

BullSense

January 2011

Beefbooster Kicks Off First Beef Bootcamp

In today's cattle business it's survival of the fittest. At our first ever Beef Bootcamp, you'll get all the hands-on information you can handle to help push-up your profits. Beefbooster invites you to attend this one-day workout featuring two keynote speakers and four breakout sessions, plus industry exhibitors, lunch and the best bulls in the business with great early booking discounts.

Space is limited, so register today at RSVP@beefbooster.com or call 1-800-668-1529.

Keynote Speakers

Dr. Stewart Bauck

Merial Canada, IGENITY Livestock Production Business Unit

"Genomic Applications for 21st Century Cattle Production"

In 2003, while serving as the Country Manager for Merial in Canada, Dr. Bauck spearheaded an initiative to commercialize genomic technologies for cattle producers and currently leads the global research and development efforts for the IGENITY Livestock Production Business Unit of Merial. A 1981 graduate of the Western College of Veterinary Medicine, Dr. Bauck also received his MSc from the University of Saskatchewan in 1984.

Dave Pratt

Ranch Management Consultants Inc.

"Ranching For Profit"

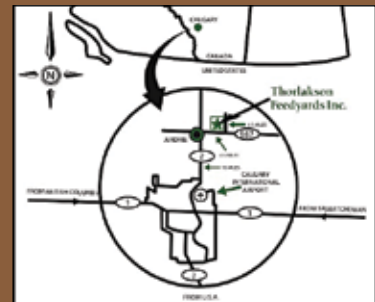
Dave Pratt is one of the most sought after speakers and respected authorities on sustainable ranching in North America. His programs, which include the Ranching For Profit School and Executive Link, have benefited thousands of families and millions of acres. A 5th generation Californian, Dave grew up on a small ranch and worked for cattle and sheep producers in northern California where he learned ranching from the bottom up. In addition to his practical roots, Dave holds BS and MS degrees from the University of California and Washington State University.

BEEF BOOTCAMP

DATE: TUESDAY, FEBRUARY 15, 2011

LOCATION: THORLAKSON FEEDYARDS
JUST EAST OF AIRDRIE, ALBERTA

REGISTRATION: \$50 (LUNCH INCLUDED)



Bootcamp Agenda

- 10:30 a.m. Registration and coffee
- 11:00 a.m. Arena opens - exhibits and cattle viewing
- 11:45 a.m. Lunch;
Beefbooster welcome address
- 1:00 p.m. 1st keynote speaker address
(Dr. Stewart Bauck, Merial Canada)
- 1:30 p.m. 2nd keynote speaker address
(Dave Pratt, Ranch Management Consultants Inc.)
- 2:00 p.m. Breakout sessions begin
(4 - 25 minute breakout sessions)
- 4:00 p.m. Event ends

Breakout Sessions

The full-day Beef Bootcamp is structured to let you attend each of the four breakout sessions. The presentations are designed to provide you with practical information on how to improve profitability on the ranch. Plus, Beefbooster will announce an exciting new pilot project.

Breakout Session 1: Dave Pratt, Ranch Management Consultants Inc.

"It Doesn't Matter What Bull You Buy If You Shouldn't Have Cows"

Breakout Session 2: Jennifer Stewart-Smith, Beefbooster Inc.

"Exciting New Pilot Project Revealed" (Groundbreaking New Technologies (DNA) for the Cattle Industry)

In addition to being the CEO of Beefbooster, Jennifer has extensive experience in livestock research working with the University of Alberta, University of Montana, Agriculture Canada and the United States Department of Agriculture. As well as being responsible for all of Beefbooster's research projects, she is also working on the Genome Project and Net Feed Efficiency Project at the University of Alberta. She was raised on a ranch west of Cochrane, Alberta and attended the University of Calgary.

Breakout Session 3: Mike McGuire BA, PFP, TD Canada Trust

"The 10 Don'ts of Good Management"

Mike McGuire is currently the District Manager of Agriculture Services, Alberta South District. Mike has been with TD Bank 40 years, most of which has been in Lethbridge as manager of the commercial banking centre, including TD's largest agriculture base. His banking background includes retail, commercial, and agriculture primarily in Alberta. In 2008 TD created a structure to increase focus and delivery of Agriculture Banking throughout Canada resulting in six Agricultural Regional Territories in western Canada of which southern Alberta is the largest. Mike currently resides in Lethbridge.

Breakout Session 4: Bruce Love, Preferred Carbon

"Carbon Credits: Opportunities and Risks"

Bruce Love's experience includes financial structuring, management and execution of GHG offset projects as a Principal with Preferred Carbon Group (PCG). Prior to joining PCG, he held senior management positions at the Canadian International Grains Institute and Winnipeg Commodity Exchange. Bruce earned both his Bachelors and Masters Degrees at the University of Manitoba, and recently earned his Financial Risk Manager (FRM) and Chartered Financial Analyst (CFA) designations.

Early Booking Program

Take advantage of Beefbooster's Early Booking Program to reserve your spot in the draw. You'll be guaranteed to have a selection when you arrive at the sale.

EARLY BOOKING DEADLINES

Second Early Booking Deadline, January 31, 2011 (\$35.00 off per bull)

Final Early Booking Deadline, February 28, 2011 (\$15.00 off per bull)

Bull Prices 2011

Red Class Bulls \$3,000.00

Orange Class Bulls \$2,750.00

Yellow Class Bulls \$2,500.00

Bred Heifers for Sale

Check our website for more information on Heifers from these consignors:

Antelope Butte Ranch Ltd. Lundbreck, Alberta

Dough Eaton Frenchman Butte, Saskatchewan

Mike Shapka (Cows) Willingdon, Alberta



SPECIAL DISCOUNTS

on supplies, clothing and equipment at the event.

Bootcamp Partners

Throughout the Beef Bootcamp event, industry representatives from the following organizations will be on hand to answer questions and provide additional information.



Canadian Legacy Partners