

Cancellation Policy

- a) No refunds will be issued until all conference bills have been cleared through the bank.
- b) Refunds will be no more than 90% of the registration fee.
- c) If refunds exceed the surplus funds, the number of refund requests will be divided into the surplus. The resulting figure will be paid out as refund.
- d) All refund requests are required to be received by the Finance Committee of this conference prior to January 15, 2010. Late requests will not be refunded.

Accommodation

Red Deer Lodge Hotel and Conference Centre

1-800-661-1657 or 403-346-8841
4311-49th Avenue, Red Deer, AB

For a standard room (two Queen beds, nonsmoking) rate of \$99.00 plus tax, mention you are attending the *Capturing Feed Grain & Forage Opportunities Conference*. Rooms will be held until November 8, 2009 only.

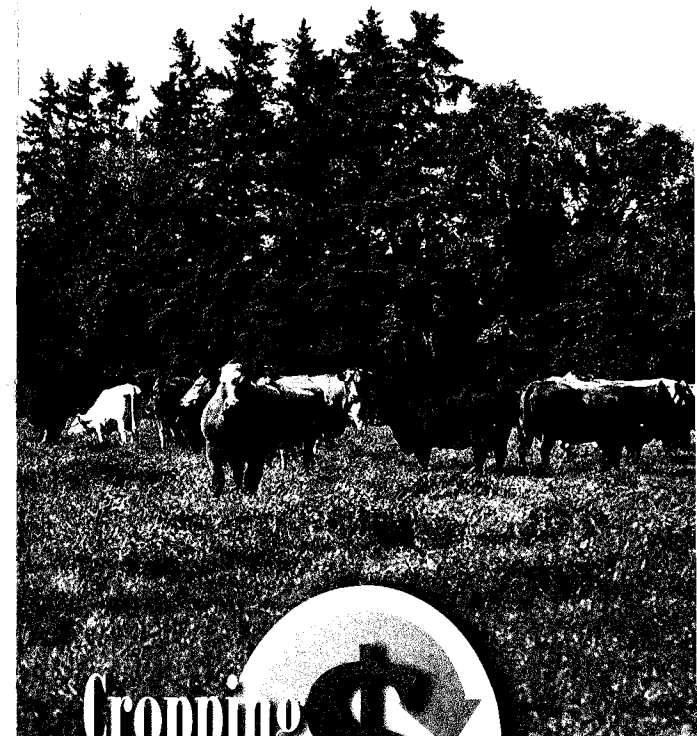
Other Accommodation

Black Knight Inn – 1-800-661-8793
Sandman Hotel – 1-800-726-3626
Travelodge – 1-888-578-7878
Ramada Inn – 1-800-272-6232
Holiday Inn Express – 1-800-223-1993
Capri Hotel & Convention Centre – 1-800-662-7197

Organizing Committee

Agriculture & Agri-Food Canada (AAFC)
Alberta Agriculture & Rural Development (ARD)
Battle River Research Group (BRRG)
Chinook Applied Research Association (CARA)
Foothills Forage & Grazing Association (FFGA)
Grey Wooded Forage Association (GWFA)
Lakeland Agricultural Research Association (LARA)
Peace County Beef & Forage Association (PCBFA)
Red Deer County

