New Opportunities in a Global Market

De nouvelles opportunités dans un marché mondial

Canadian Meat Council’s 92nd Annual Conference

May 30 - June 1, 2012

Fairmont Le Château Frontenac
1 rue des Carrières
Quebec City, Quebec  G1R 4P5
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 session on Friday; and all meals (Wednesday: ‘Meat & Greet’ & Product Tasting Reception, Thursday: Luncheon, Banquet, Friday: Breakfast and Luncheon).

Blue badge: ‘Meat & Greet’ & Product Tasting Reception or Banquet registration.
Includes admission to either the ‘Meat & Greet’ & Product Tasting Reception or 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: ‘Meat & Greet’ & Product Tasting Reception, Thursday: Partners Breakfast and Lunch and Banquet, Friday: Breakfast and Luncheon).

EVALUATION FORMS

Participants are encouraged to submit their evaluation forms to a Canadian Meat Council staff member by Friday, June 1 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 2012 Conference Planning Committee:

Brian Read, Chair (XL Foods Inc.)
Peter Purslow, Technical Chair (University of Guelph)
Robert Serapiglia, Sales & Marketing Chair (Canada Beef Inc.)
Steve Morin, Entertainment Chair (Olymel)
Frank Fisico (Cryovac Sealed Air)
Colin Hatch (Elanco Animal Health Canada)
Henry Mizrahi (Lesters Foods Limited)
Joe Reda (Viau Foods Inc.)
Scott McQuay (Viscofan Canada)
Stéphanie Poitras (Aliments Asta Inc.)
### Conference Sponsors

#### PLATINUM SPONSORS

**Banquet Sponsors**

- [Image: Canada Beef Inc.]
- [Image: Cargill]
- [Image: Maple Leaf Foods]
- [Image: Olymel]
- [Image: Sanimax]
- [Image: BestMeats]
- [Image: Vitalic]
- [Image: Viscofan]
- [Image: XL Foods Inc.]

#### GOLD SPONSORS

**Thursday Luncheon**

- [Image: 3M Food Safety]
- [Image: Elanco]

**Poster Session and Tech Fair**

- [Image: AMN Alberta Meat Network]
- [Image: Marel]

#### SILVER SPONSORS

**General Sessions**

- [Image: HyLife Foods]
- [Image: Kerry]
- [Image: Pillers]
- [Image: Legacy]
- [Image: RockTenn]

**Friday Luncheon**

- [Image: Conestoga Foods]
- [Image: Reiser]
- [Image: Bothsay]
- [Image: Sealed Air Cryovac]
- [Image: Diversey]
- [Image: Winpak]

#### BRONZE SPONSORS

**Breakout Sessions**

- [Image: Handtmann]
- [Image: Nitta Casings (Canada) Inc.]

**Coffee Break**

- [Image: McCormick Canada Flavour Division]
- [Image: Leters]
- [Image: Multivac]
- [Image: Viskase]

#### New Opportunities in a Global Market
Conference Agenda

Wednesday, May 30, 2012

6:00 pm - 7:30 pm
‘MEAT & GREET’
& PRODUCT TASTING RECEPTION
Room: Salle de bal & Foyer

Product Tasting Exhibitors:
Canada Beef Inc.
Olymel
Viau Foods

Entertainment:
Jazz Trio

Thursday, May 31, 2012

9:30 am - 10:15 am
GENERAL SESSION
Room: Salle de bal & Foyer | Chair: Brian Read

9:30 am - 9:45 am
Welcoming Address

Brian Read, Conference Chair, XL Foods Inc.
Jim Laws, Executive Director, Canadian Meat Council
Scott Entz, President, Canadian Meat Council
Brian Sullivan, President, Canadian Meat Science Association

9:45 am - 10:15 am
Keynote Presentation: Changes within CFIA and it’s implications on the meat industry
George Da Pont, President, Canadian Food Inspection Agency (CFIA)
The President of CFIA will provide an overview of recent changes within CFIA.
### COFFEE BREAK
**TECHNICAL POSTER SESSION & TECH FAIR**
**Room:** Verchères & Foyer

