

# BANFF PORK S e m i n a r

*For Immediate Release:*

## **2010 Banff Pork Seminar targets industry renewal**

**Edmonton, Alta., November 18, 2009.** The Banff Pork Seminar has gained a reputation as a leading seminar in the pork industry worldwide. So it's not surprising that with the pork industry facing major challenges globally, that the focus for the upcoming 2010 Seminar is industry renewal.

"New Process, New Products, New Policy" is the theme for an aggressive program that brings in leading speakers from around the world to target major issues head on. Dates for the Seminar are Jan. 19 to 22 at the Banff Centre. Deadline for cost-saving early registration options is Dec. 1.

As in past years three morning plenary sessions anchor the program. Six speakers tackle three major areas of focus: "What the next pandemic may bring," "New business models," and "The boom after the bust."

Those morning sessions are complemented by 12 rotating breakout sessions during the remainder of Wednesday and Thursday. These sessions feature the meat and potatoes topics on the program. They include production issues such as reducing feed costs, production for profitability, capturing genetic potential, livestock health surveillance systems and best practices in financial and risk management. Topics also address trade impediments and what is the best strategy for a Canadian meat export value chain, along with challenging pork marketing models, producing antibiotic-free pork, what's next for H1N1 influenza, as well as planning for animal welfare issues.

"This Seminar has always been one of the best places to link with the top minds in the pork industry," says Bryan Perkins, pork producer and chair of the 2010 Seminar. "Industry has always made this an important place to gather and focus on the critical issues of the day. Even with the challenges our industry has faced, we expect a good turnout this year as we put the pieces in place for our collective future."

Registration for the 2010 Seminar can be completed online by visiting the Banff Pork Seminar website at [www.banffpork.ca](http://www.banffpork.ca), emailing [info@banffpork.ca](mailto:info@banffpork.ca) or by calling (780) 492-3651. Participants can arrange accommodation at the Banff Centre through the Seminar website, or by calling the Banff Centre toll-free at 1-800-884-7574.

The best registration deals are for those who register early. Registration with payment received by the early bird deadline of Dec. 1 is \$250. After Dec. 1 the registration fee increases to \$300.

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Another way to save on registration cost is to bring a group. When five people are registered as a group, they receive a sixth registration free of charge. Walk in registrations are allowed. The fee for payment after Jan. 1 is \$350.

Registration includes a copy of the Seminar proceedings, two evening receptions, coffee breaks and three luncheons. It does not include accommodation. The Banff Pork Seminar is in its 39<sup>th</sup> year in 2010.

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For more information, contact:

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**Note regarding Banff Pork Seminar news releases:** News releases will be distributed to media outlets. News releases and speaker photos will also be posted on the web in a Banff Pork Seminar Special Meeting Report, available at [www.meristem.com](http://www.meristem.com).