

Mentorship & Upcoming Events

NEWS FLASH

More exciting information days are happening for PRFA members. The Peace River Forage Association has just signed an agreement with the BC Ministry of Agriculture to provide a series of three mentorship information meetings and workshops. Session 1 dates and speakers have been set, but Sessions 2 and 3 are still in the planning stages. This means that your input is still welcome. Session 2 will be part of the February Seminar and Session 3 will be in early to mid-March.

Forage Day/Mentorship – Session 1

Topic – Traceability and Livestock Marketing
Speakers:

Deborah Wilson, Sr. Vice President of BIXSco Inc. For those not familiar with BIXS it is a producer drive traceback system. When fully developed it will be able to provide all kinds of information about your animals based on your CCIA information. Producers, Auction Market, Feedlots and Killing Plants are all becoming involved. It will become a valuable tool at the cow/calf level used to select females and bulls used in the operation.

Monica Hadaritis, Programs and Certification Director, CRSB. The Certified Sustainable Beef Framework provides the tool to certify farms, ranches and processing facilities against sustainability standards, enabling consumers to purchase beef from certified operations.

Emily Murray, General Manager, McDonald's Beef North America. Emily will be providing producers the view from the consumer side of traceback and sustainability. McDonald's has been a very big part of the development of Certified Sustainable Beef Framework because consumers eating their burgers are demanding it.

Melissa Downing, Alberta Provincial Coordinator for the VBP+ Program. The BC VBP+ program is slightly different than AB with the fee structure but the information is the same.

There are two choices to hear these speakers on February 8, 2018. Either 9am in Fairview or 6pm in Dawson Creek. See more information below.

PEACE COUNTRY BEEF

★ CATTLE DAY ★

THURSDAY, FEBRUARY 8
@ DUNVEGAN MOTOR INN, FAIRVIEW

REGISTRATION & COFFEE @ 9 AM

HYBRID VIGOR: The Commercial Cattleman's Forgotten Advantage

- *Dr. Susan Markus, Beef Research Scientist, Alberta Ag*

NEW GENERATION BEEF INFOCHANGE SYSTEM (BIXS)

- *Deborah Wilson Sr. Vice President, BIXSco Inc.*

LAUNCH OF CERTIFIED SUSTAINABLE BEEF FRAMEWORK

- *Monica Hadaritis, Programs and Certification Director, CRSB*

CREATING VALUE TOGETHER THROUGH BEEF SUSTAINABILITY

- *Emily Murray, General Manager, McDonald's Beef North America*

VERIFIED BEEF PRODUCTION PLUS PROGRAM

- *Melissa Downing, Alberta Provincial Coordinator for the VBP+ Program*

For more info and to register contact NPARA @ 780-836-3354 or email nora@npara.ca
OR PCBFA @ 780-835-8799 or email monika@pcbfa.ca



Peace River Forage Association
of British Columbia



Traceability and Livestock Marketing

Join us for a pizza supper with speakers

Thursday, February 8
At 6:00 pm

NLC Gathering Room, Northern Lights
College Main Campus Building
Dawson Creek, BC

Deborah Wilson,
Sr. Vice President of BIXSco Inc.

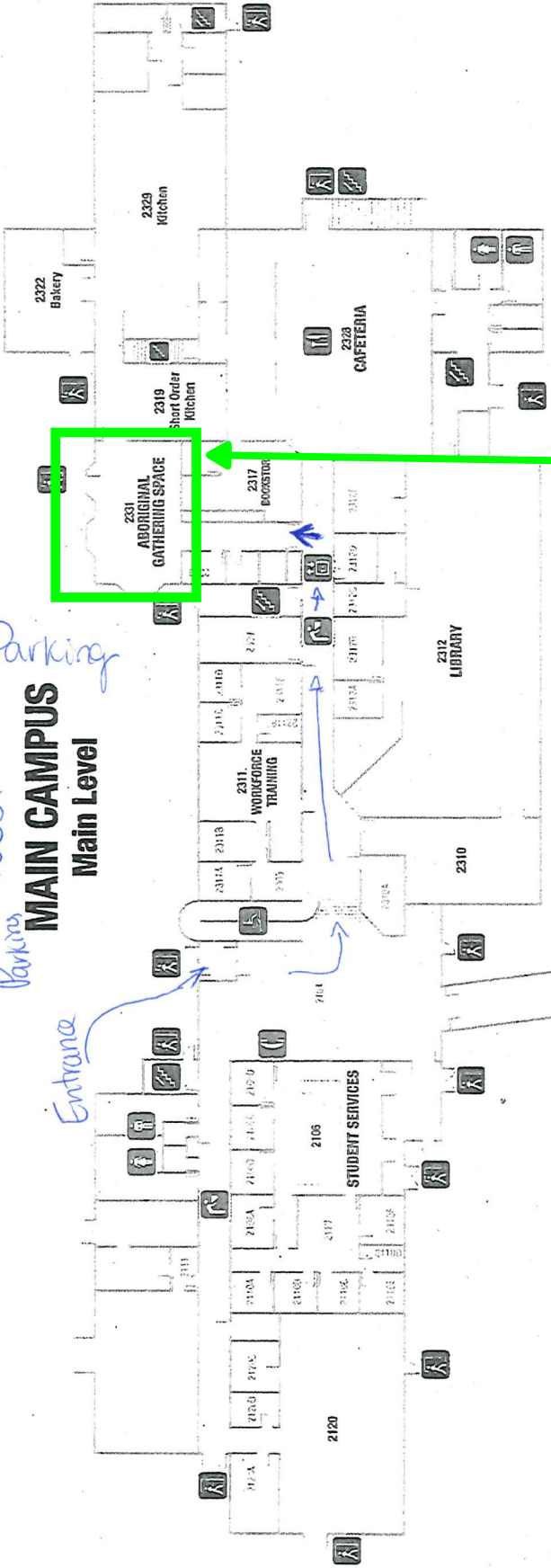
Monica Hadaritis,
Programs and Certification Director, CRSB

Emily Murray,
Manager, McDonald's Beef North America

Melissa Downing,
Alberta Provincial Coordinator, VBP+ Program

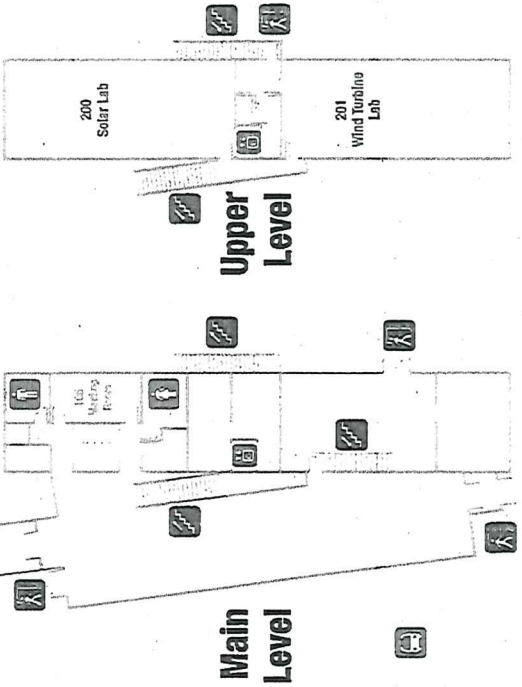
Cost for members: \$10 per person
Pre-registration would be appreciated
Call or text: Bill Wilson 250 782-2866

West
Parking
MAIN CAMPUS
Main Level
Entrance



Meeting Will Be In This Room

ENERGY HOUSE



East