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Information Bulletin

FutureFare 2012 celebrates industry champions and leading-edge initiatives



The Alberta Livestock and Meat Agency's (ALMA) third annual FutureFare was held in Calgary on the 18 and 19. The event was well attended, with more than 200 participants from industry and academia. The theme of FutureFare 2012 was "Changing Mindsets."

The first keynote speaker, Mr. Terry Fleck from the Center for Food Integrity, challenged our understanding of the consumer and provided insights into what drives consumer trust. Mr. Fleck emphasized the importance of expressing the values we share with consumers, rather than just focusing on the science to promote consumer trust.

The closing keynote speaker, Mr. Don Bell, founder and former Executive Vice-President of WestJet, shared how his airline succeeded by instilling a values-based culture. He stressed the importance of empowering employees and changing labels to reflect the values of an organization. Mr. Bell pointed out that WestJet doesn't carry passengers. Instead, the company helps its guests get to where they are going.

FutureFare also showcased a small sampling of projects that exemplify how the livestock industry uses creativity to tackle challenges. David McInnes, CEO of the Canadian Agri-Food Policy Institute (CAPI) challenged the way we align ourselves through the supply chain. Dr. David Bressler's research into industrial uses for rendering by-products, Glen Kathler's tests of an ultra-high-frequency RFID cattle system pilot and Doug Gordon's recent introduction of a "Made in Canada" product to the retail market provided examples of new approaches in product development and innovation. Dr. Leah Gramlich's learning initiative targeting health professionals showed us a new way to convey the healthfulness of meat products to consumers.

ALMA would like to extend a heartfelt thanks to all those who attended and presented at the event. Your continued support is vital to making FutureFare a success.

You can find copies of the presentations below:

- "New High Value Industrial Applications For Bovine By-Products" Dr. David Bressler
- "UHF Cattle System Pilot Project: Coming to a Cow Near You!?" Glen Kathler
- "ALMA's 2011-12" Gordon Cove
- "Siwin Foods" Doug Gordon
- "Consumer Perceptions of Today's Food and Agriculture" Terry Fleck
- "Wellness RX A Prescription for Good Health" Dr. Leah Gramlich
- "Positioning for Future Success" David McInnes