

## Visions 2010 Conference Registration Form

Name: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_

E-Mail: \_\_\_\_\_

### REGISTERING FOR:

- Full Registration** \$240  
(After April 30, 2010)
- Early Full Registration** \$200  
(By April 30, 2010)
- Student Registration** \$90
- Thursday Only** (includes Banquet) \$160
- Friday Only** (includes Breakfast) \$100
- Banquet Only** \$40
- AAEA Membership\*** \$30

Do you wish to be an AAEA member for 2010-11?

- Yes** (Annual membership is included in full registration fee. For all others, annual membership fee is \$30.)

Please make cheques payable to "AAEA" and forward to: **AAEA, Rural Economy University of Alberta Edmonton, AB T6G 2H1**

**Registration can also be done online at: [www.aaea.ab.ca](http://www.aaea.ab.ca)**

"WEB Registration" can be paid by mail or on-site. Payment only by **cheque** or **cash** – no debit/credit cards.

Hotel reservations are to be made directly with the Red Deer Lodge at **1-800-661-1657**

Block of rooms held until April 6: \$121+tax.

## Visions 2010 Program Thursday, May 6<sup>th</sup>, 2010

8:00 Registration

8:25 Opening Remarks

Bodo Steiner, AAEA President

### Session 1: "Land Use and Leadership"

8:30 Opening Plenary:

*"The Land-use Framework and the Alberta Land Stewardship Act"*

Morris Seiferling, Assistant Deputy Minister of Sustainable Resource and Environmental Management, Alberta

*Land Use or Leadership: Now It's Your Choice: Select 1A or 1B*

### Session 1-A: "Land Use Planning: Issues and Consequences"

9:20 *"Wetlands, Conservation and Land Use"*

Peter Boxall, Professor, Rural Economy, University of Alberta

10:05 Nutrition Break

10:35 *"Land-Use Planning in Oregon: How have property values been affected?"*

Andrew Plantinga, Associate Professor, Agricultural and Resource Economics, Oregon State University

11:20 *"Economics and Land-Use Change"*

Peter Berck, Professor, University of California, Berkeley

## Thursday, May 6<sup>th</sup>, 2010

### Session 1-B: "Leadership Hands-On"

9:20 *"Taking Leadership in Succession Planning"*

Jim Henderson, Executive Director, Alberta Business Family Institute, University of Alberta School of Business

10:05 Nutrition Break

10:35 *"The Role of Leadership: An Agribusiness Perspective"*

Holly Nicoll, Customer Marketing Syngenta Crop Protection Canada

11:20 *"Towards a New Approach to Leadership Experiences in Agriculture"*

The Agricultural Research and Extension Council of Alberta

12:05 Lunch (included in registration)

1:00-1:30 Research Poster Viewing  
*Afternoon Select-a-Session: 2A or 2B*

### Session 2-A: "Trade, Standards and Food Safety"

1:35 *"WTO – Quo Vadis?"*

Frédéric Seppey, Negotiations and Multilateral Trade Policy Directorate, Agriculture and Agri-Food Canada

2:15 *"Novel Grading and Quality Standards: Insights from the Australian Meat Industry"*

Sven Anders, Assistant Professor, Rural Economy, Univ. of Alberta

## Thursday, May 6<sup>th</sup>, 2010

2:55 Nutrition Break

3:10 *"The US Food Safety and Inspection Service (FSIS) Risk-based Slaughter Inspection Program"*

Sandy Hoffman, Fellow, Resources for the Future, Washington, D.C.

