



2010 CCA Semi-Annual Meeting Agenda for Guests

August 10 - 13, 2010
Deerfoot Inn and Casino, Calgary, AB

Structured to deal with key issues affecting Canada's beef cattle industry, the CCA's 10 Board committees comprised of directors, at times industry representatives, plus a CCA staff representative, make recommendations to the board of directors on how to best support Canadian beef producers. The committees address issues such as animal health and meat inspection, environmental issues, animal care, foreign trade, domestic agriculture policy and regulation, and how to add value and increase competitiveness within the Canadian beef industry.

Producers and industry representatives are invited and encouraged to attend.

Registration

- Please RSVP if you plan to observe any of the following meetings or attend the President's Reception. To RSVP, please contact Paula Jenkins at (403) 275-8558 or email jenkinsp@cattle.ca
- Registration is required to attend the ILC/CCA Convention, TESA Luncheon and Entertainment Evening on August 11. Register at www.ilccalgary.com before 4:30pm on August 10th, or register on site between 7:00 - 8:00 am on August 11.
- To attend the golf tournament or half-day tour, register no later than August 3rd.

Questions?

Contact the CCA office at (403) 275-8558, email jenkinsp@cattle.ca or during the event, visit the CCA office on-site at the Deerfoot Inn and Casino in the Douglasdale room.

Date	Time	Meeting/Function
Tuesday August 10	8:30 am - 4:00 pm	BIC Committee
		<i>The Beef Information Centre is the division of the CCA responsible for market development in both the Canadian and U.S. markets. BIC works to build awareness of the Canadian beef brand; expand market size; and optimize carcass values for the benefit of beef cattle producers.</i>
	8:30 am - 11:00 am	Animal Care
		<i>The Animal Care Committee works alongside governments, veterinarians, and humane societies to establish a national code of practice for the care and handling of beef cattle. Producer education and training programs are also of importance to this committee.</i>
	8:30 am - 11:00 am	Animal Health
		<i>The Animal Health and Meat Inspection Committee works to eradicate reportable diseases from the Canadian cattle herd and ensure that regulations are based on sound, current science and do not unnecessarily impede trade. The committee also works to ensure consumer confidence in the Canadian meat inspection system and for recognition by trading partners for providing outstanding food safety assurance.</i>
	11:00 am - 2:00 pm	Value Creation & Competitiveness
		<i>The Value Creation and Competitiveness committee deals with food safety, quality and assurance. The committee reviews and recommends policy dealing with customer satisfaction and seeks solutions and opportunities for ensuring the beef cattle industry's competitiveness and value creation.</i>
	2:00 pm - 4:30 pm	Environment
		<i>The Environment Committee works towards understanding the environmental issues that affect the beef cattle industry and encourages environmentally sustainable production practices. Communicating to the public that cattle producers are responsible custodians of the natural resources they utilize is another fundamental responsibility.</i>
4:30 pm - 7:00 pm	Foreign Trade	
	<i>The Foreign Trade Committee focuses on free trade and equal access for the Canadian beef industry. The CCA works to ensure that the Canadian beef industry has favourable access to international markets and that we are not exposed to unfair competition. This committee also works towards eliminating programs, measures and subsidies around the world that distort trade.</i>	
7:00 pm - 9:00pm	President's Reception	
	<i>The President's Reception is an excellent networking opportunity and venue to debrief following the day's meetings. Cocktails and hors d'oeuvres will be served.</i>	

