

What's the future of Manitoba's beef industry?

The Manitoba Cattle Enhancement Council is hosting a special Beef Producers Forum to survey cattle farmers and industry stakeholders about the challenges and opportunities facing our industry today.

The results of the half day session will help MCEC as it prepares its strategic plan for the future. We're pleased to welcome some great speakers to give us food for thought as we consider how the Manitoba industry can make its way in an increasingly competitive and intertwined global marketplace. We're looking for Manitoba cattle producers to tell us in their own words how MCEC should prepare itself for the years to come.

Industry Focused, Producer Responsive

MCEC is a unique and innovative investment fund created by the province in 2006 as a means to make strategic investments that will strengthen the provincial cattle industry.

The council's mandate is to invest in initiatives that will lead to increased beef slaughtering and processing capacity in Manitoba or that will enhance the market for value-added cattle products.

For more information, please contact:



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Weigh In

The MCEC logo is displayed within a white, rounded rectangular frame that has a brown border. The logo itself consists of the letters 'MCEC' in a bold, sans-serif font, with a stylized 'M'.

PRODUCER FORUM

**November 30,
1:30 to 6:00 p.m.
Victoria Inn
Brandon, Manitoba**

Cost: FREE

**(204) 452-6353 or
info.mcec@mts.net**

**Space is limited.
Register today!**

The MCEC logo is shown at the bottom right of the page. It features the letters 'MCEC' in a bold, sans-serif font, with a stylized 'M'. Below the letters, the full name 'Manitoba Cattle Enhancement Council' is written in a smaller, plain font.



Charlie Gracey
Livestock Industry
Consultant

Charlie Gracey is a livestock industry consultant and former head of the Canadian Cattlemen’s Association.

With expertise in the cattle

industry and international trade, Gracey has been a key resource for the Canadian Cattle Identification Agency, the Canadian Livestock Identification Agency and the Canadian Beef Grading Agency.

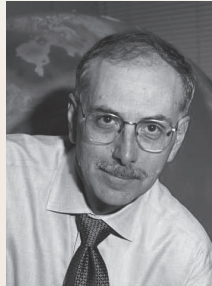
Gracey is a board member of ALMA, Alberta Livestock and Meat Agency, whose mandate is to act as a catalyst for change to help transition Alberta’s livestock industry into one that is competitive and sustainable. Gracey is one of a board of highly qualified and talented individuals from around the world which governs ALMA.

Todd Churchill
President & Co-owner,
Thousand Hills Cattle Co.



With a family background in farming and a professional career as an accountant and entrepreneur, Todd Churchill and his team at THCC have built an incredibly diverse customer base of health food stores, premium grocers, restaurants, colleges, web merchants, and specialty butcher shops, primarily in the Twin Cities. In 2009, the growing interest in local and sustainable foods resulted in sales to more than a dozen public school districts in Minnesota.

Churchill continues to lead THCC as the President and CEO, raise his own 100% grass-fed cattle, and work closely with existing and new farmers and ranchers teaching them how to raise more 100% grass-fed beef.



Ted Bilyea
Ted Bilyea & Associates

Ted Bilyea retired in 2005 as Executive Vice-President, Maple Leaf Foods Inc., having spent a very successful 35 years with the same company. Bilyea is an agri-food

consultant specializing in innovation with clients in both private and public sectors. Under his leadership Maple Leaf Foods entered the specialized bakery business in Europe and became the largest exporter of food in Canada.

Bilyea holds a B.A. (Hons.) and an M.A. in International Relations from York University. He chairs the Science Advisory Board of Agriculture and Agri-food Canada, and the Metals in the Human Environment Strategic Research Network. He is also a member of the board of the Alberta Meat and Livestock Agency, the Canadian Prion Research Network, (Prionet), and an advisor to the board of the Canadian Agri-food Policy Institute. He sits on the board of Paterson Global Foods Inc. and Afexa Life Sciences Inc. (Cold FX). He is active with the Food Processors of Canada, an association he chaired for several years and is a former member of the Board of Governors of the University of Guelph and served on the Rabo Bank Advisory Board for a number of years.

Agenda

- 1:30 Welcome & Greetings,**
Kate Butler, MCEC Executive Director
- 1:40 Tracing a Path from Manitoba Farms to World Markets**
Charlie Gracey, livestock industry consultant, former head of the Canadian Cattlemen’s Association
- 2:20 Successful Niche Marketing of Premium Grass-fed Beef**
Todd Churchill, Founder and President of the Thousand Hills Cattle Company of Cannon Falls, MN
- 3:00 Break**
- 3:15 Globalization and the Rapid Intensification of Agriculture**
Ted Bilyea, President Ted Bilyea & Associates, Co-chair of the Canadian Agri-food Marketing Council
- 4:00 MCEC Update: Bringing Federally Inspected Beef Plant Capacity Back to Manitoba**
Kate Butler, MCEC Executive Director
- 4:15 Initial Research Findings**
- 4:30 Breakout sessions, Facilitated by Paula Havixbeck**
- 5:45 Farewell**
- 7:00 Grazing School Reception in the Grand Salon Foyer, Victoria Inn**