


BEEFTalks

Alberta Beef Industry Conference **2025**

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#ABBeefConf25

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March 5, 2025

- 1:00PM Tradeshow Opens
- 1:45PM Welcome
- 2:15PM **Jeremiah Brown**
Make the Impossible Possible
- 3:15PM **David Allison**
The Key to Capturing Hearts, Minds, and Trust Across the Province
- 4:30PM Networking Reception

March 6, 2025

- 7:30AM Breakfast
- 8:30AM Morning Welcome
- 8:45AM **Wayne Lee**
ACE the Day!
- 9:45AM Coffee & Networking
- 10:30AM **John Pomeroy**
Water Futures for Alberta
- 11:15AM **Matt Makens**
Weather Outlook: Where does La Niña go from here?
- 12:00PM Lunch & Networking
- 1:45PM **Christian Lawrence**
World of Statecraft
- 2:30PM **John Sitalides**
- 4:30PM Seat at Our Table Reception
- 5:30PM Taste of Alberta and Live Auction

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