration

Early-Bird Registration (available April 3rd to June 15th)

3-day rate: \$450.00 + HST

Daily rate: \$300.00 + HST (**Full Registration (begins June 16th)**)

3-day rate: \$550.00 + HST

Daily rate: \$300.00 + HST* Cancellations/Refunds: Full refunds minus a \$50 admin fee are available until July 15th.

For more information, please visit www.canadianbeefindustryconference.com