

DATA LITERACY FOR COW-CALF PRODUCERS.

DATE: THURSDAY, NOVEMBER 28, 2024

TIME: 9:00 A.M. – 4:00 P.M.

LOCATION: HAMPTON INN & SUITES RED DEER, 128 LEVA AVE, RED DEER, AB. T4E 1B9

SPEAKER BIOGRAPHIES: BELOW.



DAN LUSSIER

Dan Lussier leads the Canadian Agri-Food Data Initiative at EMILI which is part of its mission to support the development and adoption of digital agriculture technologies. Through a unique combination of applied research and training programs the Data Initiative is driving collaboration across the value chain to strengthen the data governance capacity of the Canadian agri-food sector. Prior to working at EMILI, Dan worked as a policy advisor and director of policy for the Canadian federal ministers of agriculture and international trade and as a researcher in advanced manufacturing at the University of British Columbia. He holds a mechanical engineering degree from the University of Manitoba and a doctorate in engineering science from the University of Oxford.



DR. SUSAN MARKUS

Dr. Susan Markus is a prairie girl with over 30 years of extensive experience in beef cattle production being currently involved in a large cow/calf, backgrounding and feedlot operation with her husband and 4 children in east central Alberta. In addition, she has been a long time leader in her local 4H Beef Club. Having grown up on a large mixed farm (cow/calf and grain) in northern Manitoba, Susan developed a keen interest in cows that set the path for her future education.

She holds a PhD in Animal Behaviour from the U of A, a Masters in Ruminant Nutrition from the U of M and a BSc in Agriculture from the U of S. Susan started her career as an agrologist in Manitoba and then worked for Alberta Agriculture for 25 years, as a beef and forage specialist, then at the Ag Info Center in Stettler, and since 2006, as a Livestock Research Scientist. Currently, since 2021, she is an RDAR Livestock Research Scientist, Technology & Innovation, with Lakeland College with a focus on production efficiencies and utilizing new technologies where feasible. Susan is also an adjunct professor at the University of Alberta, Dalhousie University, and regularly mentors students in various class projects and research.

While Susan’s research involvement is varied from production, genomics, feed efficiency and nutrition to economics, she maintains a key interest in supporting practical ideas from the livestock industry that contribute to profitability.



SEAN THOMPSON

Sean Thompson is the Director of the Technology Access Center for Livestock Production (TACLP). In his current role, Sean provides oversight to operations conducted by the TACLP with emphasis on technical advisory, project management and maintaining client relationships. Sean has a personal and professional background in beef cattle management, nutrition, and genetics. Further, he has extensive experience managing research projects at post-secondary institutions. Sean holds an MSc in beef cattle nutrition from the University of Manitoba. Prior to joining Olds College, Sean served as Feed Industry Liaison at the University of Saskatchewan, managing feed processing and livestock feeding research projects. He also has previous extension experience, providing information and guidance to beef producers as a Livestock Specialist with the Saskatchewan Ministry of Agriculture. Away from his day job, Sean operates a purebred Shorthorn operation on his farm north of Cochrane, AB.



DR. LARRY MARTIN

Larry Martin is a principal in Agri-Food Management Excellence Inc. (AME) a management training company. He is program lead for AME’s CTEAM, Price Risk Management and Investment programs and provides coaching to managers of farms, agribusiness and food companies. He has worked with a wide array of companies and organizations in developing their strategic, operational, and/or risk management plans.

He was inducted into the Canadian Agricultural Hall of Fame in 2018, is a Fellow of the Canadian Agricultural Economics Society, was presented the Wilson Loree Award for Excellence in Farm Business Management, and the Ontario Agricultural College Alumni Award for Excellence in Research. He was awarded a Queen Elizabeth II Diamond Jubilee Medal in 2012 for contributions to Canada.

Larry was raised on a dairy farm in Ohio and holds Bachelors, Masters (Ohio State), and PhD (Illinois) degrees in agricultural economics. He was Professor and Chair in the Department of Agricultural Economics and Business at the University of Guelph and CEO of the George Morris Centre, an independent national think tank on agricultural issues and policies. He has written over 200 refereed and non-refereed research papers on economic issues in the agri-food sector, and has provided expert testimony in international trade, and other disputes.

Larry is or has been a director of Synergy Dairy, Ridley Canada, Lake Erie Farms, Taps Breweries Incorporated, Big Sky Farms, Belwood Poultry, Coldspring Farms and a member of advisory boards for the Macdonald-Laurier Institute, Agriculture and Biotechnology Division of the Saskatchewan Research Council, Burnbrae Farms, and the Simpson Centre at the University of Calgary.

On a personal note, Larry is married to Susan, has two sons each of whom have provided them a grandson. He hikes, fishes, reads fiction, and tries not to be too off-key when he sings in his choir.



DR. CLAIRE WINDEYER

Dr. Claire Windeyer is an associate professor at the University of Calgary Faculty of Veterinary Medicine, where she teaches epidemiology, health management, and bovine medicine. Her research interests include pre-weaning calf health and welfare, producer perceptions and decision-making, and knowledge mobilization. She completed her BSc, DVM, and DVSc at the University of Guelph. Claire was raised in Nova Scotia and now lives on a small farm near Dogpound, Alberta.



BRIAN PERILLAT, MSC. P.AG

Brian Perillat has over 20 years of experience in the field of agricultural economics and market analysis. In 2022, Brian started a new role as Agribusiness Specialist at More Than Just Feed. He supports the Bullseye team and their customers by offering management tools and information by sharing resources, market analysis, and risk management expertise. Prior to this, Brian was the Manager at Canfax for 12 years. Brian also previously worked with MNP as a farm management consultant and with Alberta Agriculture completing industry economic analysis and compiling benchmarks for cattle producers. Brian grew up on a mixed farming operation near Duck Lake Saskatchewan and continues to be very involved with the family farm.



ABBY-ANN REDMAN

Abby grew up on an off-grid crop farm north of Manning, AB. She spent her early years homeschooling and exploring every nook and cranny of the countryside on her horse. Abby attended the University of Alberta completing an undergraduate degree in Animal Health and went on to complete a dual master's degree in Denmark (Aarhus University) and the Netherlands (Wageningen University) in Sustainable Production Animal Nutrition and Feeding.

After graduating, Abby worked for the University of Lethbridge as a project manager running a research trial investigating the effects of biochar on enteric methane production in beef cattle. In 2020 Abby joined the team at Blue Rock as a ruminant nutritionist, working for cow-calf producers and feedlot operations.



DR. COLIN NICHOLAS

Dr. Colin Nicholas graduated from the University of Calgary in 2018 and started working in Cow/calf practice immediately. He has spent the last six years helping producers in Central Alberta at 2am for C-sections, through stressful outbreaks, and with regular herd work. He is currently building his own ambulatory practice - Nomad Veterinary Services - in Delburne, servicing the highway 21 corridor and beyond. Otherwise you might run into him contracting anywhere from Erskine to New Zealand. Personally, he is constantly chasing after his one daughter Violet with his wife Brie and two dogs Emmett and Athena.

ABOUT THE SIMPSON CENTRE.

The Simpson Centre mobilizes research for better policymaking and decision-making to realize a more sustainable agricultural industry. Strengthening the sustainability of agri-food and agribusiness means increasing food production to feed a growing global population, while attending to social and health impacts and the natural environment. We connect researchers, everyday people, industry stakeholders and government actors to scientific issues critical to the future of Canada's agricultural and food system.

To learn more, visit the Simpson Centre website at: <https://www.simpsoncentre.ca/>