



2009
ANNUAL
CONFERENCE

May 6-8, 2009

**Fairmont The Queen Elizabeth Hotel
900 Rene Levesque Boulevard
Montreal, QC**

The Canadian Meat Council
...90 years of presence
...90 years of history
...90 years of success

CONFERENCE INFORMATION

BADGES

A name badge is required for admittance to conference sessions and meals.

White badge: Full conference registration.

Includes admission to all breakout sessions on Thursday (Sales & Marketing, Operations, Technical Symposium); general sessions on Friday; and all meals (Wednesday: Product Tasting Reception, Thursday: Luncheon, Wine & Cheese, Banquet, Friday: Breakfast and Luncheon).

Blue badge: Product Tasting Reception, Banquet registration.

Includes admission to either the Product Tasting Reception of the Thursday banquet, as indicated on badge.

Yellow badge: Partners Program registration.

Includes admission to the social functions planned for the Partners on Thursday and Friday; and all meals (Wednesday: Product Tasting Reception, Thursday: lunch off-site and Banquet, Friday: Breakfast and lunch off-site).

EVALUATION FORMS

Participants are encouraged to submit their evaluation forms to a CMC staff member by Friday, May 8 at noon to be eligible for the grand prize.

PRESENTATIONS

Conference presentations will be available on the Canadian Meat Council website following the Annual Conference (www.cmc-cvc.com).

CONFERENCE PLANNING COMMITTEE

Members of the Conference Planning Committee:

Martin Michaud, Chair (Olymel)

Heather Bruce, Technical Symposium Chair (University of Alberta)

Scott McQuay, Operations Chair (Viscofan Canada)

Robert Serapiglia, Sales & Marketing Chair (Beef Information Centre)

Arthur Batista (Ecolait)

Yvon Bertrand (Consultant Yvon Bertrand Inc.)

Tim Brochu (Tri-Meats)

David Flomen (Viscofan Canada)

David Hamill (Winpak Ltd.)

Marc Montour (Montour Ltee)

Arie Nuys (Delft Blue)

Linda Saucier (Université Laval)

2009 ANNUAL CONFERENCE AGENDA

WEDNESDAY, MAY 6, 2009

7:00 pm - 10:00 pm **PRODUCT TASTING RECEPTION**
Room: Marquette/Jolliet/Duluth/Mackenzie

Product Tasting Reception Exhibitors:

Beef Information Centre
BSA Ingredients
Delft Blue Inc
FPBQ - Quebec grain-fed veal
Griffith Laboratories
Hermann Laue Spice Company
Kerry Ingredients & Flavours
Olymel
Viscofan Canada

Sample new and innovative meat products at the opening reception!

THURSDAY, MAY 7, 2009

9:00 am - 9:15 am Room: Marquette/Jolliet
Chair: Martin Michaud

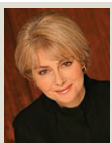
Welcoming Address

Martin Michaud, Conference Chair
Jim Laws, Executive Director, Canadian Meat Council
Don Davidson, President, Canadian Meat Council
Nather Aziz, President, Canadian Meat Science Association



9:15 am - 10:00 am Room: Marquette/Jolliet
Chair: Martin Michaud

Keynote Speaker: Media and Public Perception of the Meat Industry



Deirdre McMurdy (Public Policy Forum)

An overview of how the meat industry is portrayed in the media and perceived by the public, covering listeriosis in particular. From the perspective of the Vice President of the Public Policy Forum, a leading Canadian journalist and business correspondent.

10:00 am - 10:15 am **COFFEE BREAK**
TECHNICAL SYMPOSIUM POSTER SESSION
Room: Hochelaga 1

10:15 am - 11:00 am **BREAKOUT SESSIONS:**

SALES & MARKETING

Room: Marquette/Jolliet
Chair: Conrad Huber

Inspection and Marketing



Tom Graham (Canadian Food Inspection Agency)

This presentation explores Canada's meat inspection system and how it can be used as a marketing tool to promote Canadian product.

