

33

*Celebrating
33 Years of "A World of
Information"*

**November 23-24, 2010
Saskatoon Inn
Saskatoon, Saskatchewan**

"Getting from Good to Great!!"

saskatchewan pork industry symposium 2010

Welcome...

Join us on November 23-24, 2010 in Saskatoon as we celebrate 33 years of providing *A World of Information*.

"Getting from Good to Great" explores today's production environment offering innovative solutions to the everyday challenges of operating a hog operation.

Our continued success of Symposium is made possible through the generosity of our contributors and sponsors. Throughout the conference we encourage you to take a moment and personally thank a representative from the list of organizations below. Their sponsorship allows us to provide a cost effective, quality program each year.

Thank you to our Sponsors...

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Kevin Hursh, P.Ag., (Facilitator) Hursh Consulting & Communications
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A World of Information

NEW FOR 2010

Sponsor Exhibits - Mezzanine
Poster Session - Ballroom C



33rd Annual
Saskatchewan Pork Industry Symposium
“Getting from Good to Great!!”
November 23 - 24, 2010
Saskatoon Inn, Saskatoon, SK

Day 1 - Tuesday, November 23, 2010
Morning Stock Persons' Sessions
(Saskatchewan BC)

Conference Portfolios sponsored by
Champion Alstoe/Gleptosil

Morning General Sessions Sponsor
Pfizer Animal Health

- 7:30 a.m. REGISTRATION** (Mezzanine)
CONTINENTAL BREAKFAST (Saskatchewan B)
- 8:10 a.m. WELCOME to Saskatchewan Pork Industry Symposium**
Neil Ketilson, Sask Pork

Moderator: Harvey Wagner, Sask Pork
- 8:15 a.m. Motivation & Teamwork: Inter-Generational & Inter-Cultural Workforces**
Giselle Kovary, n-gen People Performance, Inc.
- 9:15 a.m. Controlling Endemic Disease in the Barn: It's Not Only PRRS and PCV**
Dr. Henry Gauvreau, Warman Veterinary Services
- 10:00 a.m. REFRESHMENT BREAK** (Mezzanine)
Sponsored by **Cudworth Pork Investors Group Inc.**
- 10:30 a.m. CONCURRENT SESSIONS (Choose one)**
- (1) **Animal Care & Handling: Auditing for Meat Quality** (Canadian Room)
Lorraine Langlois, Hytek
- (2) **Hyper-Prolific Sows: Coping with Large Born-Live Litters** (Courtyard Room)
Dawn Friesen, Fast Genetics
- 11:15 a.m. Animal Vaccinations: Benefits & Value**
Dr. Volker Gerdts, International Vaccine Centre VIDO
- 12:00 p.m. LUNCHEON** (Saskatchewan BC)
Sponsored by **Olymel S.E.C./L.P.**

Acknowledgement of Symposium Sponsors

Tuesday, November 23, 2010
Afternoon General Sessions
(Saskatchewan BC)

Moderator: Mark Ferguson, Sask Pork

- 1:00 p.m. Needle-Free Injectors:
Issues and Opportunities**
Dr. Claude Mason, SHP Swine Health
Professionals
- 1:45 p.m. Adopting a Swine Well-Being Mindset**
Dr. Harold Gonyou, Prairie Swine Centre Inc.
- 2:30 p.m. REFRESHMENT BREAK** (Mezzanine)
- 3:00p.m. Hearing Noises in the Barn?
Use of Hearing Protective Equipment and
Proper Application**
Dr. Jodi Haberstock, Carlton Trail Hearing Clinic
- 4:00 p.m. Conference Adjourns**
- 4:15 p.m. Sask Pork Annual General Meeting**
(Courtyard Room)

Evening Banquet & Program
(Saskatchewan BC)

