

37

*Celebrating
37 Years of "a World
of Information"*

**November 18-19, 2014
Saskatoon Inn Hotel
Saskatoon, SK**



Welcome...

Join us November 18-19, 2014 in Saskatoon as we celebrate 37 years of providing *A World of Information*.

Symposium's long term success is made possible by the generosity of our sponsors. We gratefully acknowledge the following companies for their contribution to this year's conference!

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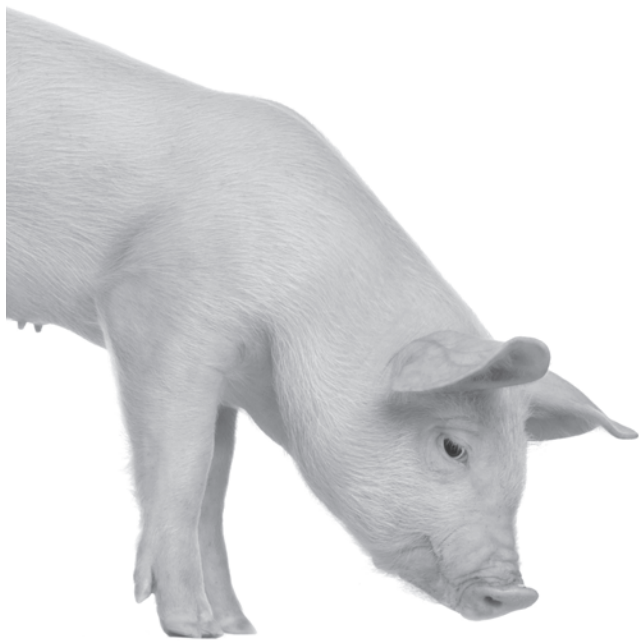
Celebrating 37 Years!



A World of Information

2014 Symposium Advisory Committee

Kim Browne, Conference Coordinator
Sonia Englot, Fast Genetics Inc.
Mark Ferguson, Sask Pork
Zenon Forster, OlySky L.P.
Mark Jacobson, Warman Veterinary Services
Don Kolla, Cudworth Pork Investors Group
Neil Ketilson, Sask Pork
Steffen Klenk, PIC Canada Ltd.
Brad Marceniuk, Ministry of Agriculture
Bobbi Jo Porter, OlySky L.P.
Yolande Seddon, Prairie Swine Centre
Harvey Wagner, Sask Pork
Lee Whittington, Prairie Swine Centre



Saskatchewan Pork Industry Symposium November 18-19, 2014

Tuesday, November 18, 2014

Morning General Sessions

(Saskatchewan A/B)

Conference Bags Sponsor
CHAMPION ALSTOE

Morning General Session Sponsor
ZOETIS

- 7:15 a.m. REGISTRATION** (Mezzanine)
BUFFET BREAKFAST (Saskatchewan C)
- 8:15 a.m. Welcome to Symposium** (Saskatchewan A/B)
- 8:30 a.m. Messaging and Consumers: Understanding the Ag Advocacy Problem**
Andy Vance
Feedstuffs c/o Penton Farm Progress
Livestock Group
- 9:15 a.m. Can We Save More At Risk Pigs?**
Dr. Mark Jacobson, DVM
Warman Veterinary Services
Speaker Sponsor **ELANCO ANIMAL HEALTH**
- 10:00 a.m. REFRESHMENT BREAK** (Saskatchewan C)
Sponsored by **MERCK ANIMAL HEALTH**
- 10:30 a.m. Piglet Processing, General Pain Management and Euthanasia**
Dr. Robert (Bob) M. Friendship
University of Guelph
- 11:15 a.m. CONCURRENT SESSIONS:**
- #1 Success with Group Sow Housing**
Jennifer Brown, PhD
Prairie Swine Centre Inc.
(Courtyard Room)
- #2 The Smart Pig Handling Videos: Key Concepts**
Nancy Lidster
DNL Farms Ltd.
(Saskatchewan A/B)
- 12:00 p.m. LUNCHEON** (Saskatchewan C)
Sponsored by **OLYMEL S.E.C./L.P.**

Tuesday, November 18, 2014
Afternoon General Sessions
(Saskatchewan A/B)

General Sessions Sponsor
HYPOR, A HENDRIX GENETICS COMPANY

- 1:00 p.m. PigTrace in Action: Accomplishments to Date**
Jeff Clark
PigTrace Canada
- 1:45 p.m. Lessons Learned from PEDv**
Dr. Brad Chappell, BSA, DVM
Swine Health Professionals
- 2:30 p.m. REFRESHMENT BREAK (Saskatchewan C)**
Sponsored by FAST GENETICS INC.
- 3:00 p.m. Oral Fluids Testing to Detect Disease**
Dr. Susan Detmer, DVM
Western College of Veterinary Medicine
- 3:45 p.m. Feral Swine: A Potential Serious Threat to Domestic Pig Producers**
Dr. Ryan Brook, PhD
University of Saskatchewan
- 4:30 p.m. Afternoon Sessions Adjourn**

