

ALBERTA LIVESTOCK & MEAT STRATEGY

Engagement Workshop #2

July 3, 2008

9:30 a.m. – 3:00 p.m.

The Capri Hotel, Red Deer

- Purpose:**
1. Engage key stakeholders with a view to move towards a shared vision by year end.
 2. Work directly with stakeholders to ensure their issues and concerns are consistently understood and considered.
 3. Obtain feedback on areas of opportunity, differentiation and value added.

A G E N D A

Time	Topic	Lead
9:00 – 9:30	<i>Coffee</i>	
9:30 – 9:45	Introduction & Welcome	Jeff Kucharski, Team Lead, Alberta Livestock & Meat Strategy Team
9:45 – 10:45	Proposed Shared Vision <ul style="list-style-type: none">• Identify what you like about the proposed vision.• Identify issues and concerns that need to be addressed.• Identify implications for supply chain stakeholders.	Jeff Kucharski, Team Lead, Alberta Livestock & Meat Strategy Team Facilitated Discussion
10:45 – 11:00	<i>Break</i>	
11:00 – 11:30	Overview of ALIS and Building Block #1: Traceability <ul style="list-style-type: none">• What is required to make implementation successful?	Brent McEwan, ARD Facilitated Discussion
11:30 – 12:30	Building Block 2: Process / Source Verification <ul style="list-style-type: none">• What process certification / verification opportunities to differentiate Alberta livestock products would industry like to pursue?	Sandy Honour, ARD Facilitated Discussion
12:30 – 1:00	<i>Lunch</i>	

1:00 – 2:15	Building Block 3: Value-Added	Arron Best, ARD
	<ul style="list-style-type: none"> • Identify key pieces of information that would be helpful for: your individual business, your sector and the Alberta livestock industry to enhance efficiencies and competitiveness. • What training and / or extension would you find helpful in order to make the best use of this information? 	Facilitated Discussion
2:15 – 2:30	<i>Break</i>	
2:30 – 2:45	Implementation Plan	Brent McEwan, ARD
	<ul style="list-style-type: none"> • Review roles, responsibilities and expectations. • Review schedule. • Would you be interested in being a member of the sector implementation planning team, or do you know someone you think would be good to involve in the team? 	Facilitated Discussion
2:45 – 3:00	Wrap Up	Jeff Kucharski, Team Lead, Alberta Livestock & Meat Strategy Team
	<ul style="list-style-type: none"> • Overview of Engagement Process • Introduction to Workshop #3 (Shared Vision and Industry Governance) 	