



**Agenda**  
**Deerfoot Inn & Casino, Calgary Alberta**  
**Wednesday July 09, 2014**

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|--------------------|---|
| 7:15 AM – 8:00 AM  | Registration, Networking and Coffee   |
| 8:00 AM – 8:05 AM  | <b>Welcome to Delegates and Speakers</b><br><i>Master of Ceremonies</i><br><i>Dr. David Chalack, Chairman, Alberta Livestock and Meat Agency (ALMA), Calgary, Alberta</i>                                 |
| 8:05 AM - 8:15 AM  | <b>Opening Message</b><br><i>Dave Solverson, President, CCA, Camrose, Alberta</i>   |
| 8:15 AM – 9:15 AM  | <b>Things are looking up!</b><br><i>Glen Hodgson, Senior Vice-President and Chief Economist, The Conference Board of Canada, Ottawa, Ontario</i>  |
| 9:15 AM –10:15 AM  | <b>Carcass Breakdown in Domestic/International Markets</b><br><i>Marty Carpenter, Executive Director, North American Market Development, Canada Beef Inc., Calgary, Alberta</i>                           |
| 10:15 AM –10:45 AM | Coffee Break  |
| 10:45 AM –11:45 AM | <b>Ethnic Marketing in Western Canadian Grocery Stores</b><br><i>Darrell Jones, President, Corporate Services, Overwaitea Food Group, Vancouver, British Columbia</i>                                     |
| 11:45 AM – 12:00   | <i>Questions from the floor</i>   |
| 12:00 PM – 1:30 PM | Lunch and Networking  |
| 1:30 PM – 2:05 PM  | <b>How Can Producers Contribute to the Carcass Breakdown?</b><br><i>Tom Lynch-Staunton, Director Industry Relations, Agricultural, Food and Nutritional Sciences, Livestock Gentec, Edmonton, Alberta</i> |

- 2:05 PM – 3:05 PM      **International Cattle and Beef Trade Issues and Negotiations**  
*John Masswohl, Director of Government and International Relations at  
Canadian Cattlemen's Association, Ottawa, Ontario*
- 3:05 PM – 3:30 PM      Coffee Break
- 3:30 PM – 4:30 PM      **Relationships Between Friends: Nothing's Easy Anymore**  
*Steve Dittmer, Executive Vice President, Agribusiness Freedom  
Foundation, Colorado Springs, Colorado*
- 4:30 PM – 5:30 PM      **Branding Beef from A to Z**  
*Brad VanAuken, Partner, Chief Brand Strategist, The Blake Project,  
Honeoye Falls, New York*
- 5:30 PM – 5:35 PM      **Wrap up and Closing Message**  
*Dave Solverson, President, CCA, Camrose, Alberta*