Date	Time	Meeting/Function
<p>Wednesday August 11</p>	<p>8:00 am - 5:00 pm</p>	<p>ILC/CCA Convention</p>
	<p><i>This year's convention is held in partnership with ILC Calgary. The conference will highlight the complex forces at work in today's fast changing beef industry with a focus on what each member of the livestock industry can do to impact the image of beef and the beef industry in a positive manner. The convention will give you an overview of: international economics, global demand and how Canada is perceived in the world market; viewpoints from the value chain and how this will translate into making us more competitive in the market place, and how Canadian beef can win in globalization.</i></p>	
	<p>12:00 noon - 1:30 pm</p>	<p>TESA Luncheon</p>
	<p><i>The Environmental Stewardship Award (TESA) is a way for the Canadian beef cattle industry to annually recognize the accomplishments of cattle producers in their role as stewards of the land. Selected from provincial association award recipients, one national award is presented each year to an operation that exemplifies the initiatives that producers across the country undertake to preserve and care for their land. Today's luncheon will announce the national award recipient.</i></p>	
	<p>6:00 pm - 10:00 pm</p>	<p>BBQ, Entertainment Evening and Live Auction</p>
<p><i>A highlight of the CCA semi-annual meeting and convention is the barbeque and entertainment evening, taking place this year at The Ranche in Fish Creek Park. The live auction features an impressive array of local artwork and various other items, with proceeds being donated equally to the Canadian 4-H Council and Alberta 4-H. Buses will transport attendees between the Deerfoot Inn and Casino and The Ranche before and after the event.</i></p>		
<p>Thursday August 12</p>	<p>8:00 am - 12:00 noon</p>	<p>Domestic Agriculture Policy and Regulations</p>
	<p><i>The Domestic Agriculture Policy and Regulations committee deals with non trade-related regulatory issues, such as general government policy, safety nets and transportation regulations. This committee also makes representation to the government and works with other committees or groups on issues of mutual interest.</i></p>	
	<p>1:00 pm - 7:30 pm</p>	<p>Golf Tournament</p>
	<p><i>The annual golf tournament is an excellent opportunity to meet fellow producers, industry representatives and CCA personnel while showing off your golf skills. The bus leaves the Deerfoot Inn and Casino at 1:00 pm sharp for a 1:30 pm tee time at HeatherGlen golf course. Prizes will be awarded following the steak dinner served at 6:00 pm. The bus will return guests to the Deerfoot Inn and Casino at approximately 7:30 pm.</i></p>	
<p>1:30 pm - 6:00 pm</p>	<p>Half-Day Tour</p>	
<p><i>Enjoy the afternoon touring the Calgary area with fellow producers, industry representatives and CCA personnel. Tour the Hirsche Ranch to gain insight on unique producers that operate both an internationally renowned purebred operation and a local butcher shop. Next, take a quick casting lesson with a fly rod and sample a slice of homemade Saskatoon pie at the North Bow lodge, followed by samples of fruit wines at Field Stone Fruit Winery, Alberta's first cottage winery. The bus will depart from the Deerfoot Inn and Casino at 1:30 pm and will return at approximately 6:00 pm.</i></p>		
<p>Friday August 13</p>	<p>8:00 am - 4:00 pm</p>	<p>Board of Directors Meeting</p>
	<p><i>The week of events culminates with the Board of Directors meeting, where important decisions are made that work to improve and define the future of the Canadian beef industry.</i></p>	



BEEF 2010:

Raising Optimism. Global Strategies.



Be a part of this year's most dynamic conference on beef and the beef industry.

Wednesday, August 11, 2010

Registration: 7:00 am – 8:00 am

Sessions: 8:00 am – 5:00 pm

Coffee Breaks, Lunch and The CCA Environmental Stewardship Award Luncheon included

Deerfoot Inn and Casino

1000, 11500 – 35th Street SE, Calgary, AB T2Z 3W4

Phone 1-877-236-5225

Registration

Early registration prior to June 25, 2010:

Primary Producer: \$175.00 plus GST

Industry Member: \$350.00 plus GST

Full registration after June 25, 2010:

Primary Producer: \$175.00 plus GST

Industry Member: \$370.00 plus GST

Barbeque event – August 11, 2010, 6:00 – 9:30 pm
\$45.00 plus GST per person

The Ranche, Fish Creek Provincial Park
Bow Bottom Trail SE, Calgary Alberta

Visit our website to register www.ilccalgary.com



BEEF 2010:

Raising Optimism. Global Strategies.

On Wednesday August 11, 2010 the International Livestock Congress (ILC – Calgary) will offer the industry's best one-day perspective on the broadest range of issues hosted by the Canadian Cattlemen's Association and ISEF. Again this year we have an excellent program of expert speakers. If you are in the beef industry – you will not want to miss this informative day.

The conference starts with registration from 7:00 – 8:00 am followed by presentations by our line-up of speakers.

A Place to Network

This year the ILC – Calgary is being held in combination with the Canadian Cattlemen's Association Semi-Annual Meeting. The intent is to enhance the opportunity for youth and industry leaders to network during the CCA's meetings and the premier ILC Calgary event.

Meet tomorrow's leaders!

As part of ILC's commitment to the future, this year's conference will once again host an international student program. Be sure to meet these sharp young minds that will be our future leaders!

Register early – limited seating!

ILC 2010 is an educational networking opportunity like no other. With only a limited number of seats available this year, it is important to register early. The leaders of the Canadian cattle industry are looking for the deepest and most concise synthesis of current issues. That is why if you attend only one industry event this year, make it ILC. You will head home better informed, better prepared and positively inspired about the opportunities before you.