- 5:30 p.m. Cocktails (Cash Bar)**
- 6:00 p.m. DINNER & EVENING PROGRAM**
Neil Ketilson, Master of Ceremonies
- Greetings and Remarks**
The Honourable Bob Bjornerud
Minister of Agriculture
Government of Saskatchewan
- Grace:** David Tschetter, Star City Farming Co.
- 6:30 p.m. Dinner**
- 7:45 p.m. Awards of Distinction Presentations**
- 8:15 p.m. Evening Entertainment**
Jeff Richards, Western Canada's *Hottest* Mentalist

Banquet Sponsors
H@MS Marketing Services
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Pork for Banquet Provided by Maple Leaf Foods

Day 2 - Wednesday, November 24, 2010
General Sessions
(Saskatchewan BC)

Morning General Sessions Sponsor
PIC Canada Ltd.

Moderator: Godwin Pon, Saskatchewan Ministry of Agriculture

- 7:30 a.m. REGISTRATION** (Mezzanine)
CONTINENTAL BREAKFAST (Saskatchewan B)
- 8:15 a.m. Welcome**
Neil Ketilson, Sask Pork
- 8:30 a.m. Analysis of the North American Pork Industry**
Dr. Steve R. Meyer, Paragon Economics, Inc.
- 9:15 a.m. New National Biosecurity Standards
What Will it Mean for Your Farm?**
Dr. Lucie Verdon, Canadian Swine Health Board
- 10:00 a.m. REFRESHMENT BREAK** (Mezzanine)
Sponsored by **PigCHAMP**
- 10:30 a.m. PRRS-Free Herd Certification: An Update on the
Western Canada Pilot Project**
Dr. Leigh Rosengren, Rosengren Epidemiology
Consulting
- 11:00 a.m. Benchmarking Costs on the Farm:
There are no "Small" Details**
Mark Ferguson, Sask Pork
- 11:30 a.m. Pig Trace: National Swine Traceability**
Jeff Clark, PigTrace Canada
- 12:00 p.m. LUNCHEON** (Saskatchewan BC)
Sponsored by **HYPOR Inc.**
- Moderator: Brad Marceniuk, Saskatchewan Ministry
of Agriculture
- 1:00 p.m. Electronic ID and Information Connectivity:
Upstream, Downstream and on the Farm**
Bob Brcka, PigCHAMP
- 1:45 p.m. National Safety Nets and Risk Management
Programs**
Catherine Scovil, Canadian Pork Council
- 2:30 p.m. REFRESHMENT BREAK**
- 2:35 p.m. HOT TOPICS PANEL**
- 3:30 p.m. Conference Adjourns**

Presenting our *Symposium Speakers...*



**Honourable Bob Bjerneurud, Minister
Saskatchewan Ministry of Agriculture
Government of Saskatchewan**

Mr. Bjerneurud was first elected to the Legislature in 1995 to represent the Saltcoats Constituency (now Melville-Saltcoats constituency) as a member of the Liberal Party of Saskatchewan. As one of the founding members of the Saskatchewan Party, Mr. Bjerneurud served as the critic for Agriculture, Municipal Affairs, and also as Opposition Whip. He was re-elected in 1999, 2003 and 2007.



**Bob Brcka, President, B.S. (AgComm), M.B.A.
PigCHAMP, Ames, Iowa**

Bob Brcka, V.P. and General Manager at Farms.com is in a unique position to provide leadership in applying practical technological solutions to agricultural production systems. He brings over 30 years of experience in delivering innovative solutions to Agribusiness. He has held management positions in marketing and strategic planning at Land O'Lakes, Pioneer Hi-Bred, and DuPont; as well as provided business process engineering consultation for the Principal Financial Group and Wells Fargo bank.

Bob received a B.S. degree in Agricultural Communications from Iowa State University, an M.B.A from the University of Iowa and has taken advanced studies at the Harvard and Wharton Schools of Business.



**Jeff Clark, B.Sc., M.Sc.
Manager, PigTrace Canada, Winnipeg, MB**

Jeff Clark is a native Manitoban with a diverse background in the natural sciences ranging from positions in molecular biology, medical research, and wildlife management. Jeff holds a B.Sc. from the University of Winnipeg and a Master's degree in Natural Resources Management from the University of Manitoba.

