



Canadian Cattlemen's  
Association

# Producer Information Bulletin

## Beef Cattle Producers invited to national meetings and convention

*July 31, 2009*

Calgary – Join producers from across Canada, as well as industry and government representatives the week of August 10-14, 2009, in Regina, at the Canadian Cattlemen's Association (CCA) semi-annual meetings and national convention. It's a great opportunity to work together and learn more about conquering the challenges facing Canada's beef cattle industry. Events take place at the Regina Travelodge Convention Centre.

**Take a break with the industry** - Participate in the CCA's annual industry golf tournament, or join a half-day bus tour showcasing Saskatchewan's beef and cattle industry on Monday, August 10th. Tickets can be purchased from the CCA office.

**Participate in CCA's Semi-annual Meetings to help shape your industry's future** - Join the CCA's Board committees as they work on key industry issues and areas that impact your business. Committees include Animal Care, Animal Health and Meat Inspection, Domestic Agriculture Policy and Regulations, Environment, Foreign Trade, plus Value Creation and Competiveness. Committee meetings take place all day Tuesday, Thursday and Friday. Participation is free of charge. To see the meeting schedule, visit our website or contact our office.

**Attend the National Convention – Half-Price Registration Deadline Extended** - Focused on "conquering market challenges, the convention kicks off with the President's Reception Tuesday evening, continues all day Wednesday, winding up with a BBQ at the Beaver Creek Ranch in the evening.

At the convention, hear the latest on initiatives CCA undertakes to improve your bottom line – from eliminating and reducing trade barriers to Canadian cattle and beef, including to U.S. Country-of-Origin Labelling (mCOOL) and the WTO challenge to re-open the Korean market, reducing regulatory burden and improving risk management programs. Guest speakers provide insights and share expertise on a wide-range of hot topics including the newly-formed Alberta Livestock and Meat Agency (ALMA), McDonald's Restaurants - Canada Supply Chain Management.

The half-price registration offer has been extended beyond the early-bird deadline to Monday, August 10<sup>th</sup>, in recognition of the economic pressures facing producers this year.

Take part in some or all of the events - come for the week or an hour – it's your choice. Bring along guests to the Wednesday evening BBQ. Purchase extra tickets from the CCA office.

For more information, visit our website at [www.cattle.ca](http://www.cattle.ca). Registration forms are available on our website or via fax – request a copy from our Calgary office at 403.275.8558.

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**For more information, contact:**

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