A Distinguished Group of High-Impact Speakers

For complete speaker information and speaker profiles, please visit our website at www.ilccalgary.com

7:00 am – 8:00 am

Registration and Networking

8:00 am – 8:05 am

Welcome

Master of Ceremonies, Stan Blade, Chief Executive Officer, Alberta Innovates – Bio Solutions, Edmonton, Alberta



8:05 am – 8:35 am

Opening Message

Honourable Jack Hayden, Minister of Agriculture and Rural Development, Edmonton, Alberta



8:40 am – 9:40 am

Are We Back to Normal Yet?

Glen Hodgson, Senior Vice-President and Chief Economist, The Conference Board of Canada, Ottawa, Ontario



The global and North American economies have turned the corner, and economic growth should gather momentum in 2010. However, risks abound in places like the U.S. and Europe, and even a relatively strong performer like Canada will be challenged by structural forces like a strong dollar and an aging workforce.

QUESTIONS AND ANSWERS

9:40 am – 10:00 am

Coffee and Networking

10:00 am – 11:00 am

A Global Overview of the Beef Market

Rupert Claxton, Consultant, Gira Research & Consultancy, GIRA, E. Sussex, UK



Rupert will draw on aspects of their long term study which is currently in production at GIRA.

QUESTIONS AND ANSWERS

11:00 am – 12:00 noon

Managing Beef Globally

Chandler Keys, Government Affairs, JBS, Washington, D.C.



QUESTIONS AND ANSWERS

12:00 noon – 1:30 pm

The CCA Environmental Stewardship Award Luncheon and Networking

1:30 pm - 3:30 pm

The Beef Value Chain Panel

The Outlook, the Issues and the Solutions.

This expert panel will provide us their perspective of the industry, the issues of today and the challenges of tomorrow and what we have to do to continue to be competitive and sustainable.

1:30 pm - 1:50 pm

Primary Producer Panel Expert

Travis Toews, President Canadian Cattlemen's Association (CCA), President Melbern Holdings, Grande Prairie, Alberta



1:50 pm - 2:10 pm

Feedlot Panel Expert

Brad Wildeman, Past President Canadian Cattlemen's Association (CCA) and President Pound-Maker Agventures Ltd., Lanigan, Saskatchewan



2:10 pm - 2:30 pm

Packer Panel Expert

Scott Entz, Vice President/General Manager of Cargill Beef Business Unit, Cargill Foods, High River, Alberta



2:30 pm - 2:50 pm

Retailer Panel Expert

Glen Price, President, Sunterra Quality Food Markets Inc., Calgary, Alberta



2:50 pm - 3:10 pm

Industry Panel Expert

James Bo Reagan, Ph.D., Senior Vice President Research, Education & Innovation, National Cattlemen's Beef Association, Centennial, Colorado



3:10 pm - 3:30 pm

Panel Questions and Answers

3:30 pm - 3:45 pm

Coffee Break and Networking

3:45 pm - 4:45 pm

The Politics and Economics of Post-Recession Canada

Jeffrey Simpson, Globe and Mail's National Affairs Columnist, Toronto, Ontario



How should Canada and its agricultural sector emerge from the worst recession in our lifetime and what are the political options for the parties?

4:45 pm - 5:00 pm

Questions and Answers, Closing comments

REGISTER TODAY AND SAVE!

To Register

Visit our website at www.ilccalgary.com to register electronically or please complete the registration form and send it:

By Post

ILC-Calgary
c/o Iris Meck Communications Inc.
Suite 510, 5920 - 1A Street SW
Calgary, Alberta, Canada T2H 0G3

By Fax

(403) 255-4592

By Email

ilcreg@imcievents.ca

Registration Fees

Includes one full day of congress sessions, morning coffee service, coffee breaks morning and afternoon and lunch.

Payment Options

See back registration form.

If you would like more information or have questions about the conference contact:

Iris Meck or Carol Huculak

Conference coordinators

Phone: 403-686-8407

Fax: 403-255-4592

Email: ilcreg@imcievents.ca

Visit our website at www.ilccalgary.com



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Wednesday, August 11, 2010

Deerfoot Inn and Casino
1000, 11500 – 35th Street SE, Calgary, AB T2Z 3W4

Step 1: Personal Details

(Please print clearly and complete one form for each registrant.)

Prof. Dr. Mr. Mrs. Ms. *(Please check one)*

First Name:.....

Last Name:.....

Title:.....

Company:.....

Address:.....

City:..... Prov/State:.....

Country:..... PC / Zip:.....

Phone: ()..... Fax: ().....

Email:.....

