

# 2024



26<sup>th</sup> ANNUAL BEEF  
INDUSTRY CONVENTION

January 11-13, 2024  
London Ontario



**ONTARIO CATTLE FEEDERS  
ASSOCIATION**



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## Schedule of Events

### Thursday, January 11, 2024

- 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
  - Marvin Slingerland MNP, National Director - Livestock Services
  - Corbitt Wall Keynote Speaker, DV Auction Cattle Markets
  - Brent Cavell / Steve Duff OCFA & OCFB QA Mgr. /OMAFRA, Chief Economist
  - Industry Sponsored Reception

### Friday, January 12, 2024

- 8:00 • Registration, Coffee, Exhibitors Hall opening
- 9:30 Morning Session Speakers
  - Jim Clark Executive Director, OCFA & OCFB
  - John Baker Director of Brand Mgmt. & Business Devel., OCFA & OCFB
  - TBA Feeder Barn – Staff Message
  - Dennis Laycraft Executive VP, Canadian Cattle Association
- 12:00 • Lunch
- 1:00 Afternoon Session Speakers – re-convene
  - Al Noorloos President, OCFA & OCFB
  - Michelle Miller Keynote Speaker, the "Farm Babe", writer, columnist, online influencer
  - Richard Caetano Sr. Director, Fresh Procurement | Case-Ready Meat, Beef & Pork, Loblaw
  - Alvin Law Keynote Speaker, Professional Speaker, Author, Actor & Musician
- 4:00 • Trade Show
- 5:30 • Exhibitor Networking and Cocktails
- 6:00 • Banquet
- 8:00 • Live Auction
  - Industry Sponsored Reception

### Saturday January 13, 2024

- 8:00 • Exhibitors Hall opening
- Sponsored Breakfast

\*Note: Times are approximate and subject to change\*