OPERATIONS

Room: Mackenzie
Chair: Arnold Drung

Retailer Perspective – Meat Industry Score Card



Michel Picard (Emballages C&C Packing Inc.)

This presentation will focus on opportunities within the retail industry, shortfalls and most importantly where to focus efforts in order to capture new consumers, from the perspective of a 20 year veteran of the retail industry.

TECHNICAL SYMPOSIUM

Room: Duluth
Co-chairs: Heather Bruce, Blaise Ouattara

Current Perspective on Listeria Control



Dr. Randy Huffman (Maple Leaf Consumer Foods)

The talk will overview and contrast the speaker's perspectives on the current evolution in Listeria control in food processing in North America, including a discussion on the best practices for aggressive environmental sampling and analysis of data.

11:00 am - 11:15 am **COFFEE BREAK**
Room: Hochelaga 1

11:15 am - 12:00 pm **BREAKOUT SESSIONS:**

SALES & MARKETING

Room: Marquette/Jolliet
Chair: Conrad Huber

Commitment to Canadian Supply



Dan Laplain (George Morris Centre)

Results of a research project that tracked the pork, chicken, veal and lamb purchases of 4,500 families over a 12 month period as well as the attitudes of consumers, with the intent of assisting industry to improve their long-term competitiveness.

OPERATIONSRoom: Mackenzie
Chair: Arnold Drung**Applications and Advancements in Packaging Film Technology****Brian Hodge (Winpak Ltd.)**

This presentation provides a basic understanding of packaging material attributes as they relate to extending shelf life of fresh and processed meat products. Active packaging systems and guidelines to maximize packaging performance will be reviewed.

TECHNICAL SYMPOSIUMRoom: Duluth
Co-chairs: Heather Bruce, Blaise Ouattara**Drug and Feed Additive differences between Canada and the US: are we being left behind?****Jean Szkotnicki (Canadian Animal Health Institute)**

Access to animal health management tools is important to livestock producers and modern veterinary medicine. Presentation will review 2007 International Federation for Animal Health study entitled Benchmarking the Competitiveness of the Canadian Animal Health Industry; discuss new regulatory initiatives underway; and identify areas of future regulatory work.

12:00 pm - 1:00 pm**LUNCHEON**

Room: Hochelaga 1

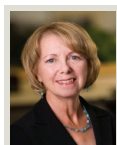


*Pork donated by:
Fédération des producteurs de porcs du Québec*

1:00—1:30 pm**AWARD PRESENTATIONS**Room: Marquette/Jolliet
Chair: Don Davidson

Honourary Membership - Mr. Roland Soucy
2009 President's Award - Mr. Wilhelm Huber Sr.
2009 Science & Technology Award - Mr. Wayne Robertson
CMSA Scholarships - Ms. Emeфа Monu and Ms. Samira Dadgar

1:30 pm - 2:15 pm**BREAKOUT SESSIONS:**

SALES & MARKETINGRoom: Marquette/Jolliet
Chair: Brian Read**Country Branding – Turning COOL into HOT****Dr. Louise Heslop (Sprott School of Business, Carleton University)**

What country branding means & how it can be leveraged to increase consumer demand & loyalty in domestic & international markets.

OPERATIONSRoom: Mackenzie
Chair: David Flomen**Extending the Shelf Life of Meat Products****Dr. Lynn Knipe (Ohio State University)**

This presentation will focus on the latest ingredients that are available for preventing oxidation of fat and color pigment, as well as growth of Listeria monocytogenes.

TECHNICAL SYMPOSIUMRoom: Duluth
Co-chairs: Heather Bruce, Blaise Ouattara**CMSA and CMC Scholarship Recipients: Presentations****Emefa Monu (University of Alberta)****Percy Gitleman Memorial Scholarship**

The use of bacteriocins to eliminate pathogens in and prolong storage of fresh meat products.

