

Registration

Name, Company/Ranch name

Address

Town

Postal Code

Phone number

Fax

E-mail address

Payment

Cheques accepted.

Early registration: \$100 registration for both days which includes two lunches and a supper. A \$115 registration fee at the door. \$30 for additional banquet tickets. If GST exempt, please provide number.

Mailing your registration:

Mail completed registration form and fees to:

**District 8 ADD Board c/o
Agriculture Knowledge Centre
45 Thatcher Drive East
Moose Jaw
S6J 1L8**

For more information, please direct questions to the AKC.

Agriculture Knowledge
Centre
1-866-457-2377
aginfo@agr.gov.sk.ca



**Saskatchewan
Ministry of
Agriculture**

Contact:

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BEYOND COMMODITY BEEF CONFERENCE



EVENT



**FEBRUARY 20-21, 2008
GOLDEN NUGGET CENTRE
MOOSE JAW**



**Saskatchewan
Ministry of
Agriculture**

Wednesday, February 20th, 2008

9:00 - 10:00 a.m. Registration

10:00 - 10:15 a.m. Opening Ceremonies

Master of Ceremonies: Scott Brown, Saskatchewan Agriculture

Welcome to conference and a perspective about the beef industry as it is today.

10:15 - 11:45 a.m.

Keynote Speaker: Dr. David Hughes, Imperial College London

Dr. Hughes will be speaking on value chains: what they are, how they work and what makes them different from other traditional business relationships. Dr. Hughes' presentation will have a focus on the beef industry.

11:45 a.m. - 12:45 p.m. Lunch

12:45 - 2:15 p.m.

Presentation: Canadian Council of Grocery Distributors

This organization represents food retailers committed to advancing and promoting the grocery and food service distribution industry in Canada. The discussion will focus on consumer tastes, trends and preferences, as well as retailer requirements such as supply, price points, margins and producer premiums.

2:15 - 3:15 p.m.

Presentation: Dieter Pape – North Dakota Bison/Beef producer

This presentation will focus on the Meat Development Centre at North Dakota State University, as well as some of their initiatives with natural beef in the state of North Dakota.

3:15 - 3:30 p.m. Break

3:30 - 4:30 p.m.

Presentation: Jodie Horvath – Verified Beef Production

Verified Beef Production is a recognized program in the marketplace. It will play an important role in evolving regulatory and consumer expectations as food safety continues to grow as a public priority. There will be a discussion on how this certification may lead to increased opportunities.

5:00 - 6:00 p.m. Cocktails/Networking

6:00 - 7:00 p.m. Supper

Thursday, February 21st, 2008

8:00 - 9:30 a.m.

Keynote Speaker: Dr. David Hughes, Imperial College

The session will continue the discussion of value chains including experiences and examples.

9:30 - 10:00 a.m.

Presentation: Ken Evans – Saskatchewan Agriculture

Ken will discuss funding for start-up niche beef operations (federal and provincial government programs).

10:00 - 10:15 a.m. Break

10:15 - 11:00 a.m.

Presentation: Ted Perrin

Ted is a Saskatchewan producer who is marketing beef cattle that are finished on native grass.

11:00 - 11:30 a.m.

Presentation: The Willow on Wascana Restaurant (Regina)

A hotel/restaurant industry experience with niche meat products.

11:30 a.m. - 12:45 p.m. Lunch

12:45 - 2:00 p.m.

Speaker Panel

TBA (Drake Meats); Mike Guest (Western Prime Meats); Robert Lundquist (Diamond 7); Lester Lodoen (Classic Meats)

All are owner/operators of meat processing plants within Saskatchewan and all sell products into a niche market.

2:00 - 2:15 p.m. Break

2:15 - 3:00 p.m.

Presentation: Dan Prefontaine - Saskatchewan Food Centre (Saskatoon)

Dan, President of the Saskatchewan Food Center, will outline the services and facilities that they can provide to prospective niche beef marketers.

3:00 - 3:45 p.m.

Presentation: Paul Kowdrysh - President of Thomson Meats Ltd. (Melfort)

Paul, President and Chief Executive Officer for Thomson Meats Ltd. and the Saskatchewan Toll Processing Centre, will outline the services and facilities that they can provide to prospective niche beef marketers.

3:45 - 4:00 p.m. Closing Remarks

Beyond Commodity Beef

A conference that will help improve business competitiveness through new product and niche market development, positioning producers to market high value, high quality, and healthy beef products.



Opportunities exist for Saskatchewan beef producers and processors to increase the profitability of their enterprises by engaging in value chains and accessing niche markets for beef and beef products.

Contact:

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