### 10:45 am - 11:45 am
**BREAKOUT SESSIONS**

<table>
<thead>
<tr>
<th>Room: Frontenac</th>
<th>Chair: Robert Serapiglia</th>
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<tbody>
<tr>
<td><strong>SALES &amp; MARKETING</strong></td>
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<tr>
<td><strong>Adding Value and Growth to Commodity Driven Categories</strong></td>
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<td>Michael Young, Vice President, Technical Programs &amp; Marketing Services, Canada Pork International</td>
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<td>An overview of the Technical Marketing Strategies that CPI brings to the domestic and export marketplace to improve competitive position, carcass utilization and value optimization.</td>
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<tr>
<th>Room: Place D’Armes</th>
<th>Chair: Joe Reda</th>
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<td><strong>OPERATIONS</strong></td>
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<td><strong>Inspection Modernization</strong></td>
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<tr>
<td>Cameron Prince, Vice President, Inspection Modernization, Canadian Food Inspection Agency (CFIA)</td>
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<tr>
<td>The CFIA is developing an improved food inspection model that will apply to all food inspection conducted under the CFIA’s mandate.</td>
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<tr>
<th>Room: Jacques Cartier</th>
<th>Chair: Jorge Correa</th>
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<td><strong>TECHNICAL</strong></td>
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<td><strong>Genomic Profiling for Meat Quality in Beef and Pork</strong></td>
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<td>Dr. Steve Miller, Animal Sciences, University of Guelph</td>
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<td>Affordable high density genotyping has created tremendous opportunities for genetic improvement in both cattle and swine. Examples of how this technology is being applied will be provided along with specific examples related to meat quality traits in beef and pork.</td>
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### 11:45 am - 1:30 pm
**LUNCHEON**
**Room:** Salle de Bal & Foyer | Chair: Frank Fisico

**CMSA Scholarships:**
Ms. Christine Liu and Ms. Jennyka Hallewell

**Ronald A. Chisholm Scholarships:**
Ms. Amy Mayner and Ms. Michelle Beveridge

**Meat donated by:**
Aliments Asta

**Speaker:**
Office of Public Relations NATIONAL
Bruno Guglielminetti
1:30 pm - 2:15 pm  BREAKOUT SESSIONS
SALES & MARKETING  Room: Frontenac | Chair: Robert Serapiglia

**Consumer to Retail Perspective**
Joel Solish, Community Foodist
*Consumer driven tactics at retail and their approach to driving customer traffic.*

OPERATIONS  Room: Places D’Armes | Chair: Joe Reda

**Regulation Cooperation Council**
Robert Carberry, Regulatory Cooperation Council Secretariat
*General overview and update with respect to the progress of the Regulatory Cooperation Council.*

TECHNICAL  Room: Jacques Cartier | Chair: Peter Purslow

**Canadian Meat Science Association and Canadian Meat Council Scholarship Recipients: Presentations**
Jennyka Hallewell (University of Lethridge)
Canadian Meat Science Association/
Percy Gitelman Memorial Scholarship
*Bacteriophage application for elimination of E. coli O157:H7 in ground beef.*
Christine Xiaoji Liu (University of Alberta)
Canadian Meat Council Associate Members Scholarship
*The impact of the acid and carocyclin A on the filamentation of Listeria monocytogenes.*

2:15 pm - 2:45 pm  COFFEE BREAK

2:45 pm - 3:30 pm  BREAKOUT SESSIONS
SALES & MARKETING  Room: Frontenac | Chair: Robert Serapiglia

**Trend Tracking**
Dana McCauley, Janes Family Foods
*Tracking trends is important for the food professional who wants to create products and services for the consumer market. Dana McCauley surveys a roster of current fads, trends and forces impacting Canadians and how this information can be used to positively influence consumer behaviour.*

New Opportunities in a Global Market
*De nouvelles opportunités dans un marché mondial*
3:30 pm - 4:00 pm  
COFFEE BREAK

TECHNICAL SYMPOSIUM POSTER SESSION & TECH FAIR

Room: Verchères & Foyer

4:00 pm - 4:45 pm  
BREAKOUT SESSIONS

SALES & MARKETING  
Room: Frontenac | Chair: Robert Serapiglia

Meat Marketing  
Jean-Claude Dufour, Dean of Agriculture and Food Sciences, Université Laval
An overview of marketing of meat at retail and the most efficient ways to sell it. How this impacts the producer.

OPERATIONS  
Room: Place D'Armes | Chair: Steve Morin

Food Sales Contracts  
Jon Sigurdson, Aikins, MacAulay & Thorvaldson LLP
Guidance on use of standard form food purchase agreements used by major Canadian retailers and distributors.