Cover Photo: Duane McCartney



Capturing Feed Grain & Forage Opportunities Conference

**"New Market Realities in
the Livestock Industry"**

**December 9 & 10, 2009
Red Deer Lodge, Red Deer, AB**

Day 1

Wednesday, Dec. 9

7:30 - 9:00	Registration
9:00 - 9:15	Welcome and Introductions
9:15 - 10:15	Beef Situation and Outlook - Anne Dunford, General Manager/Marketing Specialist, Gateway Livestock Exchange, Taber, AB
10:15 - 11:00	Changing Consumer Trends in the Meat Industry - Diane McCann-Hiltz, Provincial Consumer Market Specialist, Alberta Agriculture and Rural Development, Edmonton, AB
11:00 - 11:30	Coffee in Tradeshow area
11:30 - 12:15	Livestock Traceability in Alberta - Brent McEwan, Executive Director of Traceability, Alberta Agriculture and Rural Development, Edmonton, AB
12:15 - 1:30	Lunch with Tradeshow viewing
1:30 - 2:00	ALMA and Our Livestock Industry - Alberta Livestock and Meat Agency, Edmonton, AB
2:00 - 2:45	Growing Forward and what it means for you - Marcia Hewitt-Fisher, Branch Head, Growing Forward Coordination and Policy Program, Alberta Agriculture and Rural Development, Edmonton, AB
2:45 - 3:15	Coffee in Tradeshow area
3:15 - 4:15	Beef Marketing Opportunities in Alberta: The Romance and Reality of Branded Beef - Christoph Weder, Spirit View Ranch, Rycroft, AB
4:15 - 5:00	Beef Marketing Opportunities in Alberta: Consolidated Marketing - Keith Robertson, Northwest Consolidated Beef Producers Ltd., Strathmore, AB
5:00 - 7:30	Mixer in the Tradeshow area

Day 2

Thursday, Dec. 10

7:30 - 8:20	Breakfast
8:20 - 8:30	Welcome Back
8:30 - 9:30	Success Stories on Three Alberta Ranches - Brenda Schoepp, Marketing Specialist, Beeflink, Rimbey, AB
9:30 - 10:15	Carcass Quality in the Real World, A Balanced Approach - Sean McGrath, Creo Episteme Ltd., Vermillion, AB
10:15 - 10:45	Coffee in Tradeshow area
10:45 - 11:30	Carbon Offset Opportunities for Producers in Alberta and Beyond - Kerriane Koehler-Munro, Environmental Program Specialist, Alberta Agriculture and Rural Development, Edmonton, AB
11:30 - 12:15	Reducing Days on Feed: Marketing Younger Animals - Dr. John Basarab, Research Scientist, Alberta Agriculture and Rural Development, Lacombe, AB
12:15 - 1:30	Lunch and Tradeshow Viewing
1:30 - 2:15	Land-use Framework and Alberta Land Stewardship Act - Morris Seiferling, Assistant Deputy Minister, Land Use Secretariat, Alberta Sustainable Resource Development, Edmonton, AB
2:15 - 3:15	Closing Address: There is Always Money in the Cattle Business - Brenda Schoepp, Marketing Specialist, Beeflink, Rimbey, AB
3:15	Wrap Up
	Homeward Bound

Capturing Feed Grain & Forage Opportunities

"New Market Realities in the Livestock Industry"

Registration Deadline: December 4, 2009
Early Bird Registration Deadline: November 13, 2009

Name: _____
 Company: _____
 Address: _____
 Town: _____
 Province: _____ Postal Code: _____
 Telephone: _____
 Fax: _____
 E-mail: _____

Registration Fee:

Full Conference:

- Individual - Early Bird - \$170.00
- Individual - After Early Bird - \$205.00
- Farm Unit (2 people) - Early Bird - \$295.00
- Farm Unit (2 people) - After Early Bird - \$330.00
- Student - \$125.00

Above prices include GST, meals, coffee, mixer and proceedings

One Day: No Early Bird Registration

- December 9 - \$100.00
- December 10 - \$100.00

Above prices include GST, meals, coffee and proceedings

Payment Method:

Cheque or money order payable to the Chinook Applied Research Association and mail to:

Chinook Applied Research Association
Box 690, Oyen, AB T0J 2J0

Questions?

Phone: Chinook Applied Research Association at **403-664-3777** or the Ag-Info Centre at **310-FARM (3276)** or out of province, **403-742-7901**

Any personal information obtained will not be released to outside parties but may be used by this office for the promotion of similar events in accordance with the *Freedom of Information and Protection of Privacy (FOIP) act*. If you do not wish to have your name on this mailing list, please let the organizers know.