Please check one of the following that best describes you:

- Primary Producer Packer / Processor
 Retail / Food Service Government
 Agri-Business Financial Institution
 Industry Association Feedlot / Backgrounder
 Student / Educator / Researcher
 Other

Step 2: Registration

	Early Bird Before June 25, 2010	Full Registration After June 25, 2010	Total Due
Full Registration	\$367.50 CDN (\$350.00 + \$17.50 GST)	\$388.50 CDN (\$370.00 + \$18.50 GST)	\$
Producers & Student Registration	\$183.75 CDN (\$175.00 + \$8.75 GST)	\$183.75 CDN (\$175.00 + \$8.75 GST)	\$
Barbeque Event	\$47.25 CDN (\$45.00 + \$2.25 GST)	\$47.25 CDN (\$45.00 + \$2.25 GST)	\$
Registration Total	\$	\$	\$

All payments must be made in Canadian funds.
Registration will not be processed or acknowledgements sent until payment is received. GST #893865915

Step 3: Method of Payment

Please choose one form of payment, tick "x" where applicable and complete the details below.

Pay by Cheque

Make cheque payable to "Iris Meck Communications Inc." (With a memo of ILC-Calgary at the bottom) in Canadian funds with all the correct information included and mailed with a copy of the registration form to:

ILC-Calgary
c/o Iris Meck Communications
Suite 510, 5920 – 1A Street SW
Calgary, Alberta, Canada T2H 0G3

Pay by credit card *(Please check one)*

VISA MasterCard

Credit Card number:.....

Expiry Date (MM/YY):.....

Name as it appears on the card:.....

Signature:.....

(By signing, I authorize the use of my credit card. Your credit card statement will read "Iris Meck Communications".)

Cancellation Policy

No refunds will be processed, however, you can substitute attendees by contacting the ILC office by phone at: 403-686-8407, fax: 403-255-4592 or by email at: ilcreg@imcievents.ca

Dietary Restrictions

Please advise of any food restrictions or dietary requirements that need to be met:.....

Registration Deadline

Registration by phone or fax will close Tuesday, August 10, 2010 at 4:30 pm. Registration will resume and will be accepted on-site Wednesday, August 11, 2010 at 7:00 - 8:00 am



The Canadian Cattlemen's Association Annual Golf Tournament and Half-Day Tour

Thursday, August 12, 2010

Golf Tournament

1:00 - 7:30pm

HeatherGlen Golf Course

234024 Range Road 285, Rocky View, AB

Cost: \$120.00 + GST

Includes: transportation to and from course, 18-hole golf with cart, gratuities, prizes and steak dinner

Itinerary: (times are approximate)

1:00pm – Board the bus at Deerfoot Inn & Casino

1:30pm – Tee off

6:00pm – Dinner

7:30pm – Board the bus to return to Deerfoot Inn & Casino

Half-Day Tour

1:30 - 6:00pm

Cost: \$45.00 + GST

Includes: Transportation, gratuities, Saskatoon pie and coffee

Itinerary: (times are approximate)

1:30pm – Board the bus at Deerfoot Inn & Casino

1:50pm – Hirsche Herefords & Angus Ranch - <http://hirsche.com/>

Tour the Hirsche Ranch, home to an internationally renowned purebred herd which has produced several Grand Champion achievements and record-breaking sale prices. Also the owners and operators of Hirsche Frasier Meats in Okotoks, the Hirsches provide a well rounded view of the industry.

3:20pm – North Bow Lodge Fly Fishing - <http://www.northbowlodge.com/>

Take a quick casting lesson with a fly rod and sample a slice of homemade Saskatoon pie at the North Bow lodge, located on a 100-year farmstead along the world renowned 'Blue Ribbon Bow River'.

4:45pm – Field Stone Fruit Wines - www.fieldstonefruitwines.com

Sample fruit wines produced from luscious berry crops grown at Field Stone Fruit Winery, Alberta's first cottage winery.

6:00pm – Return to Deerfoot Inn & Casino

For more information, contact Tracy Herbert at herbertt@cattle.ca or (403) 275-8558 x410.

Return this portion to:
Canadian Cattlemen's Assoc. – 310, 6715 8th Street NE – Calgary, AB – T2Z 4H6, Attn: Tracy
or fax (403) 274 – 5686, Attn: Tracy, **no later than August 3, 2010**

Name(s): _____

Address: _____

City: _____ Province: _____ Postal Code: _____

Phone: (____) _____ Fax: (____) _____ Email: _____

Event	Cost	5% GST	Attendees	Total Cost
Golf Tournament	\$120.00	+ \$6.00	x _____	= \$ _____
Half-Day Tour	\$45.00	+ \$2.25	x _____	= \$ _____

Method of payment: VISA MasterCard Cheque (encl. & payable to Canadian Cattlemen's Association)

Card Number: _____ Expiry Date: _____

Name on Card: _____ Signature: _____