From 2005-2009 he represented Manitoba Pork Council on the Canadian Pork Council's (CPC) National Traceability Committee and in 2009 became the CPC's national lead on swine traceability which is slated for implementation in 2011. He also works on initiatives to enhance Manitoba's planning and response to swine-related emergencies, specifically those involving foreign animal disease outbreaks.



**Mark Ferguson, B.Sc., M.Sc., P.Ag.
Manager, Policy Analysis, Sask Pork,
Saskatoon, SK**

Mark joined Sask Pork in 2005 upon completion of a B.Sc. and M.Sc. specializing in Agricultural Economics at the University of Saskatchewan. From 2008-2009, he served as national coordinator of the Canadian Pork Council's national traceability program and is currently a member of the international swine cost of production benchmarking group (InterPIG).

Mark's areas of expertise include monitoring and forecasting industry trends, analysing areas of economic opportunity, benchmarking cost of production, and monitoring government policies and programs affecting the pork sector.



**Dawn Friesen, Manager, Tri-North
Fast Genetics, Spiritwood, SK**

Dawn began her career in the pork industry at the end of a pressure washer wand in a commercial unit with big dreams of becoming a farrowing tech. In 2000 she joined the Fast Genetics team, working in the farrowing barn of their 600 sow farrow to finish nucleus. Over the next 2 years she worked in all areas of the barn before becoming the manager. In 2008 she transferred into her current role as Manager of Tri-North, the 1300 sow farrow to finish maternal nucleus unit.



**Henry Gauvreau, D.V.M., M.Sc.
Warman Veterinary Services, Warman, SK**

Dr. Gauvreau is a partner in Warman Veterinary Services, a swine consulting practice that provides herd health services to clients throughout Saskatchewan. Clients range from large and small commercial farms to genetic companies to related operations closely associated with the hog industry.

He has been involved with swine practice for the last 12 years; three years in Alberta with a large production system and nine years with Warman Vet Services. For four years prior to becoming involved in the swine industry full time, Henry was employed by Alberta Agriculture and worked as a diagnostic pathologist at the Fairview Diagnostic Lab in northern Alberta.

He received his D.V.M. from the Western College of Veterinary Medicine in 1980 and in 1991 completed his M.Sc. in environmental toxicology from Simon Fraser University, Burnaby, BC.

Presenting our *Symposium Speakers...*



Volker Gerdts, D.V.M., Ph.D.
Associate Director Research
Vaccine & Infectious Disease Organization
(VIDO), Saskatoon, SK

Dr. Gerdts is Associate Director Research of VIDO at the University of Saskatchewan. He received a DVM in 1994 from Hanover Veterinary School and in 1997 a German Ph.D. equivalent from the Federal Research Institute for Animal Health, Island of Riems and Hanover Veterinary School, Germany. A postdoctoral fellowship, funded by the German Research Council, was spent from 1998-2000 at VIDO in the area of vaccine discovery and mucosal immunology.

In 2002, he became a Research Scientist at VIDO and is currently the Program Leader of the Neonatal Immunization Program at VIDO and the Scientific Manager of an international project funded by the Bill & Melinda Gates Foundation. Dr. Gerdts' expertise is in the area of human and livestock vaccines, mucosal immunology, and vaccine delivery and formulation.



Harold Gonyou, B.Sc., M.Sc., Ph.D.
Research Scientist
Prairie Swine Centre Inc., Saskatoon, SK

After obtaining degrees from the universities of Guelph, Alberta and Saskatchewan, Dr. Gonyou has served as a professor at the University of Illinois and as Research Scientist in ethology at the Prairie Swine Centre.

His research has included all major agricultural animals, but is now focused on the social behaviour of pigs and their interaction with resources within their pen. Recent projects include feeder and waterer design, group housing of sows, gestation stall design, space allowance for pigs, large groups for grow-finish pigs, and pig handling.

