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## **Five reasons to attend Banff Pork Seminar 2015**

**Edmonton, Alta. November 24, 2014.** When several hundred swine industry players gather for the Banff Pork Seminar (BPS) Jan. 20 to 22, 2015, they will carry on a tradition that spans 44 years.

The success and longevity of the Seminar comes from building a premiere event, bringing together the best speakers on the core topics of the day and providing an unparalleled networking opportunity with people from across Canada and around the world.

Here are five key reasons to attend BPS 2015, says Seminar program co-chair, Michael Dyck of the University of Alberta.

First, better understand the battle for consumer trust. This is perhaps the most critical issue of the day and two professionals who have been at the forefront of this topic will lead the Wednesday plenary session. Charlie Arnot, a founder of the innovative Center for Food Integrity in the U.S., will look at “Restoring and maintaining trust of pork consumers.” Glynn Tonsor of Kansas State University will then tackle a question uppermost on producers’ minds: “What will consumers really pay for happier pigs?”

Second, get the latest on where pork markets are today and where they’re going tomorrow. Kevin Grier of the George Morris Centre and Howard Hill of the U.S. National Pork Producers Council will break down the key factors driving current market conditions and help anticipate where they are headed.

Third, tap the best knowledge from nine breakout sessions on the hottest topics in pork production. Some examples: How do we best meet the new animal care code when making changes in production facilities? Where is the world of genetics headed and what will that mean for breeding management? How do we manage and train staff effectively in today’s competitive and globally sourced labor market? What’s new on the feed frontier? And PED one year later: What we learned and what we need to know.

Fourth, network with a broad cross-section of industry and learn about key examples of industry innovation in the marketplace tradeshow area. “Our marketplace tradeshow area is designed as the focal point socially for the Seminar between sessions,” says Dyck. “It’s an ideal opportunity to network or to talk to industry professionals in person.”

Fifth, enjoy the nightlife and location. “Banff is recognized as one of the natural wonders of the world, simply a beautiful backdrop to an enjoyable opportunity to socialize with people from across the industry,” says Dyck.

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Registration for Banff Pork Seminar 2015 is open now. There are real cost savings to registering early, including a special offer for group registration, says Seminar coordinator, Marliiss Wolfe Lafreniere.

Full registration information including program details is available at the Banff Pork Seminar website [www.banffpork.ca](http://www.banffpork.ca) or by phone at (780) 492-3651.

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