TECHNICAL  
Room: Jacques Cartier  
Co-Chairs: Jorge Correa, Peter Purslow

Technical Challenges of Testing for non-O157  
Dr. Alex Gill, Health Canada
Methods for the routine testing of meats for E. coli O157:H7 are well established. However, significant challenges remain in the development of methods for STEC/VTEC of other serotypes. The principle steps and available technologies for STEC/VTEC testing will be described and current challenges in testing will be discussed.
**TECHNICAL SYMPOSIUM POSTER SESSION***

**TECH FAIR**

Room: Verchères & Foyer

**Tech Fair Exhibitors:**
3M Canada Food Safety  
Alberta Meat Network  
BioMérieux Canada Ltd.  
ILC Micro-Chem  
Life Technologies  
Marel Inc.  
Paksense Canada  
Purac America

**COCKTAIL**

Room: Verchères & Frontenac

**BANQUET**

Room: Salle de bal | Chair: Scott Entz

**2012 President’s Award:**
Mr. Thomas E. Graham

**2012 Honourary Member Award:**
Mr. Arie Nuys

**Introduction of New Canadian Meat Council President:**
Mr. Ray Price

**Introduction of Canadian Meat Council Board of Directors**

**Entertainment:**
Les Productions Episode Inc.  
An interactive play throughout dinner: Talon and the King’s daughters
Friday, June 1, 2012

7:30 am - 8:30 am
BUFFET BREAKFAST
Room: Fontenac, Petit Frontenac, Bellevue & Rose

Meat donated by:
Olymel

8:30 am - 10:00 am
GENERAL SESSION
Room: Salle de bal | Chair: Ray Price

8:30 am - 9:20 am

Round Table Discussion:
American Meat Institute/Canadian Meat Council Panel

Mark Dopp, American Meat Institute
Larry Odom, Tennessee Pride
Scott Entz, Cargill
Jim Laws, Canadian Meat Council

Hear from the industry and association leaders in Canada and the USA on current and emerging issues affecting the meat industry.

9:20 am - 10:00 am

Majority Harper Government
L.Ian MacDonald

Majority government: A new mindset for the Harper Conservatives, the Opposition and the Media.

10:00 am - 10:30 pm
COFFEE BREAK
Room: Verchères & Foyer
### 10:30 am - 12:00 pm  
**GENERAL SESSIONS**

**10:30 am - 11:20 am**

**Competitive Status, Prospects & Obstacles**

Kevin Grier, Senior Market Analyst, George Morris Centre

*Global and North American performance of the Canadian meat industry and the prospects for the future.*

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**11:20 am - 11:45 am**

**Meeting Canada’s Trade Policy Challenges**

Michael Hart, Professor and Simon Reisman Chair in Trade Policy, Carleton University

*An overview of some of the challenges facing Canadian traders and what the federal government can do to meet them.*

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**11:45 pm - 12:00 pm**

**2013 Annual Conference**

*A preview of the Canadian Meat Council’s 93rd Annual Conference, to be held June 17 - 19, 2013 at the Fairmont Banff Springs Hotel in Banff, Alberta. This will be our first joint conference with the Canadian Poultry and Egg Processors Council.*

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### 12:00 pm - 1:30 pm  
**LUNCHEON**

**Room:** Frontenac & Petit Frontenac  
**Chair:** Henry Mizrahi

*Meat donated by:*  
**XL Foods** and **T-Lauzon Ltée.**

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### 12:45 pm - 1:15 pm  
**Government Preoccupations with the Meat Industry**

Jean Crête, Professor, Department of Political Science, Université Laval

*An overview of thirty years of federal and provincial “discourse” on the meat industry. Jean Crête will address how often governments mention the meat industry in public discourse.*

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### 1:30 pm  
**CONFERENCE ADJOURNMENT**
Canadian Meat Council
2012-2013 Calendar of Events

2012:

- **Western Golf Tournament**
  
  July 13, 2012
  Kananaskis Country Golf Course
  Kananaskis, Alberta

- **Canadian Meat Invitational Golf Tournament**
  
  September 7, 2012
  Deer Creek Golf Course
  Ajax, Ontario

- **Canadian Meat Council Technical Symposium**
  
  October 11 - 12, 2012
  Sheraton Gateway Hotel
  Toronto, Ontario

- **Canadian Meat Council Recall Workshop**
  
  Fall 2012

2013:

- **93rd Canadian Meat Council Annual Conference**
  
  June 17 - 19, 2013
  Fairmont Banff Springs Hotel
  Banff, Alberta

For more information on these events, please contact the Canadian Meat Council:
407-1545 Carling Avenue, Ottawa, ON K1Z 8P9
Tel: 613-729-3911; Fax: 613-729-4997
Email: info@cmc-cvc.com
www.cmc-cvc.com