



Veal Farmers of Ontario Annual General Meeting & Producer Education Day

Wednesday, March 13, 2024
The GrandWay Events Centre, Elora, Ontario

Draft agenda

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| 9:30 a.m. | Registration and trade show |
| 10:00 a.m. | Welcome and opening remarks
Greetings — Ontario Ministry of Agriculture, Food & Rural Affairs (invited)
Greetings — Ontario Farm Products Marketing Commission (invited) |
| 10:15 a.m. | Veal Farmers of Ontario Annual General Meeting |
| 12:00 p.m. | Check-off working for you
Melinda German, General Manager, Canadian Beef Check-Off Agency
Brad McCallum, Manager, Compliance and Education, Canadian Beef Check-off Agency |
| 12:20 p.m. | Lunch and trade show |
| 1:25 p.m. | Living the Queen's dream
Maranda Klaver, Ontario veal farmer and past Ontario Queen of the Furrow |
| 2:00 p.m. | Ontario veal market situation and outlook
Steve Duff, Chief Economist, Ontario Ministry of Agriculture, Food & Rural Affairs |
| 2:35 p.m. | Keynote address: Marketing Canadian veal and beef in recessionary times
Michael Young, President, Canada Beef |
| 3:25 p.m. | Closing remarks |
| 3:30 p.m. | Adjournment |