

# Maritime Beef Conference



## “Value Recovery and Profit in Maritime Beef Production”

**Crowne Plaza Hotel  
1105 Main Street  
Moncton, N.B.**

**October 27 & 28, 2006**


Organized by the **Maritime Beef Council**



Financial assistance provided by the ACAAF program

## CONFERENCE PROGRAM

### Friday, October 27<sup>th</sup>

- 2:00 – 6:00 pm **Pre-Conference Tour –**  
Nappan Research Farm and Jimmy McInnis beef farm, Amherst, NS  
Bus will leave Crowne Plaza at 2:00 pm and return at 6:00 pm. Sandwiches on Board
- 6:00 – 7:00 pm **Registration & Trade Show**
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- Cattlemen's College – Sponsored by Pfizer Animal Health**
- 6:55 – 7:00 pm **Opening address - Jennifer MacDonald – Ste-Marie, NB**
- 7:00 – 7:45 pm **Is a supply chain partnership a right alternative for me to market my cattle?**  
*Anne Anderson – AgriInitiatives, Austin, Texas*
- 7:45 – 8:30 pm **How to be Profitable and stay Competitive in today's Beef Industry**  
*Stephen Cook - Beef Producer, Steep Rock, Manitoba*
- 8:30 – 9:00 pm **Update on Group Marketing of Feeder Calves by Ontario Cow-calf Clubs**  
*Dr. Rob Bell – Pfizer Animal Health, Guelph, Ontario*
- 9:00 – 9:30 pm **Cowboy Poetry, Comedy and Music**  
*Gord Colliar –Pfizer Animal Health, Longview, Alberta*
- 9:30 – 11:00 pm **Wine and Cheese Reception and Trade Show**

### Saturday, October 28<sup>th</sup>

- 7:30 – 8:30 am **Trade Show with Breakfast and Registration**
- 8:30 – 9:15 am **Maritime Value Chain**  
*Bruce Andrews – Atlantic Beef Products Inc., Albany, PEI*
- 9:15 - 10:00 am **Direct Marketing Farmer Panel – Moderator – Jim Bremner, Falmouth, NS**  
*David Bunnett –Havelock, NB; Bill Withrow – Rawdon, NS;*  
*Jim Evans – Burlington, PEI*
- 10:00 – 10:30 am **Coffee Break and Trade Show**
- 10:30 – 12:00 am **Ok, you've got my interest, what's the next step?**  
*Anne Anderson – AgriInitiatives, Austin, Texas*
- 12:00 – 1:00 pm **Lunch – Roast Atlantic Tender Beef Buffet**  
*Lunchtime speeches - Maritime Ministers of Agriculture*
- 1:00 – 2:00 pm **Niche Marketing Panel – Moderator – Jim Bremner, Falmouth, NS**  
*Kevin Antworth – Knoxford, NB; Mike Oulton – Windsor, NS;*  
*Raymond Loo – Springfield, PEI*
- 2:00 – 2:45 pm **Capitalization and Production Models**  
*Allan Mussell, George Morris Centre, Guelph , Ontario*
- 2:45 – 3:15 pm **Coffee Break & Door Prizes**
- 3:15 – 4:00 pm **Tips for Producers to Lower Costs and Increase Profits**  
*Duane McCartney, AAFC Researcher, Lacombe, Alberta*
- 4:00 – 4:30 pm **Closing remarks from Maritime Cattle Producer Association**  
*New Brunswick - Henry Knight, Jemseg, NB*  
*Nova Scotia – Greg Sheffer, Halifax, NS*  
*Prince Island Island – Darlene Sanford, Mont Carmel, PE*

## SPEAKERS BIOGRAPHIES

**Anne Ilse Anderson** Anne is the Managing Partner of AgriInitiatives in Austin, Texas, an innovative resource team committed to providing strategic planning and marketing support to the food and agricultural industry. She reaffirms that becoming consumer focused is essential to creating a successfully marketed product, that customer satisfaction is not an option but a prerequisite for survival and that communication, trust, respect, and cooperation between industry segments is vital to improving the consistency of the product, the delivery system and the potential for ongoing profit. Her past work experience has been with Supachill USA; Chief Executive Officer of Rancher's Renaissance; and co-founder, VP of Marketing and Development and member of the Board of Directors of AgInfoLink Global, a food tracking company.

**Stephen Cook** Stephen along with his two brothers operate Triple C Charolais Inc., a family ranch at Steep Rock in Central Northern Manitoba. The operation is a fourth generation cattle ranch consisting of 18,000 acres of pasture and hayland and 1,100 mother cows. The cow herd consists of a purebred Charolais seedstock herd and a commercial cow/calf production herd. The basic goal is to raise beef calves as efficiently as possible while taking advantage of any marketing opportunity they find.

**Dr. Rob Bell** Rob is an Area Sales Manager with Pfizer Animal Health in Ontario and Atlantic Canada; Bovine Technical Services, Canada. He graduated from the Ontario Veterinary College in 1978. He practiced for 25 years in SW Ontario with emphasis on bovine herd health programs. Rob completed his MBA in 2001 with particular interest on the ROI of herd preventative programs and farm economics.