He has served as President of the International Society for Applied Ethology, editor-in-chief for the scientific journal Applied Animal Behaviour Science, and on committees for the Canadian Pork Council and National Pork Board (US). In 2009 he received the Award for Technical Innovation Enhancing Production of Safe and Affordable Food from the Canadian Society of Animal Science.

Symposium Speakers...



Jodi Haberstock, Au.D., BC-HIS
Carlton Trail Hearing Clinic, Prince Albert, SK

Dr. Haberstock was born and raised in Prince Albert. She obtained her Bachelor of Science in Communication Disorders and Masters of Science in Audiology from Minot State University. She obtained her Doctorate of Audiology from A.T. Stills University in Phoenix Arizona. She has worked for the Saskatoon Health Region, Saskatchewan Cochlear Implant Program and Oticon Canada. She has focused her work on paediatrics and FM technology. She recently opened up an Audiology clinic in Prince Albert called Carlton Trail Hearing Clinic.



Giselle Kovary, Principle, M.A. (Comm)
n-gen People Performance, Inc., Toronto, ON

As a managing partner and co-founder of n-gen People Performance Inc., Giselle Kovary helps clients to understand and build strategies and programs that target, motivate and engage all four generations. She is a sought after resource to senior leaders, HR teams, and management groups that recognize the need to improve organizational engagement.

With over 13 years of experience in learning and development and performance consulting, Giselle has devoted the last 7 years to researching the impact that workforce demographics have on performance. Giselle's generational expertise has been leveraged by industry leaders in both the private and public sectors since 2003.

She co-authored the book *Loyalty Unplugged: How to Get, Keep & Grow All Four Generations*.



Lorraine Langlois, A.H.T.
Hytek, LaBroquerie, MB

Having been raised on a dairy and beef farm, Lorraine pursued her agricultural interests by attending Red River College in Winnipeg, MB. Upon graduation in 1991 as an Animal Health Technologist, she embarked on a career in the swine industry.

With 20 years experience in the field, Lorraine has been involved in many different aspects of the swine industry including animal health, biosecurity, production, transportation, course development and training. She is currently in charge of Animal Care & Handling for Hytek Ltd. and its affiliate Springhill Farms.



Claude Mason, B.A., D.V.M.
Swine Health Professionals, Winnipeg, MB

After graduating with a Doctor of Veterinary Medicine from the University of Saskatchewan in 1973, Dr. Mason began a 30 year career in veterinary practice, mostly with Puratone Corp. in Niverville, Manitoba. In 2003, he began focusing on swine only. His work includes export of hogs to the USA and Mexico and the use of digital photography in developing SOP and training material for SHP clients.

Dr. Mason is a member of Manitoba Veterinary Medical Association; the Canadian Veterinary Medical Association; the Western Canadian Association Swine Practitioners; and the American Association of Swine Veterinarians.



Steve R. Meyer, Ph.D.
President, Paragon Economics, Inc., Adel, Iowa

Dr. Steve Meyer is founder and president of Paragon Economics, a consulting firm working primarily in livestock and meat marketing. The company's clients include the National Pork Board, National Pork Producers Council, Chicago Mercantile Exchange and *National Hog Farmer* magazine.

Dr. Meyer is a frequent guest speaker for many pork- and livestock-related companies and organizations. He is perhaps best known as the lead author of the Chicago Mercantile Exchange's Daily Livestock Report and a contributor to *National Hog Farmer* magazine's weekly e-letter, North American Preview.



Leigh Rosengren, D.V.M., Ph.D.,
President, Rosengren Epidemiology Consulting, Midale, SK

Leigh is a veterinary epidemiologist. She operates a consulting firm based in Midale SK. Leigh was raised on a Saskatchewan grain farm and developed an interest in veterinary medicine from her father, who ran a mixed animal practice. After graduating from WCVN in 2001, she practiced in Humboldt and Weyburn, Saskatchewan. An interest in population medicine (and a lack of pigs in the Weyburn area!) drove Leigh to pursue an advanced degree in epidemiology. She received her Ph.D. in 2007 and has since been offering epidemiology services to the swine industry and government.



