

REGISTRATION FORM

Deadline of March 20, 2015

“Beef 2025 Moving Forward”

Friday, March 27 and Saturday, March 28, 2015

Delta Beausejour

750 Main Street, Moncton, NB

REGISTRATION FEE:

Before Feb 27th: \$60.00 /person

After Feb 27th; \$75.00/person

NAME(S): _____

ADDRESS: _____

PHONE: _____

EMAIL: _____

Please make cheque payable to:

“Maritime Beef Council”

Mail to: Duncan Fraser, DAAF,
P.O. Box 5001, Moncton, N.B. E1C 8R3

Registration information - contact : Duncan Fraser

E-mail: duncan.fraser@gnb.ca

Phone: (506) 856-2277

Fax: (506) 856-2092



Speakers ... continued

Cory Van Groningen, *VG Meats, Simcoe, Ontario*

Cory has been the co-owner of the family business, VG Meats, for over 10 years. Cory, his wife Heidi and their three daughters operate a 400 head cow-calf operation (Hillview Farm) where all cattle are marketed through their family business retail stores. Cory and Heidi were awarded the 2012 Ontario's Outstanding Young Farmer Award and Cory sits on numerous boards representing the beef industry including Beef Farmers of Ontario, the Ontario Independent Meat Processors (OIMP), Beef Improvement Opportunities (BIO) and the Haldimand Cattlemen's Association.

Dr. John Basarab, *Senior Beef Research Scientist – Government of Alberta and Professor- U of Alberta*

As senior research scientist with Alberta Agriculture, Dr Basarab 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.

Lance Bishop, *Baxter's Harbour, NS*

Lance and his wife Kathleen operate Wild Mountain Farm near Wolfville. They have developed a niche market for selling grass-fed beef and other farm products through the web and at the Wolfville Farmers market. They also make weekly deliveries to customers in the Halifax area.

Vernon Campbell, *Kensington, PEI*

Vernon and his wife Bertha operate a large dairy, beef and potato farm. He currently farms 2,200 acres of land growing potatoes, barley, soybean, corn, oats and forages. His feedlot has a 200 head capacity and this includes raising all his own dairy bull calves from his 65 cow dairy herd. In 1993 Vernon and his wife Bertha were honoured nationally as Canada's Outstanding Young Farmers.

Nicholas Budd, *Debec, New Brunswick*

Located near Debec in Carlton county, Katahdin View Farm was started by Kevin and Patti Budd in 1994. Calving approximately 225 cows with a mixture of purebred Red Angus, Gelbvieh and a commercial herd of an F1 cross of the two. His Farm consists of 1000 acres owned, 300 acres rented pasture and 200 acres rented crop land. Nicholas has been fulltime on the farm since graduating from high school in 2003.



**Maritime
Beef
Council**

2015 Maritime Beef Conference

“Beef 2025 – Moving Forward”

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Delta Beausejour
750 Main Street, Moncton, NB



Growing Forward 2 

AGENDA

Friday, March 27, 2014, pm Jennifer MacDonald chair

- 6:00 - 7:00 pm **Registration and Trade Show**
- 7:00 - 7:15 pm **Opening Remarks and Introduction**
- 7:15 - 8:15 pm **Feed Efficiency Research at the Maritime Beef Testing Society Facility**
- Dr. Yuri Montanholi
- 8:15 - 9:00 pm **Atlantic Beef Products (ABP) Update**
- Russ Mallard, President
- 9:00 - 9:15 pm **ABP Award Presentation**
- 9:15 - 11:00 pm **Social and Trade Show**

Saturday, March 28, 2014, am Cedric MacLeod chair

- 7:30 - 8:30 am **Registration and Trade Show**
- 8:30 - 8:45 am **Maritime Beef Council Update**
- Jennifer MacDonald
- 8:45 - 9:45 am **McDonald's and Sustainable beef**
- Jeffrey Fitzpatrick-Stilwell
- 9:45 - 10:00 am **NB Producer of the Year Award**
- 10:00 - 10:30 am **Coffee Break and Trade Show**
- 10:30 - 11:15 am **Sustainability in the Beef Industry**
- Fawn Jackson
- 11:15 - 12:15 pm **Feed Efficiency Research**
- Dr. John Basarab

- 12:15 - 1:15 pm **Lunch: Beef Buffet and Trade Show**

Saturday, March 28, 2014, pm Brian Morrison chair

- 1:15 - 2:00 pm **Marketing Canadian Beef** - Jeff Trafford
- 2:00 - 3:00 pm **VG Meats: Fully Traceable Beef**
- Cory VanGroningen
- 3:00 - 3:45 pm **Unique Production Systems in the Maritimes**
Prince Edward Island - Vernon Campbell
Nova Scotia - Lance Bishop
New Brunswick - Nicholas Budd
- 3:45 - 4:00 pm **Wrap-up/Thank You** - Jennifer MacDonald

SPEAKERS

Dr. 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.

Russ Mallard, President of ABP, Albany PEI

Russ has a solid background in the meat industry, the foodservice distribution industry and served on the board of ABP for approximately three years, ending in 2012. Russ began his career in Charlottetown, over 35 years ago as a sales representative with Canada Packers. He returned to the Atlantic region in the early 90's in a senior management role with Hub Meat Packers. In 2000, he established with a partner, M&S Foodservice Inc., a Moncton based foodservice distributor.

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.

Jeffrey Fitzpatrick-Stilwell, Senior Manager of Sustainability, 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.

Jeff Trafford, Senior Manager, Business Development - Canada Beef Inc.

Jeff has 25 years experience in the food service sector and works with clients in retail, foodservice and processing sectors across the US, and Canada. Jeff's role is to align the beef industry with global partners through marketing, brand and business development.

Details.....

REGISTRATION FEE (before Feb 27, 2015) is **\$60.00** (includes HST) per person.

LATE REGISTRATION is **\$75.00**. This includes all sessions, social evening, trade show, and the Saturday beef buffet at noon.

Registration Deadline : Friday, March 20

ACCOMMODATIONS:

A block of rooms is booked at the Delta Beausejour for Friday night (Mar. 27th) at a rate of \$119.00 plus tax. **Rooms must be booked by Feb. 27, 2015 for this rate.**

Delta Beausejour: Ask for Beef Conference Rate
Local Phone: 1-506-854-4344
Toll Free: 1-888-890-3222

For more information you may contact:

PEI Cattle Producers

cattlemen@eastlink.ca (902) 368-2229

NS Cattle Producers

office@nscattle.ca (902) 893-7455

NB Cattle Producers

nbcattle@nb.aibn.com (506) 458-8534



Canada