

CANADIAN BEEF INDUSTRY CONFERENCE

2018

Please join us as we focus on *Driving Demand at the*
2018 Canadian Beef Industry Conference

August 14-16th, 2018

London Convention Centre, London, ON

An opportunity to hear from and network with all sectors of the beef industry

A showcase of the features taking place at CBIC 2018:

- A full day pre-conference tour hosted by Beef Farmers of Ontario (Aug 13th)
- Keynote speaker Rex Murphy
- Looking at the future of food with presentations by Dr. Irwin Adam (food futurist and creative Scientist) and Sonya Roberts (Cargill) who will be sharing her perspective on the alternative protein market
- Beef Demand Panel discussing each sector's responsibility in driving demand of Canadian beef, while highlighting the connections between segments of the supply chain across the country.
- Live cattle handling demonstrations and judging panel at the Western Fair District
- Sessions targeted to industry professionals and producers including our science and producer based Bov-Innovation session
- Networking and evening events including the Tuesday night reception, an evening banquet preceded by some lively Beef Up the Music entertainment and networking
- Thursday night "Out-To-Pasture" wrap-up party including a tour of the original Labatt Brewery and the after-party at the Bull and Barrell
- Shop, learn and network at the "Tools of the Tradeshow", featuring over 30 beef industry displays
- PLUS MORE!

3-day early-bird rate (until June 30th):\$450+HST

Regular Rate (after June 30th): \$550+HST

Day Rate (Wednesday or Thursday): \$300+HST.

2018 is the first year we are also offering day-rates (Wednesday and Thursday) for the conference and we are expecting to see around 500 attendees! CBIC is bound have another successful year so be sure to join Aug 14-16th in London! To Register for CBIC 2018 click here:

<http://canadianbeefindustryconference.com/wordpress/register-now/>