**Samira Dadgar (University of Saskatchewan)****CMC Associate Members Scholarship**

The effect of cold stress during transportation on broiler chicken meat quality.

2:15 pm - 2:30 pm**COFFEE BREAK****TECHNICAL SYMPOSIUM POSTER SESSION**

Room: Hochelaga 1

2:30 pm - 3:15 pm**BREAKOUT SESSIONS:**

SALES & MARKETINGRoom: Marquette/Jolliet
Chair: Brian Read**Branding - Supply Chain Alliance****Jeff Kroll (McDonald's Restaurants of Canada Limited)**

The largest Canadian foodservice purchaser of beef puts a premium on strategic alliances to build brand trust. Hear how McDonald's Canada leverages strategic partnerships and an integrated supply chain to deliver safe, quality food to Canadians.

OPERATIONSRoom: Mackenzie
Chair: David Flomen**Redesigning RTE Manufacturing Systems for Food Safety****Bob Hanson (Hanson Tech)**

Creating inherently safe processes for pre-cooked meats: this segment presents data from plants currently using in-package pasteurization technologies along with test data for proposed processes that could be readily moved to this system.

TECHNICAL SYMPOSIUM

Room: Duluth

Co-chairs: Heather Bruce, Blaise Ouattara

Food Irradiation**Dr. Jim Dickson (Iowa State University)**

This presentation will review food irradiation, including the history and science of the technology. The applications of food irradiation to improve the safety of food and food products will be addresses, as will quality issues and technical aspects.

3:15 pm - 3:30 pm**COFFEE BREAK****TECHNICAL SYMPOSIUM POSTER SESSION**

Room: Hochelaga 1

3:30 pm - 4:30 pm**BREAKOUT SESSIONS:**

SALES & MARKETING

Room: Marquette/Jolliet

Chair: David Schwartz

Eating Patterns in Canada**Mark East, Linda Strachan (NPD Group)**

An overview of the NPD Group's annual Eating Patterns in Canada Report, which examines food & beverage consumption behaviour. It is designed to help food marketers make smart decisions about product positioning, product development and introductions, and new formulations and ingredients that will appeal to consumers.

OPERATIONS

Room: Mackenzie

Chair: David Hamill

Clean That Is Seen**Claudette Pshebniski (Santa Maria Foods ULC)**

Topics will include the layout of a 'clean room' concept including equipment, employee flow, GMP practices, advantages & disadvantages. The use of high pressure processing to further strengthen food safety will be discussed.

TECHNICAL SYMPOSIUM

Room: Duluth

Co-chairs: Heather Bruce, Blaise Ouattara

Carbon Dioxide Stunning of Poultry and Swine**Dr. Lee Niel (University of Toronto)**

Explore the animal welfare implications of carbon dioxide stunning for poultry and swine.

Poultry Processing**Dr. Mirko Betti (University of Alberta)**

To ensure the continued growth and competitiveness of the poultry industry, it is essential that poultry meat quality is maintained during processing. This presentation provides a summary of the key issues affecting poultry meat quality during processing.

4:30 pm - 5:30 pm

**TECHNICAL SYMPOSIUM POSTER SESSION/
WINE & CHEESE RECEPTION**

Room: Hochelaga 1

6:30 pm

COCKTAIL

Room: Hochelaga 1

7:00 pm

BANQUET

Room: Grand Salon

Chair: Don Davidson



*Veal donated by:
Delft Blue Inc. / Ecolait Ltée
Veau de lait du Québec*

**Introduction of President
Introduction of Board of Directors
Entertainment**

FRIDAY, MAY 8, 2009

7:30 am - 8:30 am

BUFFET BREAKFAST

Room: Duluth/Mackenzie

8:30 am - 10:15 am

Room: Marquette/Jolliet

Chair: Ray Price



A Meat-ing of the Minds, Take Two

Irene Nattel, Royal Bank of Canada, Capital Markets

An equity market perspective on the consumer staples space, and the economic and commodity market trends that are impacting the North American consumer.

