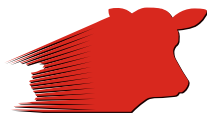


2023



**25th ANNUAL BEEF
INDUSTRY CONVENTION**

**January 12, 13 & 14
London Ontario**



ONTARIO CATTLE FEEDERS ASSOCIATION



**ONTARIO CATTLE
FEEDERS ASSOCIATION**

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25th ANNUAL BEEF INDUSTRY CONVENTION



Schedule of Events

Thursday, January 12, 2023

- 4:00 • Exhibitors Hall opening
- 5:30 • Ontario Corn Fed Beef Welcome Reception/Supper
- 7:00 Evening Session Speakers
 - Jack Chaffe President, Beef Farmers of Ontario
 - Brad Gilchrist Beef Marketing Manager, Semex
 - Dr. Derrell Peel Keynote Speaker, Professor of Agribusiness, Extension Livestock Marketing Specialist, Oklahoma State University
 - Industry Sponsored Reception

Friday, January 13, 2023

- 8:00 • Registration, Coffee, Exhibitors Hall opening
- 9:30 Morning Session Speakers
 - 9:30 Jim Clark Executive Director, OCFA & OCFB
 - 10:00 John Baker Director of Brand Mgmt. & Business Devel., OCFA & OCFB
 - 10:45 Steve Kell Market Analyst
 - 11:15 Al Noorloos President, OCFA & OCFB
 - 11:30 Dennis Laycraft Executive VP, Canadian Cattle Association
- 12:00 • Lunch
- 1:00 Afternoon Session Speakers – re-convene
 - 1:15 Stan Fergusson President, Stan Fergusson Fuels Ltd
 - 1:45 Brad Porter VP Market Fresh, Loblaw
 - 2:15 Alicia Rainwater Keynote Speaker, The Center for Generational Kinetics, LLC
 - 3:15 Emily Murray Demand Planning Manager, Cargill

- 4:00 • Trade Show
- 5:30 • Exhibitor Networking and Cocktails
- 6:00 • Banquet
- 8:00 • Live Auction
 - Industry Sponsored Reception

Saturday January 14, 2023

- 8:00 • Exhibitors Hall opening
- Sponsored Breakfast



Note: Times are approximate and subject to change