Catherine Scovil, B.A.(Econ), M.Sc.,
Associate Executive Director
Canadian Pork Council, Ottawa, ON

Catherine draws on more than 20 years in the agricultural association field, providing a wide range of policy analysis and strategic advice. During her years at the Canadian Pork Council, she has been an integral part of the development and implementation of the on-farm food safety and animal care programs, CQA and ACA. She has also worked on various trade challenges that have faced the industry and specializes in the impact of domestic safety net programs on trade.

Catherine obtained her Bachelor of Arts in Economics from the University of Western Ontario and a Masters of Science in Agricultural Economics from the University of Guelph. She lives in Ottawa with her family.



Dr. Lucie Verdon, D.V.M.
Biosecurity Coordinator, Canadian Swine Health Board, Ottawa, ON

Dr. Verdon graduated in 1984 with a D.V.M. from the University of Montreal. For 13 years she worked in a mixed veterinary practice in Lachute, Quebec that developed and marketed a dairy herd monitoring program (Vetcheck). In 1997 she joined the meat inspection services at the Canadian Food Inspection Agency and in 2000 returned to the private sector as a Quality and HACCP consultant for federally inspected processing plants.

In 2003, she was invited to join the Research Chair in Meat Safety at the University de Montréal, as coordinator for the CQA®, ACA® and Transport programs for the Federation des producteurs de porc du Québec and Canadian Federation of Agriculture. Her research focused on On-Farm Food Safety and the development of materials and on-line programs for producers and validators in the areas of un-fit animals, euthanasia, transportation of animals.

In February 2010 she took on her current role as Biosecurity Coordinator for the Canadian Swine Health Board.

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A World of Information

QUESTIONS?
Contact Symposium Coordinator
Sask Pork
Tel: 306.244.7752
Fax: 306.244.1712
Email: info@saskpork.com
Website: www.saskpork.com



2010 PORK SYMPOSIUM REGISTRATION FORM

PERSONAL INFORMATION: (Please use one form per registrant)

Name: _____ Company: _____

Mailing Address: _____

City: _____ Province: _____ Postal Code: _____

Phone: _____ Fax: _____ Email: _____

SYMPOSIUM REGISTRATION AND PAYMENT:

	Quantity	Cost	Total
Full Two Day Program, November 23 & 24 <i>includes breakfast, breaks, lunch and one banquet ticket</i>	X	\$150	=
Day 1 Only - Combined with Stock Persons' Program Nov. 23 <i>includes breakfast, breaks, lunch and one banquet ticket</i>	X	\$85	=
Day 2 Only - November 24 <i>includes breakfast, breaks, lunch</i>	X	\$60	=
Symposium Banquet - Additional Ticket(s) <i>Cocktails and Cash Bar - 6:00 p.m.</i>	X	\$30	=
Sask Pork Annual General Meeting, Tuesday, November 23 <i>Begins at 4:15 p.m. (Courtyard Room)</i>	X	\$0	= 0

Please confirm your attendance at the banquet Nov 23 Yes No

Sub-Total _____

GST (5%) _____

TOTAL REGISTRATION FEES _____

Payment must accompany registration. **Registration form and payment must be received by November 12, 2010.**
Please make cheques payable to Sask Pork and mail to: 2 - 502, 45th Street West, Saskatoon, SK S7L 6H2.
Registration forms with credit card payment may be faxed to 306-244-1712.

Method of Payment (Check one): Cheque (Enclosed) Visa MasterCard American Express

Cardholder Name: _____ Signature: _____

Card Number: _____ Expiry Date: _____

ACCOMMODATION INFORMATION: Registration fees do not include accommodations. A block of rooms is reserved at the Saskatoon Inn at the special rate of \$119 plus taxes per night for early registrants. When booking your room, indicate you are with the Symposium. Early booking is a must. Reservations must be made by October 23, 2010. The Saskatoon Inn is located at 2002 Airport Drive in Saskatoon. To reserve your room call 1-800-667-8789 or 306-242-1440.