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**\*\*Revised\*\***

## **Regional Market Opportunities Workshop & Regional Meeting**

(Region 3: Madawaska-Restigouche)

**Certified Island Beef Program, Humane Handling,  
Verified Beef Production+, Traceability Training & \*\*Extending Forage Resources\*\***

**October 20, 2018**

Four Points by Sheraton, Edmundston, New Brunswick

Creating opportunities to put more dollars in cattle producers' jeans is priority #1 for the New Brunswick Cattle Producers Association. This fall, a series of management workshops are being held prior to NBCP regional meetings specifically to support producer profitability.

The workshops have been designed to provide the necessary training for producers to access the Certified Island Beef Program. New Brunswick and Nova Scotia calves are now eligible for the CIB Program and are eligible for a \$10 per head premium if they maintain an Up-To-Date Environmental Farm Plan and attend a Humane Animal Handling workshop with Jane Morrigan. More information on the program is available here: <http://www.abpi.ca/cattle-producers/become-prince-edward-island-certified-beef-producer/>

The workshops will also include Verified Beef Production Plus (VBP+) program overview and an update on the NBCP Traceability program. Producers who are VBP+ registered are eligible for a \$0.02/lb premium for animals marketed through Atlantic Beef Products. <http://verifiedbeefproductionplus.ca/vbp-regional/atlantic-region/overview-atl.cfm>

The agenda for the day is as follows:

9:00AM	Verified Beef Production+ & Certified Island Beef Program Updates
10:00AM	Humane Animal Handling Training, Part-1 Jane Morrigan
10:45AM	Nutrition Break
11:00AM	Humane Animal Handling Training, Part-2 Jane Morrigan
11:45AM	Traceability Program Update, Paul Breau
12:15PM	Lunch (On Your Own)
1:30PM	Extending Your Forage Resources, Jinny Caron, Meunerie Cacouna 2009 Inc.
2:30PM	NBCP Regional Meeting
4:30PM	Adjourn

*There will be simultaneous translation available for the day. For more information or to register for this event please call Brenda at 506-458-8534 or email [financemanager@bovinsnbcattle.ca](mailto:financemanager@bovinsnbcattle.ca)*

**\*\*Verified Beef Production Plus (VBP+) training will be held on  
Saturday, November 20, 2018 at the Four Points Sheraton in  
Edmundston starting at 1:00pm – Nathalie Côté, Les Producteurs de  
bovins du Québec\*\***