



Saskatchewan Stock Growers Association  
**Media Release**

*For immediate Release*  
May 27, 2009

**SSGA Convention to Address Beef Industry Challenges**

The Saskatchewan Stock Growers Association (SSGA) 96<sup>th</sup> Annual Convention coming up May 31 through June 2, 2009 in Moose Jaw will focus on the issues currently facing the beef industry. This year's theme "**Saskatchewan Beef – Competing in a Global Marketplace**" will delve into the factors affecting marketing and production of beef in this province and look at potential competitive advantages as the industry goes forward.

"We are looking forward to an informative line-up of speakers and are particularly pleased that co-CEO of XL Foods, Brian Nilsson has recently confirmed his attendance", says Ed Bothner, President of the SSGA. Brian Nilsson will deliver a presentation on the morning of Monday June 1 and will participate on the Hot Topics panel in the afternoon. XL Foods announced April 24, 2009 that the Moose Jaw plant would be closing effective immediately claiming a lack of cull and fed cattle supply in Saskatchewan. The company hopes that numbers will rebound and has stated they plan to re-open at the end of September, 2009. Industry stakeholders are worried that this will not be the case. Bothner states "Producers have questions regarding this decision and the SSGA convention affords them a valuable opportunity to hear directly from the CEO on this issue"

Besides hearing about the beef packing situation in Saskatchewan, a number of other issues will be touched upon by speakers at this convention.

"It's important to know what your neighbours are up to" remarks Ryan Beierbach, co-Chair of the SSGA Policy and Trade Committee. "Alberta is one of the main markets for Saskatchewan calves, both for feeding and slaughter animals. To remain competitive, Saskatchewan producers need to know about any change in policy that Alberta is considering putting into action".

Another important topic will likely centre around the soaring value of the Canadian dollar and the effects this has on the beef industry in North America. Participants will hear from both a Canadian and American market analyst regarding factors driving the markets in both countries and provide an outlook for the beef industry over the next few months.

As in previous years, attendees will have the opportunity to interact with speakers in the popular "Hot Topics Panel". This section of the agenda allows time for open discussion between participants and industry stakeholders on a number of current issues including age verification, COOL, market access and business risk management programs.

Media representatives are encouraged to attend this important beef industry convention. Feel free to drop in during any part of the program. A complete list of events and speakers is attached.

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**Saskatchewan Stock Growers Association  
96<sup>th</sup> Convention and Annual General Meeting**

**Theme: Saskatchewan Beef – Competing in a Global Marketplace**

**Sunday, May 31, 2009**

Texas Scramble Golf Tournament

Location: Lynbrook Golf Club

12:30pm      Texas Scramble  
6:00pm      19<sup>th</sup> Hole Refreshments  
7:30pm      President's Reception at the Lynbrook

**Monday, June 1, 2009**

7:30am      Registration, Breakfast & Trade Show

**Moderator, Kevin Hursh**

8:30am      **Greetings and Welcome – *Ed Bothner***, President, Saskatchewan Stock Growers Association  
**Welcome from Moose Jaw – *Mayor Dale McBain***  
**Saskatchewan Ministry of Agriculture Update – *Honorable Bob Bjornerud***

9:30am      **Marketing Canadian Beef – Packer Perspective**  
***Brian Nilsson***, co-CEO, XL Foods

10:15am      Networking Break & Trade Show

10:45am      **Cattle Market Situation and Outlook**  
***Anne Dunford***, Gateway Livestock

**North American Outlook**  
***Gregg Doud***, Chief Economist, National Cattlemen's Beef Association

12:00pm      Lunch & Trade Show

1:00pm      **Alberta Livestock and Meat Agency (ALMA) Update**  
***Kee Jim***, board member ALMA

1:45pm      **COOL, Market Access, and other Challenges**  
***John Masswohl***, Director of Government and International Relations, Canadian Cattlemen's Association

2:15pm      **Competitive Analysis of Saskatchewan's Cattle Sector**  
***Dennis McGivern***, Vice President, Informa Economics

2:45pm      Networking Break & Trade Show

3:15pm      **Competitive Angle of the Canadian and Saskatchewan Beef Industry**  
***Brad Wildeman***, President, Canadian Cattlemen's Association

\*Agenda Subject to Change without Notice

- 4:00pm **Hot Topics Panel**
- **Age Verification-to verify or not to verify that is the question**
  - **COOL-can we turn it into an advantage**
  - **Accessing Markets-where should efforts be focused**
  - **How to capitalize on the SK advantage**
  - **Business Risk Management programs in the future**
  - **Slaughter capacity in Canada-should we be worried**

**Panel Members:**

**Brian Nilsson**, co-CEO, XL Foods

**Ed Bothner**, President, Saskatchewan Stock Growers Association

**Steve Primrose**, Chair, Canadian Cattle Identification Agency

**David Stuart**, President, Saskatchewan Cattle Feeders Association

**Jack Hextall**, President, Saskatchewan Cattlemen's Association

**Brad Wildeman**, President, Canadian Cattlemen's Association

**4: 45pm Closing Remarks**

6:00pm Cocktails

7:00pm **Banquet, Awards and Auction**

**Tuesday, June 2, 2009**

7:30am Registration, Breakfast & Trade Show

8:00am **Working Breakfast**  
Call to Order, Welcome and Introductions  
Approval of the Agenda  
Minutes from the 2008 Annual General Meeting  
President's Report  
Saskatchewan Cattlemen's Association Report  
by *Jack Hextall*, President of the SCA  
Call for Nominations  
Call for Resolutions

10:00am Networking Break & Trade Show

10:30am **Traceability Update**  
by *Steve Primrose*, Chair of Canadian Cattle Identification Agency Board of Directors  
Financial Report  
Zone Chair Ratifications  
Final Call for Resolutions

12:00pm Lunch & Trade Show

1:00p.m. Voting Procedures/Results & Resolutions  
Industry Updates  
Other Business  
Final call for nominations and Elections  
Closing remarks  
Adjournment  
Short Board Meeting to Follow

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