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## **Banff Pork Seminar 2018 will inform, challenge industry**

**Edmonton, Alta. Oct. 30, 2017:** The big issues in the pork industry and the best people to interpret them, all in one of the most scenic places on the planet. That's what the 47<sup>th</sup> Banff Pork Seminar promises Jan. 9 to 11, 2018 at the Banff Springs Hotel in Banff, Alta.

"We always have a powerhouse program and the 2018 Seminar is no exception," says Seminar program co-chair, Dr. Ruurd Zijlstra of the University of Alberta. "Innovation, latest technology, challenging thinking on the big issues of the day combined with production information that producers can implement immediately."

"The Banff Pork Seminar has also become a business and social event that spans the better part of a week," adds program co-chair Dr. Michael Dyck. "It is a once-a-year unique opportunity for all aspects of the industry to frame up business meetings and take time to socialize with industry compatriots, all in beautiful Banff."

Wednesday's plenary session starts off with former journalist now strategic trainer for business and industry Jeff Ansell talking "When the headline is you." He's followed by well-known economist and researcher Dr. Larry Martin talking market trends and futures.

On Thursday, Steve Savage who has spent a lifetime in technology and communications speaks on "The future of agriculture: Challenges, threats, barriers and opportunities." He is followed by the always informative Dr. Ron Plain, economist from the University of Missouri-Columbus who will talk hog market outlook and pricing methods.

A closing plenary session on Thursday afternoon features Kansas farmer and advocate Greg Peterson whose innovative videos and social media advocacy approaches reach millions of people. His topic is "I'm farming and I grow it – An AgVocating success story."

A selection of breakout sessions each morning and afternoon tackle topics that most directly affect production. Topics include mycotoxins, farm labor, feeding the grow-finish pig, piglet management, newest innovations, sow lifetime productivity, and swine health and antibiotics. Wednesday also features a special innovators' breakout session.

Full program details and registration information is available at the Seminar website [www.banffpork.ca](http://www.banffpork.ca). Follow on Twitter @banffpork. Connect on Facebook /BanffPork. Get complete Seminar coverage in a Special Meeting Report. Find the Special Report link on the Seminar site home page, or directly on the [www.meristem.com](http://www.meristem.com) home page.

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More information

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