

Meet the Speakers...

KEYNOTE SPEAKERS

Ted Haney, Canadian Beef Export Federation

Ted Haney is the President of the Canadian Beef Export Federation and will be presenting his session on International Markets - Long Road to Prosperity. He will provide an update on the status of trade in Canadian Beef to international markets. His focus will be on trade successes and remaining frustrations with markets such as Asia, Mexico, Europe, Russia and the Middle East. He will outline how the road to prosperity in international markets requires fundamental changes in how Canada approaches market access and trade promotions.

Larry Weber, President, Weber Commodities Limited & Weber Communications Inc.

Based in Saskatoon, Larry Weber currently operates a commodity analysis company with farmers and importers as clients. Before starting his own company, he started his career with Pioneer Grain Company and held various positions with the most senior being Director of Transportation. There, he gained an in-depth understanding of the Canadian grain handling and transportation. Larry also worked with the Winnipeg Commodity Exchange (WCE) where he was Director of Operations, and was also involved with the Western Grain Marketing Panel and the Canadian Grain Commission's Grain Standards Committee. He was actively involved with grain policy with Agriculture Canada and served on committees representing transportation and marketing policy. Upon leaving Winnipeg in 1996, Mr. Weber headed to Central America where he was an integral part of the Central American Regional Commodity Exchange Project (CARCEP) to establish trading houses in Costa Rica, Guatemala, Honduras, Nicaragua and El Salvador.

Bob Bjornerud, Minister of Agriculture, MLA for Melville-Saltcoats

Mr. Bjornerud has operated a mixed operation with over 1,200 acres seeded to wheat, barley, oats, canola and flax and a 70 cow commercial cattle herd based on some 400 acres of pasture and hay land. Mr. Bjornerud served as a councillor in the Rural Municipality of Saltcoats for seven years and then as Reeve of the R.M. for another seven years. In 1995, he was elected to the Legislature to represent the Saltcoats constituency and was re-elected in 1999, 2003 and 2007. As a member of the official Opposition, Mr. Bjornerud served as the critic for Agriculture, Municipal Affairs, and also as the Opposition Whip. He was appointed the Minister of Agriculture on November 8, 2007. His responsibilities now include the Saskatchewan Crop Insurance Corporation, the Agri-Food Council, the Agricultural Credit Corporation of Saskatchewan, the Agricultural Implements Board, the Farm Land Security Board, the Farm Tenure Arbitration Board, the Milk Control Board, the Prairie Agricultural Machinery Institute and the Saskatchewan Lands Appeal Board.

Anne Dunford, General Manager, Gateway Livestock Exchange

Anne has been the Canadian cattle industry's analyst for over 20 years. Most will know her as the past Senior Analyst for Canfax but more recently she has taken on the General Manager position with a new company, Gateway Livestock Exchange. Her duties still include cattle and beef analysis work for clients but also the marketing, risk management and data intelligence needed in today's ever-changing and growing global marketplace. Anne will provide an update on current cattle market issues including high feed costs; a strong dollar; cow herd contraction; reduced processing; and industry structure. What trends and opportunities lie ahead in 2008 given the changes witnessed in 2007? Where are marketing opportunities for value-added production (age and source verified, natural, breed specific, etc.)? Will consumers really pay for quality?

BREAKOUT SPEAKERS

Charlie Gracey

Charlie Gracey served for many years as Executive Vice President of the Canadian Cattlemen's Association and has been involved in beef carcass grading issues throughout his career. He was instrumental in the very successful effort to privatize the grading system in 1996. Charlie describes beef carcass grading as "the common language of the cattle industry" Charlie was also involved with the introduction of the National Identification program and has championed the idea of combining individual animal identification with the recovery of detailed carcass grade and yield information and returning that information back to the individual producer through the CCIA

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data base. He argues that we cannot improve the product unless the producer is armed with detailed and accurate information on both carcass quality and yield. He titles his remarks, "Gathering and Sharing Accurate Carcass Information" and will show how that is the vital key to industry advancement.

Robert Coulter, Vice President of Marketing for Emission Credits Corporation

Located in Didsbury, AB, Robert participates as a senior principal and government liaison for the company. With his experience as a negotiator with both Federal and Provincial Governments he uses his abilities to sort through the maze of government departments and protocols. Robert is a specialist in program development, management, strategic planning, and aboriginal capacity development. Robert has also taken on the responsibility of management of the Emission Credits Corporation Agents. He created a team of over 40 agents who work with him to secure the contracts for Alberta, Saskatchewan, Manitoba and British Columbia.

Angela Reid, Vice President, Bio Street Canada

Miss Reid was the candidate in Kelowna for the Green Party of Canada federal election and is President of Tigress Ventures, a company dedicated to the building of strategic partnerships with decision makers and leaders in sustainability and energy efficiency in BC and Canada. Miss Reid provides consulting and management skills for a range of environmental ventures.

