

To register:



By mail:

City of Lethbridge
Ticket Centre
2510 Scenic Drive South
Lethbridge, AB T1K 1N2

By phone:

403-329-7328

In person:

The ENMAX Centre
2510 Scenic Drive South
or
Yates Memorial Theatre
1002 4th Ave South
Sat: Noon-4 p.m.
Sun & Mon: Closed
Tues - Fri: 11 a.m.-6 p.m.

Online:

lethbridge.ca/tickets
or enmaxcentre.ca

By fax:

403-327-3620
(Attn. Ticket Centre)

If registering by mail, please allow two weeks for mail-in. Include registration form with fees.
Make cheques payable to City of Lethbridge Ticket Centre.

If registering as a group, names, addresses and phone numbers of all registered under that unit are required.

1.) Name _____

Mailing address _____

City _____ Postal code _____ Phone _____

2.) Name _____

Mailing address _____

City _____ Postal code _____ Phone _____

3.) Name _____

Mailing address _____

City _____ Postal code _____ Phone _____

4.) Name _____

Mailing address _____

City _____ Postal code _____ Phone _____

Individual rate - \$105
(includes all speakers and all meals)

Group rate - \$340 (max. 4 persons)
(includes all speakers and meals)

Individual rate - \$90
(excludes evening speaker and banquet)

Cheque for \$ _____ enclosed.

Evening rate - \$85
(includes events at The Barn; two speakers and banquet)

**Prices DO NOT include G.S.T. or
City of Lethbridge ticket fees.**

For mail-in or fax registrations by VISA, Mastercard or American Express, please fill out the following information.

VISA/MC/AMEX No. _____ Expiry: _____

Cardholder's signature: _____ Date: _____

"Freedom of Information and Protection of Privacy Notification" - The personal information on this form is collected and protected under the authority of the Post-secondary Learning Act of Alberta as well as the Alberta Freedom of Information and Protection of Privacy (FOIP) Act. This information is used to facilitate your enrolment and administer this educational offering. It is also used to create a record that allows us to communicate with you, and to distribute follow-up information, regarding Lethbridge College programs, services and offerings and for other uses consistent with these purposes. Your name and contact information may be provided upon request to sponsors of this event. Payment information will be used only to process your payment. Please direct questions to the Conference Coordinator, Lethbridge College, 3000 College Drive S., Lethbridge, AB T1K 1L6 (403) 329-7212.



Cattle Gate to Dinner Plate

Thursday, January 19, 2012

A conference for primary producers, agri-business and agriculture students



Agenda

- 11 a.m.** **Registration** – LaValley Theatres, Instructional Building, Lethbridge College campus
- 11:15 a.m.** **Lunch**
- 11:50 a.m.** **Introduction / Greetings**
- Noon** **“Our Place in the Global Beef World”**
– Charlie Gracey, Livestock industry consultant
- 12:55 p.m.** **“Feed Efficiency, RFI and the Benefits for the Beef Industry”**
– Dr. John Basarab, Senior Research Scientist, Alberta Agriculture & Rural Development
- 2 p.m.** **Coffee break** – sponsored by AFSC
- 2:35 p.m.** **“Where To From Here?”** – Anne Dunford, Livestock market analyst
- 3:40 p.m.** **“A Glorious Future for the Global Meat Industry? Hold On to Your Hats and Make Sure They’re Crash Helmets!”**
– Dr. David Hughes, Emeritus Professor of Food Marketing, Imperial College London
- 4:45 p.m.** **Move to DA Electric Barn**
- 5 p.m.** **“Cooking Beef and the Umami Method”**
– David Zino, Executive Chef, National Cattlemen’s Beef Association Culinary Innovations Center
- 6 p.m.** **Banquet**
- 7 p.m.** **“Improving Animal Welfare: A Practical Approach”**
– Dr. Temple Grandin, Professor, College of Agricultural Sciences, Colorado State University
- 8:30 p.m.** **Closing remarks**

The Tiffin Conference is made possible through the Ronald Tiffin Agricultural Endowment Fund, established in honour of Ronald W. Tiffin. The goal is to provide world-class learning opportunities to primary producers, agri-business and agriculture students.

Speaker Biographies



Temple Grandin – Dr. Grandin is a designer of livestock handling facilities and a Professor of Animal Science at Colorado State University. Her writings on the flight zone and other principles of grazing animal behaviour have helped reduce stress on animals during handling. She has also developed an objective scoring system for assessing handling of cattle and pigs at meat plants. She has authored more than 400 articles in scientific journals and livestock periodicals on animal handling, welfare and facility design and is the author of several books including “Humane Livestock Handling” and “Animals Make Us Human”. As a person with high-functioning autism, Dr. Grandin is also widely noted for her work in autism advocacy. In 2010, her life story was made into an HBO movie that won numerous awards.



David Hughes – Dr. Hughes is Emeritus Professor of Food Marketing at Imperial College London, and Visiting Professor at the University of Kent Business School and at the Royal Agricultural College, U.K. David speaks on global food industry issues, particularly consumer trends, and is a strong proponent of building vertical alliances between key chain members in the food industry. He works closely with senior management of food and beverage firms on business strategy development and with governments on food policy formulation.



John Basarab – As Senior Beef Research Scientist with Alberta Agriculture and Rural Development, John has more than 25 years experience in beef cattle production and management. His current areas of work include projects on improving feed efficiency, genetic markers development for economically important traits, improving carcass quality and Greenhouse Gas quantification and mitigation in beef cattle. He is an Adjunct Professor at the University of Alberta and has authored or co-authored more than 300 scientific and extension articles on beef cattle production.



Anne Dunford – Anne is an independent livestock market analyst, providing feedlot clients with marketing expertise, analysis, inventory management assistance and risk management options with the goal to find the best value for cattle in various markets. Her background in the industry and extensive networks allows her to offer specialized cattle marketing knowledge and personalized service to meet individual client needs and optimize marketing opportunities. Anne was the Senior Market Analyst with Canfax (a division of the Canadian Cattlemen’s Association) for 21 years, providing members with market information and analysis.



David Zino – Dave is Executive Chef and spokesperson for the Beef Culinary Innovation Center, a division of the National Cattlemen’s Beef Association. His work involves developing concepts and recipes for both the retail and foodservice industries and also working closely with the Beef Innovations Group in evaluating and developing new beef products. In his role as Executive Chef, Dave wears many hats that run the gamut from industry expert to public speaker to writer and television personality. Dave holds a Bachelors of Science degree from Illinois State University.



Charlie Gracey – Charlie is a livestock industry consultant and former Executive Vice-President of the Canadian Cattlemen’s Association. With expertise in the cattle industry and international trade, Gracey has been a key resource for the Canadian Cattle Identification Agency, the Canadian Livestock Identification Agency and the Canadian Beef Grading Agency.



Thank you to our sponsors.

