

**Choices for Consumers**  
**Differentiated Marketing for Sustainable Profitability**  
**Olds College Alumni Centre**  
**Tuesday, March 20, 2007**

**Purpose:**

- To increase awareness of consumer focused beef markets, and involvement of production sector in differentiated markets to add value and sustainable profitability to the supply chain.
- Inform participants of potential opportunities in beef production and marketing.
- Facilitate connections between suppliers and alliances/branded beef products.
- Optimize product differentiation province wide and provide supply solutions.

- 9:00 am      **Registration/Continental Breakfast/Networking**  
Pick up Bios and synopsis of presentations
- 9:30 am      **Welcome, opening comments** – Patrick Ramsey, Opportunity Assessment Branch, Alberta Agriculture & Food, High River
- 9:45 am      **Beef Market Trends – What are consumers asking for?** – Keynote Speaker, Ken Clark, Vice President Meat Merchandizing, Overwaitee Food Group, Langley, BC
- 10:30 am     **Diamond Willow Organic Beef** – Keith Everts, Stillridge Ranch, Pincher Creek
- 11:00 am     **Spring Creek Ranch Premium Beef** – Kirstin Kotelko, Vegreville
- 11:30 am     **Laura's Lean Beef** – Sheena Fox, Procurement Representative, Cattle & Company Investments Inc., Exclusive agent/supplier of Canadian cattle for LLB program, Edmonton
- 12:00 noon   Catered lunch/Networking
- 1:00 pm      **Rancher's Beef Ltd**, Focus on Export Markets, Age Verification and Traceability – Tony Martinez, President, Balzac
- 1:30 pm      **Cargill's Branding Programs/Grid Pricing System and Effects on Cattle Procurement** – Dennis Mercier, Cargill Foods, Loughheed
- 2:00 pm      **Economic Considerations of Beef Value Chains and Alliances** – Bruce Viney, Risk Management Specialist, Alberta Agriculture & Food, Olds, and Peggy Checkel, Beef Marketing Consultant, Olds.
- 2:45 pm      Coffee/Networking
- 3:00 pm      **Breakout Sessions with Alliances/Branded Beef Programs\***  
\*Please indicate which Alliance/Branded Beef Program you are interested in when registering (Diamond Willow, Spring Creek Ranch Premium, Laura's Lean, Rancher's Beef, Cargill's Branded Programs)

**Registration fee:** \$53 (includes GST)

**Registration Deadline:** March 16, 2007

**For more information or to register call:** Alberta Ag Info Centre at 1-800-387-6030

