



Saskatchewan Stock Growers Association
Media Release

For immediate Release
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Saskatchewan Stock Growers Focus on Adding Value to Beef

The Saskatchewan Stock Growers Association (SSGA) has once again assembled a must attend event for their 97th Convention and Annual General Meeting coming up June 13 through June 15, 2010 in Moose Jaw. This year's theme "**Adding Value to Beef – Reality or Myth?**" focuses on the beef production value chain and how producers may capitalize on opportunities to add value to their product.

Saskatchewan Stock Growers Association President, Calvin Knoss remarks, "We have seen some unprecedented hard times in the beef industry in Canada over the past seven years. However, there are some success stories to be told. Rather than focusing on the doom and gloom, we look forward to hearing some of these success stories at this year's convention."

To cover the issues, attendees will hear from a variety of experts including industry stakeholders, government representatives, market analysts, provincial and national organizations and will also have the opportunity to interact with speakers in the ever popular "Hot Topics Panel". A complete agenda and list of speakers is attached.

This annual event also provides beef industry stakeholders the opportunity to relax and enjoy catching up with fellow producers. On Sunday June 13, the President's Reception will feature a BBQ supper catered by the local Moose Jaw 4-H Beef Club. Held at the Western Development Museum where attendees will be able to enjoy the exhibits, this evening will also feature entertainment from Saskatchewan country music artist, Alex Runions.

As in past years, the SSGA will be recognizing exceptional stewards from within the Saskatchewan ranching community. Following the banquet on Monday evening, the Saskatchewan Stock Growers Association will present **The Environmental Stewardship Award (TESA)**. This prestigious award sponsored by Ducks Unlimited Canada and RBC Royal Bank is a testament to the ranching community's dedication towards environmental stewardship and conservation efforts.

SSGA General Manager, Chad MacPherson says "this year's convention promises to be an exciting, informative event that should appeal to all stakeholders in the beef industry. We encourage people to come out and hear about the issues as well as have some fun".

Media representatives are welcome to attend this important beef industry convention. Feel free to drop in during any part of the program.

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For more information please contact:
Chad MacPherson, General Manager
Saskatchewan Stock Growers Association
306.757.8523

ssga@sasktel.net www.skstockgrowers.com.

2010 SSGA Convention & AGM

June 13-15th, Moose Jaw, SK

Sunday, June 13, 2010

Western Development Museum – Moose Jaw

- 6:00p.m. President's Reception – Drinks
- 7:00p.m. BBQ Supper
- 8:00p.m. Entertainment/Dance – *Alex Runions*

Monday, June 14, 2009

Heritage Inn – Moose Jaw

Theme **Adding Value to Beef – Reality or Myth?**

Moderator Neil Billinger

- 8:00a.m. Registration, Breakfast, Tradeshow
- 9:00a.m. – 9:30a.m. Greetings and Welcome – *Calvin Knoss, SSGA President*
Welcome from the City of Moose Jaw – *Mayor Glenn Hagel*
Address from Saskatchewan Agriculture - *Minister Bob Bjornerud*
- 9:30a.m. – 10:15a.m. **AAFC Traceability Update**
Susie Miller, AAFC Director General, Food Value Chain Bureau
- 10:15a.m. – 10:45a.m. Networking Break and Tradeshow
- 10:45a.m. – 11:15a.m. **Adding Value through Targeted Marketing**
Will Lowe, North West Consolidated Beef Producers
- 11:15a.m. – 11:45a.m. **Moving up the Beef Value Chain**
Gene Kessler, Clear Creek Organics
- 11:45a.m. – 12:00p.m. **Value Chain and Marketing Panel Discussion**
Will Lowe and Gene Kessler
- 12:00p.m. – 1:00p.m. Lunch (dessert and coffee by tradeshow booths)
- 1:00p.m - 1:45p.m. **Financing Options and Livestock Programs**
Mike Hoffort, Vice-President – Prairie Operations, Farm Credit Canada
- 1:45p.m. – 2:15p.m. **Market Outlook**
Scott McKinnon, CanFax Market Analyst
- 2:15p.m. – 2:45p.m. **Beef InfoXchange System Update (BIXS)**
Larry Thomas, BIXS National Manager
- 2:45p.m. – 3:15p.m. Networking Break and Tradeshow

*Agenda Subject to Change without Notice

- 3:15p.m. – 4:00p.m. **CCA Update**
Travis Toews, CCA President
- 4:00p.m. – 4:45p.m. **Panel: Hot Topics Panel**
- *Traceability – will it add value?*
 - *The disappearing beef producer*
 - *Price insurance for the Saskatchewan industry*
 - *The public battle against beef*
 - *WHPA*
- 4:00p.m. – 4:45p.m. Closing Remarks
- 6:00p.m. Cocktails
- 7:00p.m. Banquet, Awards, *Scholarships and Auction*
Scholarship Presentation (Rangeland Scholarship)
Awards (TESA, Life time)
Auction (Silent & Live Auction)

Tuesday, June 15, 2010
Heritage Inn – Moose Jaw

- 7:30a.m. Registration, Breakfast and Tradeshow
- 8:00a.m. **Working Breakfast**
Call to Order, Welcome and Introductions
Approval of the Agenda
Minutes from the 2009 Annual General Meeting
President's Report
Call for Nominations
Call for Resolutions
- 10:00a.m. Networking Break and Tradeshow
- 10:30a.m. **SSGA Group Plan Insurance Presentation** - *Scott Boyle*
- 11:00 a.m. Financial Report
Zone Chair Ratifications
Final Call for Resolutions
- 12:00p.m. Lunch and Tradeshow
- 1:00p.m. **BSE Class Action Update** – *Cameron Pallett*

Voting Procedures/Results & Resolutions
Industry Updates
Other Business
Final call for nominations and Elections
Closing remarks
Adjournment

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