



Agenda

Tuesday November 18, 2014

- 7:00 pm – 10:00 pm **Registration and Opening Reception**
Master of Ceremonies
Dianne Finstad, Freelance Broadcaster, Host and Writer, Red Deer, Alberta
- 7:30 pm – 7:45 pm **Opening Comments**
Brian Perillat, Manager/Senior Analyst, Canfax, Calgary, Alberta
- 7:45 pm – 8:30 pm **Harmony Beef Company,**
Richard Vesta, President, Vesta, Fort Collins, Colorado
- Rich will give an overview of Harmony Beef Company including; current renovations, projected opening date, and future operational intentions.*
- 8:30 pm – 8:35 pm **Reception Sponsor Comments**
Scott Dickson, Director, Livestock Services, MNP, Calgary, Alberta
- 10:00 pm **Reception Closes**

Wednesday November 19, 2014

- 7:00 am – 8:00 am **Registration and Breakfast**
- 8:00 am – 8:05 am **Welcome to Delegates and Speakers,**
Master of Ceremonies
Dianne Finstad, Freelance Broadcaster, Host and Writer, Red Deer, Alberta
- 8:05 am - 8:15 am **Opening Comments and Welcome,**
Brian Perillat, Manager/Senior Analyst, Canfax, Calgary, Alberta
- 8:15 am – 9:05 am **A Global and Canadian Economic Outlook – Sustaining the Recovery**
Paul Ferley, Assistant Chief Economist, RBC, Toronto, Ontario
- The Canadian economy is increasingly operating within a global context. The presentation will provide an outlook for the Canadian economy highlighting the opportunities and challenges within this global context.*
- 9:05 am – 10:00 am **US Beef Industry Market Dynamics – Beyond 2014**
John Nalivka, President/Owner, Sterling Marketing, Inc., Vale, Oregon
- The U.S. cattle inventory is at a 60 year low and supply / demand dynamics during 2014 have led to record prices across the supply chain. Moving beyond 2014, there are likely many more changes ahead as this scenario plays out. How will the constant challenge of capacity, trade, weather, and consumer demand shape the market outlook as the industry heads into 2015 and beyond?*

10:00 am – 10:30 am	Coffee Break and networking
10:30 am – 11:25 am	<p>Hamburger – The Journey John Scott, Principal, JM Scott Management Services Inc., Niagara on the Lake, Ontario</p> <p><i>This fast paced presentation takes an insightful look at the evolving use of hamburger. From the gourmet burger to fast food - from the frozen pattie and on to the simple but sumptuous meat loaf the future role of this diet staple is assured. What are the implications for the beef industry?</i></p>
11:25 am – 12:00	<p>Canadian Cattle Industry and Market Update Brian Perillat, Manager/Senior Analyst, Canfax, Calgary, Alberta</p> <p><i>North American and global cattle and beef markets are highly integrated, but there are still many factors and signals that impact how the Canadian industry and markets will perform. This presentation will provide insights into local markets within the context of broader market conditions.</i></p>
12:00 pm – 1:15	Lunch
1:15 pm – 2:00 pm	<p>Price Discovery in Fed Cattle Markets: How Thin is Too Thin and What to Do About It Stephen Koontz, Professor, Department of Agricultural & Resource Economics, Colorado State University, Fort Collins, Colorado</p> <p><i>The volume of trade taking place in negotiated cash fed cattle markets is getting smaller. How small can this volume get before the quality of price discovery is impacted and what can the cattle and beef industry do about it?</i></p>
2:00 pm – 2:45pm	<p>Connecting the Beef Food Chain, The Wulf Cattle Story Jerry Wulf, President, Wulf Cattle, Morris, Minnesota</p> <p><i>Jerry will give his perspective on the opportunities that are before us in a changing industry. Hear Jerry's story of how Wulf Cattle build a consistent beef supply chain with relationships and trust!</i></p>
2:45 pm – 3:15 pm	Energy Break and Networking
3:15 pm – 4:00 pm	<p>Feed Grains Market Outlook Alex Bos, Merchant Analyst, Louis Dreyfus Commodities, Calgary, Alberta</p> <p><i>Alex will provide an overview of the Canadian and global grain and livestock markets. Will include supply and demand analysis of the major grain market drivers and the impact on livestock markets.</i></p>
4:00 pm – 4:45 pm	<p>The Global Beef Sector: Brazil and China Brett Stuart, CEO, Global Agri Trends, Denver, Colorado</p> <p><i>Brett will present an overview and outlook of the global beef sector. Brazilian production and Chinese demand will be discussed.</i></p>
4:45 pm	<p>Closing Comments Brian Perillat, Manager/Senior Analyst, Canfax, Calgary, Alberta</p>