**Gord Colliar** Gord has been performing Cowboy Humour / poetry for almost two decades for audiences all over North America and UK. He started his cowboy career rodeoing in Saskatchewan and then made his way cowboy in BC, finally settling in Alberta. He obtained his degree in Animal science in 1985 and did a short stint with Fish and Wildlife before settling down to manage the Bar AD Ranch west of Longview. Gord now works as an Industry Specialist for Pfizer Animal Health as well as an Auctioneer in Southern Alberta. He also is the lead singer for the "Bunch Grass Band." Gord also is still very active in all aspects of cowboy life (day work, Ranch Roping, The Alberta voice of Ranch Rodeo). Gord's poetry and humour has not changed over the years, because to him you have to make every job fun and when you're laughing, you're having fun.

**Bruce Andrews** Bruce is the Purchasing & Procurement Manager for Atlantic Beef Products Inc. in Albany, Prince Edward Island. Bruce's role in the company includes buying, scheduling, and settlements for beef animals from their suppliers. He is also responsible for purchasing plant supplier, grading and rendering agreements. He is currently working on ways that they can evaluate the carcasses using traceability equipment and report the results back to both the cow/calf producer and the feedlot. Once developed Atlantic Beef Products Inc. would like to pay producers accordingly so that the best animals for the plant get paid the most and vice versa. By providing carcass information to cow/calf producers on their own calves, this should increase the overall beef genetics in Atlantic Canada for both the producers and the plant. A graduate from the Nova Scotia Agricultural College, Bruce worked the first 10 years of his career with Shur Gain, a division of Maple Leaf Foods, as a Territory manager in sales and nutrition and later was their Swine Supervisor for Atlantic Canada.

**Al Mussell** Al is the Senior Research Associate at the George Morris Centre in Guelph, Ontario. His areas of expertise are farm management, agricultural marketing, and the economics of contracts. He maintains a research and teaching program in risk management, agribusiness management, and agricultural marketing. Al previously worked as an economist in the milk procurement division of Land O'Lakes Inc in Minnesota. He holds bachelors and masters degrees in agricultural economics from the University of Guelph, and a doctorate in agricultural economics from the University of Minnesota, where he was a Fulbright Scholar.

**Duane H. McCartney** Duane grew up in Southern Ontario. He graduated from the University of Guelph and worked in Nigeria for two years after the Biafran Civil War rebuilding the University of Nigeria's research farm. He is a research scientist with Agriculture and Agri-Food Canada and was located at Melfort, Saskatchewan from 1973 to 1997, then moved to Lacombe Research Centre. He is involved with research on year-round pasture systems. Other research includes forage variety testing, rejuvenation of rough land bush pastures, rotational grazing systems, remote sensing for managing pastures, cow/calf wintering systems, silage and haying systems research, feeding of low quality forage and straw rations as a means of lowering winter feeding costs, calf scour research.

**REGISTRATION**

Registration includes:  
Pre-Conference Tour  
Attendance at sessions  
Social evening  
Breakfast on Saturday Morning  
Beef Buffet at noon Saturday

**Registration fee is \$40.00 per person, tax included.**  
Register early. Space is limited to the first 200 registrants.

Please register by Oct 13, 2006  
Make cheque payable to:  
**“Maritime Beef Conference”**  
Send cheque and registration to:

Duncan Fraser  
N.B. Dept. of Agriculture, Fisheries & Aquaculture  
P.O. Box 5001, Moncton, N.B.  
E1C 8R3

**ACCOMMODATIONS:**

A block of rooms has been booked for  
Friday night (Oct 27th) at the Crowne Plaza Hotel at a rate of \$109.00 + HST  
**Must book by Sept 27/06**

Telephone: (506) 854-6340

Across the street from the conference, there is the Colonial Inn  
with rooms at a rate of \$97.00 + HST (\$10.00 discount for CAA members)

Telephone (506)382-3395



**Registration Form**  
(please register by October 13, 2006)

Names(s): \_\_\_\_\_

\_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

Telephone \_\_\_\_\_ Fax \_\_\_\_\_

Please reserve me a seat on the bus for pre-conference tour  yes  no

## CONTACTS

**Duncan Fraser**

NBDAFA  
381 Killam Drive  
P.O. Box 5001  
Moncton, NB, E1C 8R3  
Tel # (506) 856-2277  
Fax # (506) 856-2092  
[duncan.fraser@gnb.ca](mailto:duncan.fraser@gnb.ca)

**Larry Ratcliffe**

NB Cattle Producers  
P.O. Box 1567  
Fredericton, NB E3B 5G2  
Tel # (506) 458-8534  
Fax # (506) 453-1814  
[nbcattle@nb.aibn.com](mailto:nbcattle@nb.aibn.com)

**Rinnie Bradley**

PEI Cattlemen's Association  
420 University Avenue  
Charlottetown, PEI, C1A 7Z5  
Tel & Fax # (902) 368-2229  
[cattlemen@eastlink.ca](mailto:cattlemen@eastlink.ca)

**Patton MacDonald**

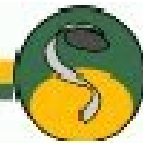
NS Cattlemen's Association  
P.O. Box 1474  
Truro, NS, B2N 5V2  
Tel # (902) 893-7455  
Fax # (902) 893-3397  
[patton@nscattle.ca](mailto:patton@nscattle.ca)

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**C**onseil  
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**C**ouncil

Prince Edward Island AD APT Council



**Nova Scotia's ACAAF Council**  
Advancing Canadian Agriculture and Agri-Food



Agriculture and  
Agri-Food Canada

Agriculture et  
Agroalimentaire Canada

Canada