



# Canadian Cattlemen's Association

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### Beef cattle producers invited to attend national meetings and convention

August 6, 2009

Producers from across Canada, as well as industry and government representatives, meet in Regina Monday through Friday, August 10 – 14, for the Canadian Cattlemen's Association (CCA) semi-annual meetings and national convention. Events take place at the Regina Travelodge Convention Centre.

Producers are urged to attend – the early-bird registration rate has been extended for them until August 10<sup>th</sup>. Registration forms are available on the CCA website, or call the Calgary office at 403.275.8558.

Brad Wildeman, CCA President says, "We want to encourage producers to come out and take part in these important events. People need to hear some good news for a change, and get some solid facts on what's going on to ensure a brighter future for the industry. Producers need to know there are a lot of individuals and groups working hard behind the scenes on issues critical to their business. We don't often get a chance to talk as an industry face-to-face and this week of events provides that venue."

The full lineup of activities planned for the week, includes several internal business meetings conducted by a number of CCA Board committees. Producers are welcome to sit in on the meetings to gain in-depth insight on issues. Mid-week on Wednesday, August 12<sup>th</sup>, the meeting schedule takes a break for the one-day national convention.

Focused on "Conquering Market Challenges", the convention kicks off with the President's Reception on Tuesday evening, then continues all day Wednesday. It's aimed at delivering the latest information on hot issues facing the industry, including an update on initiatives CCA undertakes to improve the bottom line for producers and the value-chain as whole.

"Domestic issues will get a lot of discussion, including efforts to try to improve the disaster insurance coverage. Obviously with the a lot of extreme weather across the country this year, from floods to droughts, disaster insurance is top of mind for many, plus price insurance for producers," says Wildeman. Other key industry issues to be debated include U.S. Country of Origin Labeling and the WTO case against South Korea, which Wildeman describes as "hot button issues." Those attending will also hear the latest on work toward a free trade agreement with Europe.

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**Clip No. 1:**

Producers from across Canada, as well as industry and government representatives, meet in Regina Monday through Friday, August 10 – 14, for the Canadian Cattlemen's Association (CCA) semi-annual meetings and national convention. CCA President Brad Wildeman says a full week of activity has been lined up:

(20... "Europe.")

**Clip No. 2:**

Wildeman also says there will be a number of domestic issues to come before the meeting:

(16... "discussion.")

**For further information, contact:**

Natalie Arnieri, Communications Co-ordinator  
(403) 275-8558 or [arnierin@cattle.ca](mailto:arnierin@cattle.ca)

*National Voice of Canada's Beef Cattle Industry, representing Canadian Producers*  
Ste. 310, 6715 8<sup>th</sup> Street NE, Calgary, AB T2E 7H7

**[www.cattle.ca](http://www.cattle.ca)**