



Partners for Success

Annual General Meeting & Producer Education Day

Wednesday, February 25, 2015

10:00am-3:00pm

Tavistock Memorial Hall, Tavistock, ON

Draft Agenda– Subject to Change

9:30am	Registration and Morning Refreshments Industry Tradeshow Open
10:00am	Welcome and Opening Remarks
10:05am	Ontario Goat Annual General Meeting President's Address, Treasurer's Report, Board of Director Elections, Annual Year in Review
10:45am	What are Ontario's dairy goat producers actually doing on their farms? <i>Gosia Zobel, Ph.D. candidate from the University of British Columbia's Animal Welfare Program</i> Ontario's dairy goat producers took part in North America's first research project focusing on dairy goat welfare. Gosia Zobel, Ph.D. candidate from the University of British Columbia's Animal Welfare Program, will discuss the management practices found in a province-wide survey, and will show some of the key findings from the detailed on-farm study involving 10 Southern Ontario dairy goat producers. In addition to the projects, Gosia will provide examples of how research results can be used to develop science-based on-farm improvements. This project was a joint effort from the University of British Columbia and the University of Guelph.
11:30am	And the research says... <i>Cheryl Clark, Actionable Market Research</i> Cheryl will provide some preliminary insights to help us strategically target markets and promote Ontario goat products. Cheryl has completed extensive consumer surveys, focus groups and industry interviews to determine what both the opportunities and barriers for market growth are. You might be surprised by what you learn.
12:00pm	ONTARIO GOAT LUNCHEON BUFFET AND INDUSTRY TRADESHOW
1:15pm	What does the ethnic meat marketing study say about our consumers? <i>Jennifer Haley, Executive Director, Ontario Goat</i> Jennifer will present an overview of the recently completed ethnic meat marketing study. This project was a joint effort between Ontario Goat, Ontario Veal, Ontario Sheep and Ontario Rabbit in order to better understand the marketing opportunities for goat meat with Ontario's diverse population. This presentation will give goat producers a better understanding of the opportunities for market growth within various ethnic populations in Ontario.
1:45pm	Traceability regulations and movement reporting <i>Colleen McElwain, Ontario Ministry of Agriculture and Food</i> Colleen will review upcoming traceability regulations, movement reporting and how goat producers will be affected.
2:00pm	Traceability and what it means for Ontario goat producers <i>Jennifer Bullock, Project Manager, Ontario Goat</i> Jennifer will give an update on the work Ontario Goat has been doing to help goat producers prepare for traceability and movement reporting.
2:15pm	The dairy goat industry's opportunity to be proactive <i>Gosia Zobel, Ph.D. candidate from the University of British Columbia's Animal Welfare Program</i> Beginning with an overview of some of the key issues being faced in the dairy cow industry, Gosia will demonstrate that the dairy goat industry is in a unique, proactive position to guide research to prevent similar issues. She will introduce possible research ideas and will encourage audience input!
3:00pm	Closing Remarks and Adjournment