

# THE BEEF SYMPOSIUM

Saturday, January 20, 2018 | 9:00am - 4:30pm | Rozanski Hall, University of Guelph

The Beef Symposium is a stream within the FarmSmart Agricultural Conference



9:00 AM

## Preparing the Foundations for a Strong Immune System

Dr. Melodie Chan, Senior Manager Veterinary Services, Zoetis

The goal of administering vaccines is to immunize cattle and protect them against disease. In order for vaccines to work to their full potential, we need to ensure that the animal's immune system is able to respond. This talk will explore the benefits and limitations of vaccines to help manage our expectations.

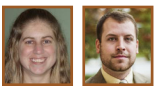


10:05 AM

## New Kids on the Block

Dr. Ben Bohrer, Dr. Angela Canovas, Dr. Jessica Gordon, Dr. Katie Wood

University of Guelph and Ontario's beef industry are fortunate to have many new beef researchers added to the roster. Hear about the latest beef research on genomics, nutrition, animal health, feed efficiency and meat quality.



11:10 AM

## Getting Cattle Onto Cover Crops

Adam Shea and Adam Bent

Usually, we think of cover crops in terms of reducing soil erosion and adding organic matter to the soil, but they can do much more, especially if you integrate livestock into the mix. In this session, you will hear from a beef farmer and a grain farmer and how they established a unique partnership to graze cover crops.



12:15 PM

## Managing a Family Farm Business

Mike Buis and Theresa Buis, Buis Beef

This father-daughter duo will share insights on a number of topics from the importance of family succession to alternative feeds and their direct marketing strategy with consumers.



1:20 PM

## Agriculture from a City Girl's Perspective

### KEYNOTE ADDRESS

Dr. Melodie Chan, Senior Manager Veterinary Services, Zoetis

Dr. Chan will tackle public trust, changes in consumer perceptions and choice, and how developing shared values might just be the key to our success in gaining inroads with our consumers.



2:35 PM

## Tips and Tricks on Barn Design and Handling Facilities

Tony Noorloos, Steve Eby and Paul Brown, panel moderated by Megan Van Schaik, OMAFRA

What to do and what not to do when building a new beef barn. In this session, you will hear from three farmers on three different barn designs.



3:40 PM

## Sharing Common Ground

Virgil Lowe, Business Manager, Verified Beef Production Plus (VBP+)

Virgil will walk you through a number of producer focused industry-wide efforts to "Share Common Ground" with all of the beef industry's stakeholders from the farm to beyond the fork.

Online registration is available at [www.farmsmartconference.com](http://www.farmsmartconference.com) or you can register by calling OMAFRA at 1-877-424-1300.