3:50 *"Food Safety, Health, Animal Diseases and Meat Consumption in Canada"*

Ellen Goddard, Co-operative Chair, Agricultural Marketing and Business, Rural Economy, University of Alberta

4:30 *End of afternoon sessions*

### Session 2-B: "Leadership Hands-On"

1:35 *"The New Leadership Role of the Alberta Rural Development Network"*

Dee Ann Benard, ARDN

2:15 *"Lessons from Governance and the Leadership Role of Cooperatives in Alberta"*

Richard Stringham, Alberta Community Cooperative Association

2:55 Nutrition Break

3:10 *"The Alberta Risk Management Survey: Leadership Implications for Producers"*

Emmanuel Broni, Alberta Agriculture and Food

Thursday, May 6<sup>th</sup>, 2010

- 3:50 “Leadership Today for  
Tomorrows Agriculture”  
Leo Meyer, Farmer & member, Ag  
& Food Council
- 4:30 *End of afternoon sessions*
- 4:40 AAEA Annual General Meeting
- 6:00 No-Host Banquet Reception  
and Poster Viewing
- 6:30 **Visions 2010 Banquet**  
“The Alberta Livestock and  
Meat Agency (ALMA) –  
Funding Innovation for a  
Competitive Industry”  
Gordon Cove, President and  
CEO, Alberta Livestock and  
Meat Agency  
*Presentation of Poster Awards*
- Visions 2010 – Red Deer Lodge*

**VISIONS 2010**  
**RESEARCH POSTERS**  
Undergraduate and Graduate  
**STUDENT POSTERS WELCOME**  
Presenting Students –  
Free Registration  
Cash Awards for 1<sup>st</sup> & 2<sup>nd</sup>  
Contact: Dr. James Rude  
james.rude@ualberta.ca  
780-492-4890

Friday May 7<sup>th</sup>, 2010

- 7:30-8:25 Breakfast (included in  
registration)
- 7:30 **AAEA Executive Meeting**  
**Session 3:**  
**The Future of the Meat Sector**
- 8:35 “Implementation of COOL –  
A U.S. Perspective”  
Craig Morris, Deputy Administrator  
Agricultural Marketing Service, U.S.  
Department of Agriculture
- 9:20 “Implementation of COOL:  
Implications for the Hog  
Industry”  
Martin Rice, Executive Director,  
Canadian Pork Council
- 10:05 Nutrition Break
- 10:35 “The Future of Canada’s Meat  
Sector – A Consumer  
Perspective”  
John Cranfield, Professor,  
Food, Agricultural & Resource  
Economics, University of Guelph
- 11:20 “The Future of the Meat  
Industry”  
Dermot Hayes, Professor, Hi-Bred  
International Chair in Agribusiness,  
Iowa State University
- 12:05 **Closing Remarks**  
AAEA President

## VISIONS 2010

### Sponsorship Opportunities

The four-tiered Visions 2010 Sponsorship Program offers an affordable opportunity and recognition for Alberta’s agri-business leaders. Sponsors are also encouraged to have their staff take advantage of the Visions 2010’s applicable half-price registration fee opportunity.

Interested? Do not miss out! To explore participating in Visions 2010 see the AAEA website: [www.aaea.ab.ca](http://www.aaea.ab.ca) and/or contact Reg Norby, P. Ag., Visions 2010 Sponsorship Chair (780-436-0590 / [norby@shaw.ca](mailto:norby@shaw.ca)) by April 30, 2010.

#### Visions 2010

#### Sponsorship Levels

Platinum (\$1500 & Over)

Gold (\$1000)

Silver (\$750)

Bronze (\$500)

#### Alberta Agricultural Economics Association

The AAEA, formed in April 1984, brings together Alberta’s Agri-Industry professionals, leaders and policy makers for the focussed interaction and exchange of ideas on economic, social, and environmental issues which are at the forefront of this industry and the Alberta economy’s sustainable future.

**Become an AAEA member!**

Annual membership only \$30

[aaea.ab.ca](http://aaea.ab.ca)

## ALBERTA AGRICULTURAL ECONOMICS ASSOCIATION

*PRESENTS ITS’  
27<sup>TH</sup> ANNUAL  
VISIONS  
CONFERENCE*

**VISIONS 2010**  
“ALBERTA’S  
AGRI-FOOD  
FUTURE:  
LIVESTOCK,  
LAND-USE, &  
LEADERSHIP”

**May 6<sup>th</sup> & 7<sup>th</sup>**

**Red Deer Lodge**  
4311 - 49<sup>th</sup> Avenue, Red Deer

[www.aaea.ab.ca](http://www.aaea.ab.ca)