

AGENDA AND ACTIVITIES - JULY 28 - 31

BUSINESS AND MARKETING JULY 28

- 9:00 – Registration - Western College of Veterinary Medicine
- 10:00 – **Opening Remarks**
David Stuart, SCFA President
- 10.30 – **Canada's Beef Cattle Industry in '09**
Brad Wildeman, CCA President and Pound-Maker Agventures Ltd.
- 11.30 – **Public Relations for Cattle Feeders**
Tina Merrifield, International Association of Business Communicators
- 12:30 – Lunch
- 1:30 – **Calculators to Help Your Management Decisions**
Travis Peardon, Tracy Evans, SK Ministry of Agriculture
- 3:30 – Break
- 4:00 – **New Technologies for the Cattle Feeder**
Roundtable of technological solutions including computers and genetics.
- 6:30 – Banquet at Travelodge



BUSINESS AND MARKETING JULY 29

- 8:00 – **Developing a Business Plan** – Larry Lang, HMC Management Inc.
- 9:00 – **Financial Realities of the Cattle Feeding Business**
- 10:00 – **So You Want to be a Cattle Feeder...**
Steve Primrose, President Primrose Livestock Ltd.
- 11:00 – **Farmgate Marketing** – Karla Hicks, Bluestone Stock Farms
- 11:30 – Lunch
- 12:30 – **Live Animal Evaluation Lab**
Chute session - Dr. John McKinnon, University of Saskatchewan
Group session
- 2:00 – Coffee and return to campus
- 2:30 – **Carcass Evaluation (U of S Meat Lab)**
What do Graders look for?
Dr. John McKinnon
What do Retailers look for?
Adrian Kristoff, Saskatchewan Institute of Applied Science and Technology
- 4:30 – Finish - Evening on own

HEALTH AND NUTRITION JULY 30

Tour of Feedlots

- 7:30 – Bus leaves University of Saskatchewan
- 10:30 – **Plains Livestock Inc., Porcupine Plain, SK**
1 – Bus tour/general overview
2 – a) Processing Barn
Induction and Treatment protocols
Use of technology for health management - Dr. Brian Wildman, Feedlot Health Management Systems
b) Office/feed mill
Managing your feeding program - Dr. Darryl Gibb, Agriculture and Agri-Food Canada, Unifeed
c) Forage and grain processing management
Murray Feist, Ruminant Nutritionist, SK Ministry of Agriculture
Dr. John McKinnon
- 12:30 – Lunch on the bus
- 3:00 – **Tour of Jean Pogu's Feedlot Duck Lake, SK**
Breakout groups on nutrition, office management and health.
- 6:00 BBQ - Sponsored by Bio Agri Mix



HEALTH AND NUTRITION JULY 31

- 8:30 – **Processing and Treatment Protocols**
Dr. Steve Hendrick, Western College of Veterinary Medicine
- Advances in Animal Health Research**
Dr. Brian Wildman
- 10:00 Coffee
- 10:30 – **Basics of Nutrition**
Logan Williams, Ruminant Nutritionist, Co-op Feeds
- 11:30 – BBQ Lunch
- 12:30 – **Putting Together Feedlot Diets**
John McKinnon
- 1:30 – **Bunk Management and Record Keeping**
Dr. Darryl Gibb
- 2:30 – Closing remarks/certificates

* Please note this is a preliminary agenda and subject to change.

REGISTRATION FORM



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SASKATOON, SK
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(P) 306.382.2333
(F) 306.382.2735
E-mail: gm@saskcattle.com

Contact Information	
Name/Company	
Address	
City, Province	Phone
Postal Code	E-mail

Course Information

<input type="checkbox"/>	\$367.50 for entire Course
<input type="checkbox"/>	\$210 for Business and Marketing Only
<input type="checkbox"/>	\$210 for Health and Nutrition Only

Payment Information

<input type="checkbox"/>	Cheque (made to Saskatchewan Cattle Feeders Assoc.)
<input type="checkbox"/>	Visa
<input type="checkbox"/>	Mastercard

Expiry _____

*all prices include GST

Name on Card _____ Signature _____

REGISTRATION INFORMATION

The cost for the entire four-day course is \$367.50. This includes all course material, four lunches, two suppers, refreshment breaks, parking at the University, GST and transportation to different venues. There is also the option of attending only one of the two session themes (Business & Marketing or Health & Nutrition) for \$210 including GST. Participation is limited to 40 students, so register early to make sure you get a spot.

ACCOMODATIONS

The official hotel of WCFMS is the Travelodge Saskatoon, where a block of guest rooms have been set aside at a special rate for school participants until July 14 2009. To book rooms contact the hotel directly at **1.888.278.4209**.

COURSE INFORMATION

Classroom and computer lab sessions will be held at the Western College of Veterinary Medicine at the University of Saskatchewan campus. The University of Saskatchewan Feedlot will also host some sessions.

Course content has been designed as a balance of hands-on learning and classroom education.

MORE INFORMATION

SASKATCHEWAN CATTLE FEEDERS ASSOCIATION

PHONE: 306.382.2333

E-mail gm@saskcattle.com

WHY YOU SHOULD ATTEND

The cattle feeding industry requires knowledgeable producers who can adapt to changes in production and marketing practices. Knowledge is key to survival in this ever-evolving market place.

By attending this unique educational opportunity you will have access to experts from industry and research. The sessions presented are at the cutting edge of the feeding industry and will give you information on leading-edge techniques for your feeding operation.

Whether you are an established feedlot, an expanding producer or a cow/calf operator looking to feed your own cattle, this school is a must-attend event.

The WCFMS is hosted by:

SASKATCHEWAN CATTLE FEEDERS ASSOCIATION

UNIVERSITY OF SASKATCHEWAN

SASKATCHEWAN MINISTRY OF AGRICULTURE

The Western Canada Feedlot Management School is supported by Saskatchewan Cattle Producers through the Cattle Marketing Deductions Fund and by Saskatchewan Ministry of Agriculture



WESTERN CANADA FEEDLOT MANAGEMENT SCHOOL

July 28 - 31st
2009

**UNIVERSITY OF
SASKATCHEWAN**

Saskatoon, SK



Saskatchewan
Ministry of
Agriculture

