

BEEF 2009: FIRING UP SCIENCE AND INNOVATION

CONFERENCE AGENDA



7:00 am – 8:00 am

Registration and networking

8:00 am – 8:05 am

Welcome

Master of Ceremonies, Barry Mehr, Member Board of Governors Olds College and ILC Committee Member, Edmonton, AB

8:05 am – 8:45 am



Canalizing Global Recession

Glen Hodgson, Senior Vice-President and Chief Economist, The Conference Board of Canada, Ottawa, ON

Glen will address how long the global recession will last. And are the U.S. and Canadian stimulus packages enough to push us to recovery?

Questions and Answers

8:50 am – 9:35 am



Population Demographics and the Livestock Industry

Earl Geddes, Vice President, Farmer Service, Canadian Wheat Board, Winnipeg, MB

Earl will explore the impact of population demographics on the global livestock sector from a production and consumption standpoint.

Questions and Answers

9:40 am – 9:55 am

Coffee Break and Networking

10:00 am – 10:45 am



Mega Trends of Agriculture in the New Economic Reality

Dr. David Kohl, Professor Emeritus, Virginia Polytechnic Institute and State University (Virginia Tech), Blacksburg, VA

Dr. Kohl will discuss the agricultural and general economies and how they are operating in an environment of financial turbulence. It is rapidly changing and never ending. Dr. Kohl will also address issues regarding alternative energy, land values, interest rates, global markets and much more.

Questions and Answers

10:50 am – 11:35 am



Feed Grain Complex: What is Happening Today

Brant Randles, President, Louis Dreyfus Canada Ltd., Calgary, AB

Brant has a strong sense of the global market place and will interpret what is happening today in the feed grain complex.

Questions and Answers

11:40 am – 1:00 pm

Lunch and Networking

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1:00 pm – 1:45 pm



Supporting the Beef Industry Through Science and Innovation

Dr. Alastair Cribb, Dean, Faculty of Veterinary Medicine, University of Calgary, Calgary AB

This presentation will seek to identify the opportunities for science and innovation to help put the Canadian Beef industry in a leadership position from a productivity and a market perspective.

1:50 pm – 2:35 pm



Sparking Global Innovation

Barbara Beane, Director, Technology KFC-Product Support Center, YUM! Brands, Inc. Louisville, KY

Using technology and data to drive more efficient innovation; and how one can create more robust consumer products through data sharing.

Questions and Answers

2:40 pm – 3:00 pm

Coffee Break and Networking

3:05 pm – 3:50 pm



Science and Innovation: The Future of Human Health and Personalizing Foods

J. Bruce German, Professor in the Department of Food Sciences and Technology, University of California, Davis, CA

How the future of human health will see increasingly detailed and predictive health diagnostics and personalized solutions including foods, drugs and lifestyle. Foods that genuinely prevent health problems will be a key to increased value in the agricultural sector.

3:50 pm – 4:30 pm



Innovations in Canadian Trade Advocacy

Dennis Laycraft, Executive Vice-President, Canadian Cattlemen's Association, Calgary, AB

Dennis will provide an overview of the new Trade Secretariat which is tasked to be more proactive and aggressive in seeking trade access for Canadian products, provide an update on mCOOL developments and give the wrap-up to the day.

For complete speaker profiles and background information, please visit our website at www.ilccalgary.com