

Inaugural Canadian Beef Industry Conference set for August 9 – 11, 2016

December 1, 2015

Calgary, AB – Canada’s beef cattle industry has joined forces to create a one-of-a-kind industry experience for participants from across all regions and sectors of the national value chain: the Canadian Beef Industry Conference (CBIC).

The first beef industry event of its kind in Canada, the CBIC will be held August 9 – 11, 2016 at the Grey Eagle Resort and Casino in Calgary, Alberta. The CBIC is a joint collaboration by the Beef Cattle Research Council (BCRC), Canada Beef, the Canadian Beef Breeds Council (CBBC) and the Canadian Cattlemen’s Association (CCA).

“This is the first event of its kind in Canada and we are very excited to bring Canada’s beef industry together,” said beef producer Rob Smith, also Canadian Angus Association Chief Executive Officer and co-chair of the 2016 CBIC. “The recently-established National Beef Strategy has four pillars, one of which is connectivity. This conference will allow everyone from industry leaders to smaller-scale producers to come together and help grow our industry.”

This conference will combine semi-annual and annual meetings of several stakeholder groups, along with learning and networking opportunities to create a one-of-a-kind experience for participants from across all the various regions and sectors of the Canadian beef industry.

The CBIC 2016 program will include:

- Keynote speakers on each of the National Beef Strategy’s four pillars: connectivity, productivity, beef demand and competitiveness;
- Educational presentations for producers and interactive workshops on applicable production innovations;
- Networking with stakeholders in all stages of the beef supply chain, including the Canadian Cattlemen’s Foundation Classic Golf Tournament;
- Market outlook and brand opportunities with the Canfax and Canada Beef forums;
- BCRC, Canada Beef, CCA and Young Cattlemen’s Council board meetings;
- Cattlemen’s Young Leaders selections and graduation.

Organizers are planning a unique lineup of events to draw industry stakeholders from across Canada, with the intention to rotate the CBIC’s location in subsequent years. “We are excited to bring Canada’s beef industry together under one roof,” said Virgil Lowe, co-chair of the 2016 CBIC, a beef producer and an Associate with Dentons Canada LLP. “No matter where you live or what your role is in our industry, this one-of-a-kind national event will be worth the trip.”

Additional details including specific session topics will be available closer to the event date. Registration is expected to commence March 1st, 2016. Those interested are encouraged to watch www.canadianbeefindustryconference.com and to follow the CBIC on [Twitter](#) and [Facebook](#) for updates.

For further information, contact:

Allison Jacoby

CBIC 2016 Event Manager

C: 403-512-8146

E: info@canadianbeefindustryconference.com