Ron Howard

Ron Howard grew up on a grain farm near Harris, Saskatchewan and has his Bachelor of Science in Agriculture (Crop Science), Master of Science (Plant Pathology), and Doctor of Philosophy (Plant Pathology). He worked as a Plant Pathologist (Research Extension, Diagnostics), Alberta Horticultural Research Center/Alberta Special Crops, as a Leader, Horticulture Unit, AAFRD, and Director, CDC South, and currently is the Research and Extension Plant Pathologist, of CDC South. His Main Research/Extension Interests are Diseases of Horticultural, Forage and Specialty Crops - Surveys, Diagnosis Etiology, Epidemiology and Disease Management.

Glen Smith, Facilitator, Alberta Environmental Farm Plan

Glen Smith operates a primarily cow-calf mixed farm with 1,500 forage acres near Vermilion. Born and raised in Vermilion (parts of his farm have been in his family since 1906), Smith is a graduate of the University of Alberta agriculture program. He taught at the Lakeland College Vermilion Campus in the agriculture department for eight years, where he received a staff appreciation award from his students. Smith believes all farmers are "environmentalists at heart" because of their ties to the land. Joining Glen on the panel will be the EFP Review team members Ryan Zajic, a grain farmer from Edgerton/Wainwright and Darren Trennerya, grain/cattle farmer from Provost.

Eileen Leslie, Provincial Coordinator - Verified Beef Production, Alberta Beef Quality Starts Here

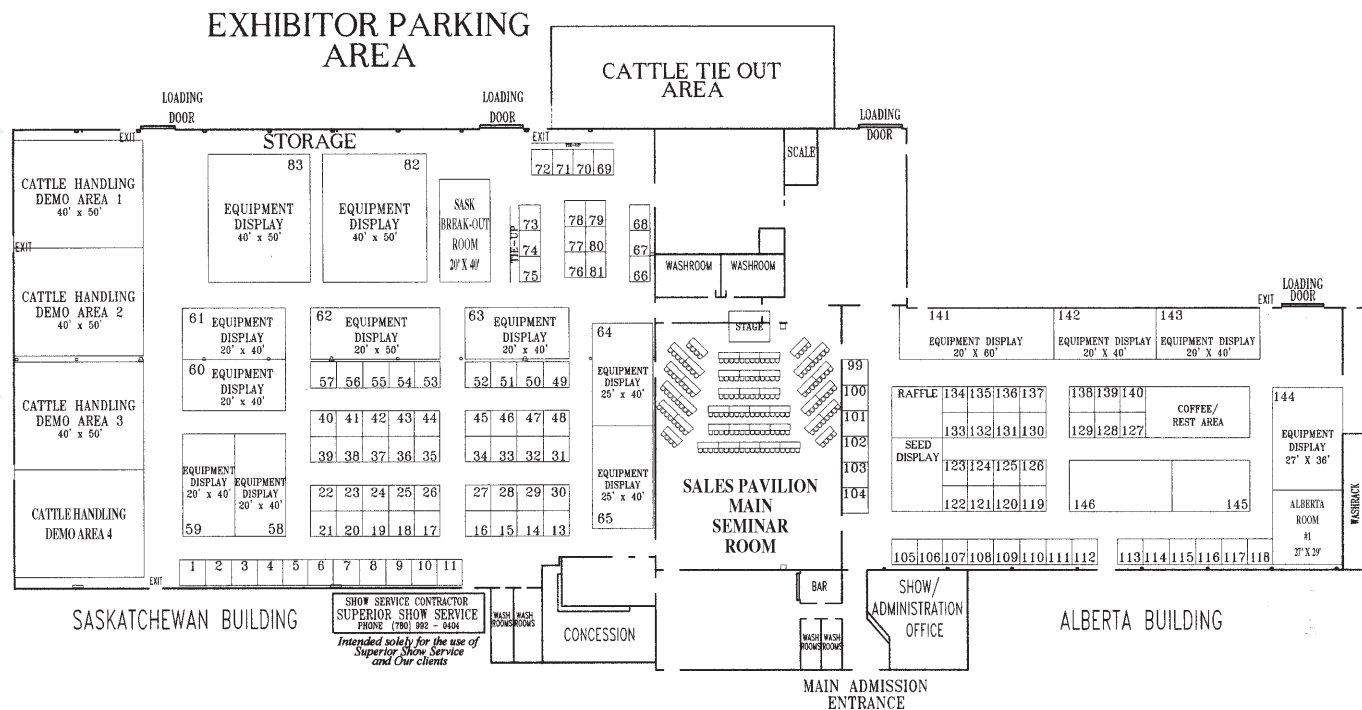
Eileen Leslie, from Medicine Hat, AB; is the Alberta provincial coordinator for the national Verified Beef Production (VBP) program, which is Canada's on-farm food safety program for beef - a dynamic program to uphold consumer confidence in the products and good practices of this country's beef producers. The VBP program is grass-roots driven and industry-led, and is part of a broad effort by Canada's food providers to ensure on-farm food safety. No stranger to the cattle industry, Leslie's past experience includes working as an animal health technician, operating a cow/calf ranch near Maple Creek, SK with her husband, agricultural insurance underwriter, and most recently was a livestock marketing coordinator with Pfizer Animal Health.

