



BEEF 2008: HOT ISSUES IN BEEF

A global view on the issues and market.

Friday, July 11, 2008 - Palomino Room, Roundup Centre, Calgary Stampede Park
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Agenda July 11, 2008 Palomino Room, Stampede Park, Calgary Alberta.

- 7:00am – 8:00am Registration
- 8:00 am – 8:05 **Welcome**, Master of Ceremonies, Stan Blade, Executive Director, Alberta Agricultural Research Institute; Director Agriculture and BioProducts Innovation Advanced Education and Technology, Life Sciences Branch, Edmonton, AB
- 8:00am – 8:30 am **Opening Comments**, Dennis Laycraft, Executive Vice President, Canadian Cattlemen’s Association, Calgary AB, opening comments on the state of the Canadian industry.
- 8:30am – 9:00am **The Economic Outlook**, Glen Hodgson, Senior Vice President and Chief Economist, The Conference Board of Canada, Ottawa, ON
Glen will provide the most recent economic forecast and discuss Canada’s position for growth.
Questions from the floor
- 9:00am – 9:30am **US Policy and Its Impact on Agriculture**, Bill Holbrook, Holbrook Consulting Services, Kearney, MO
A review of US Ag and Energy Policy, how US Agriculture will be impacted and its response to world demand.
Questions from the floor
- 9:30am – 10:00am **New Dynamic for Beef**, Jay Truitt, President, Policy Solutions, LLC, Alexandria VA
There continues to be new and exciting factors that demand change in the world beef market. Profits will depend on how we handle these opportunities and challenges.
Questions from the floor
- 10:00am – 10:30am Coffee Break

- 10:30am –11:00am **Canadian Cattle Industry Prospective Solutions** Brad Wildeman, President, Canadian Cattlemen's Association, Lanigan SK
Brad will discuss the challenges in the beef industry and where we are advancing over our competitors.
Questions from the floor
- 11:00am – 11:30am **Novel Approaches to Vaccination: impact on economics of beef production,** Dr. Lorne Babiuk, Vice President (Research) University of Alberta, Edmonton, AB
Infectious diseases have a significant impact on production and may be used as trade barriers. Novel approaches to developing vaccines to reduce these problems will be addressed.
Questions from the floor
- 11:30am – 12:00pm **New Genomic Tools to Help Beef Producers Compete in Domestic and Global Markets.** Dr. David Bailey, President and CEO, Genome Alberta, Calgary, AB
Recent advances made by the human medical communities using genomic technologies now allow those same tools to be applied to the livestock sectors. For the Canadian beef cattle industry, access to the new tools is of great importance given the industry's current financial state and the global challenges such as diseases, climate change and high feed input costs. Genomics, proteomics and bioinformatics are now available to producers and the costs for these services are dropping rapidly.
Questions from the floor
- 12:00pm – 1:45pm Lunch
- 1:45pm – 2:15pm **Canadian Beef: The world is waiting.** Andrea Mandel-Campbell, Author, Journalist, Toronto, ON,
Canada has a lot to offer the world, but all too often has chosen the path of least resistance: selling commodities to the US. In today's world that's a losing proposition. Why the Canadian beef industry must add value and embrace global marketing will be addressed.
Questions from the floor
- 2:15pm – 2:45 pm **Staying In Step with the Hottest Consumer Food Trends,** Christopher Wolf, Director, Strategic Innovation, The Turover Straus Group, Inc., Springfield MO,
Wolf will discuss what companies are doing to deliver products and maintain a brand to stay in step with consumer trends, and what the beef industry needs to continue doing to stay in step with consumer needs and wants being satisfied today.
Questions from the floor

- 2:45pm – 3:15pm Coffee Break
- 3:15pm – 4:00pm ***Eating – Is There a Solution to the Confusion?*** Dr. Joe Schwarcz, Director, McGill Office for Science and Society, McGill University, Montreal, PQ
The current onslaught of nutritional information often leaves consumers confused and worried. A proper scientific analysis of research findings is the only way to separate sense from nonsense.
Questions from the floor
- 4:00pm – 4:15pm **Closing Comments** , Dennis Laycraft, Executive Vice President, Canadian Cattlemen’s Association, Calgary AB will make final comments.
- 4:15pm –6:00pm Wrap-up reception, Roundup Centre Foyer