



# News Release

## Beef cattle producers invited to 2009 National Convention and Semi-annual Meetings

August 6, 2009

Calgary – Producers from across Canada, as well as industry and government representatives will gather the week of August 10-14, 2009, in Regina, at the Canadian Cattlemen's Association (CCA) 2009 National Convention and Semi-annual Meetings. Events take place at the Travelodge Hotel & Conference Centre Regina.

Producers can participate in all or some of the events. Registration is required for the national convention. "In recognition of the economic pressures facing Canadian producers this year, the early-bird registration rate has been extended for producers up to the end of the business day on Monday, August 10<sup>th</sup>," says Brad Wildeman, CCA President.

Wildeman adds, "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 breaks for the one-day national convention. "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."

Focused on "Conquering Market Challenges", the convention kicks off with the President's Reception, Tuesday evening, then continues all day Wednesday. Wildeman says it centres on several 'hot button' issues and the work CCA undertakes to improve the bottom line of producers and the value-chain as whole. Topics range from eliminating and reducing trade barriers on Canadian cattle and beef, including U.S. Country-of-Origin Labelling (mCOOL) and the WTO challenge to re-opening the Korean market, to reducing regulatory burden and improving risk management programs. The day rounds out with presentations on the newly-formed Alberta Livestock and Meat Agency (ALMA), plus McDonald's Restaurants on the Supply Chain Trust Bank. The national Environmental Stewardship Award (TESA) headlines the annual luncheon.

Producers will have a great opportunity to see their national association's volunteer board members at work on key issues impacting their business in the CCA's Board committee meetings. Committees include Animal Care, Animal Health and Meat Inspection, Domestic Agriculture Policy and Regulations, Environment, Foreign Trade and Value Creation and Competiveness. Committee meetings take place all day Tuesday and Thursday. Participation is free of charge and producers can drop in for one or more of the meetings.

The national convention winds up with a BBQ and entertainment evening at the Beaver Creek Ranch. The week of meetings wraps up with the CCA's semi-annual Board meeting.

For more details, visit our website at [www.cattle.ca](http://www.cattle.ca). Convention registration forms are available on the website or via fax, upon request to CCA.

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