CAMPFIRE & VITTLES BANQUET ENTERTAINMENT: Sponsored by Weir Veterinary Service

JOAN MCCUSKER, Motivational Speaker, Olympic Gold Medallist

Joan McCusker has won numerous awards as a member of the Sandra Schmirler Curling Team, including three Canadian and World Women's Curling Championships ('93, '94, '97), four All-Star Team Second honours at the Canadian Curling Championships and an Olympic Gold medal at the 1998 Nagano Games. Joan McCusker believes it is ordinary people who do extraordinary things. Through her experiences as a teacher, mom, world champion curler, Olympic Gold Medallist and CBC Commentator, Joan has collected a number of observations on the attitudes that propel ordinary people to build extraordinary lives. With a big smile, plenty of humour and tons of Olympic examples, Joan explains the type of attitude and teamwork that builds success in every aspect of life.

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Booth	Exhibitor	Booth	Exhibitor	Booth	Exhibitor	Booth	Exhibitor
Saskatchewan Building				Alberta Building			
1	NuSauna Infrared Saunas	33	Border Beef	63	Agland	115	Philom Bios
5	Emissions Credit Corp	34	Farm Credit Canada	64	Clews Palliser Cattle Oilers	116	Alberta Environmental Farm Plan Company
6 & 7	Ray's Custom Fabricating	35	Canadian Angus Association	65	Dennill's Agricentre Ltd.	119 & 126	Viterra
8	The Western Producer	39	ABQSH - Verified Beef Production	66-68	R&M Cattle Co.	120	Canadian Wheat Board
9	Canadian Agri Renewal Service	40	One Time Fencing	69 to 72	Top Genes Bull Sale	121	Share All Farms
10	SK Stock Growers Assoc.	44	Sparkes Farm Systems	73 & 74	Vikse Family Farm	122	All In Farm Services
13 & 30	Synergy Credit Union	45	Heartland Livestock & Direct Livestock Marketing	82	Frontier Peterbilt Sales Ltd.	123	Farm Pure Seeds
14	Lewis Cattle Oiler Inc.	46	Power Fill	83	Novlan Brothers	124	Lloydminster Co-op
15	Norwex Enviro Products	47	Canadian & Alberta Hereford Assoc.	Alberta Building			
16	Canadian Hay & Silage Ltd.	48	Black Diamond Acres	99	ADM Agri-Industries	127	Community Futures Lloydminster Region
17	Norac Systems	49	Carruthers Livestock	100	Husky Energy	129	Community Futures Lloydminster Region
18	Accurate Scale Industries	50	Pfizer Canada Inc.	101	Alberta Rat Control Program	130-137	Kramer Auction/Trailer Sales
19	Millet King Seeds of Canada	51	Agricultural Producers Assoc. of Sask. and Wildrose Agricultural Producers	102	County of Vermilion River - Agriculture Services Board	138	Investors Group
20	Hill 70 Quantock Ranch	52	Midwest Communications	103	Dow Agro Sciences	141	Redhead Equipment Ltd.
21	Farmers of North America	53-55	Ritchie Bros. Agricultural Auctions	104	Harbin Seed Farm Ltd	142	Moody's Equipment Ltd.
22	Goldie's Farm & Ranch Supplies	57	Alberta Beef Producers	105 & 106	Monsanto	143	Greenline Enterprise Inc.
24	Justamere Farms	58	Bert Duncan Trailer Sales	107	Pioneer Grain	144	Tingley's Implements
25	Lakeland College	59	Paradise Hill Farm Supply	108	Pioneer Hi-Bred	145	Ulmer Chev Olds
26	SunLife Financial	60	UFA	109	E.I. duPont Canada Co.	146	Flaman Rentals & Fitness
27	ABAL Building Products			111	Transit Technical Services		
28	Canadian Food Inspection Agency			113	Di-Al Seeds		
29	Cummins Western Canada			114	Brett Young		
31	Get-A-Long Stock Farm						
32	North Central Cattle						

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CATTLE HANDLING DEMONSTRATIONS
This year features full handling systems including a tub and squeeze. These hands-on demonstrations are open for any cattle rancher to test out. There are 4 major companies demonstrating their cattle handling equipment. They include:
Stampede Steel Manufacturers; Morand Industries; Paradise Hill Farm Supply; UFA

\$1.00 off Door Admission
Present coupon at door. One coupon per person.