Evening Banquet & Program
(Saskatchewan A/B)

- 5:00 p.m. Cocktails (Cash Bar)**

Complimentary Drink
sponsored by EMF NUTRITION
- 6:00 p.m. DINNER AND EVENING PROGRAM**
Master of Ceremonies, Neil Ketilson

GUEST SPEAKER:
Karen Aulie, Assistant Deputy Minister, Programs
Saskatchewan Ministry of Agriculture
- 6:30 p.m. Dinner Served**
- 7:45 p.m. Awards of Distinction Presentations**

BANQUET SPONSORS
Cudworth Pork Investors Group - Wine for Banquet
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Maple Leaf Foods - Pork for Banquet

Evening Music Provided by Mark Zielke

Wednesday, November 19, 2014
Morning General Sessions
(Saskatchewan B)

Morning General Sessions Sponsor
MERIAL CANADA INC.

- 7:15 a.m. REGISTRATION (Mezzanine)**
BREAKFAST BUFFET (Saskatchewan C)
- 7:55 a.m. Welcome (Saskatchewan B)**
- 8:30 a.m. The Global Market: How Does Canada Stay in the Game?**
Ron Davidson
Canadian Meat Council
- 9:15 a.m. The Drive to Heavier Weight Pigs**
Brandon C. Fields
Pig Improvement Company (PIC)
Speaker Sponsor PIC NORTH AMERICA
- 10:00 a.m. REFRESHMENT BREAK (Saskatchewan C)**
Sponsored by MASTERFEEDS L.P.
- 10:30 a.m. Economics and Challenges For the North American Pork Industry**
Kent Bang
AgStar Financial Services
- 11:15 a.m. Building a You-Tube-Proof Pork Industry**
Andy Vance
Feedstuffs c/o Penton Farm Progress Livestock Group
- 12:00 p.m. LUNCHEON (Saskatchewan C)**
- 1:00 p.m. CHALLENGES & OPPORTUNITIES FOR THE WESTERN CANADIAN HOG INDUSTRY**

INDUSTRY ROUNDTABLE

Guest Panelists:
Karl Kynoch, Chair, Manitoba Pork Council
Frank Novak, Chair, Alberta Pork
Florian Possberg, Chair, Sask Pork

Moderator: Bruce Cochrane
Farmscape Media Network
- 3:00 p.m. Conference Adjourns**
- 3:15 p.m. SASK PORK ANNUAL GENERAL MEETING (Saskatchewan B)**

Presenting our
Symposium 2014
Speakers...



Karen Aulie
Assistant Deputy Ministry, Programs
Saskatchewan Ministry of Agriculture
Room 101, 3085 Albert Street
Regina, SK, S4S 0B1
Email: karen.aulie@gov.sk.ca

Karen Aulie currently serves as the Assistant Deputy Minister of Programs for the Saskatchewan Ministry of Agriculture.

Prior to taking this role, she served as the Assistant-Chair of the Public Service Commission. Born and raised on a farm just outside of Rouleau, Saskatchewan, she continues to own and operate Aulie Farms with her husband.

Her career with the Ministry has spanned well over two decades and she has been involved with agriculture all of her life.



Kent Bang
Sr. VP, Team Leader - Swine Team
AgStar Financial Services, ACA
Omaha, NE U.S.A.
Email: Kent.Bang@AgStar.com

Kent serves as the swine team leader for AgStar Financial Services, the leader in financing the U.S. swine industry with near \$2 billion in swine loan commitments. He has over 33 years of experience in the swine industry, with the last 18 years spent financing the large commercial swine production and processing segments.

Prior to that time he was a leader in the swine feed business, consulting across the U.S. and in Southeast Asia for Archer Daniels Midland and Purina Mills. Kent has been active in the swine industry as a long-time member of the Pork Alliance, representing the Alliance at Pork Forum, serving on NPPC's Political Action Committee.

He currently serves on the NPPC Board of Directors.

Symposium 2014 Speakers



Ryan K. Brook, PhD
Assistant Professor
Indigenous Land Management Institute &
Department of Animal and Poultry Science
College of Agriculture and Bioresources
University of Saskatchewan
Email: ryan.brook@usask.ca

Dr. Ryan Brook is an assistant professor in the Department of Animal and Poultry Science in the College of Agriculture and Bioresources at the Uof S. He was raised on a mixed farm east of Winnipeg and completed his PhD at the University of Manitoba in 2007.

He spent three years at the University of Calgary doing postdoctoral training in veterinary medicine moving to Saskatoon four years ago to his current position. His research is focused on wildlife at the interface with agriculture, including crop damage and disease transmission issues and over the last three years has been studying feral wild boar in Saskatchewan.

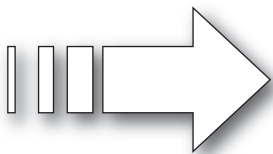
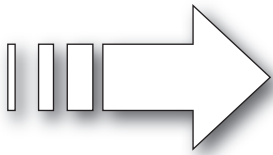
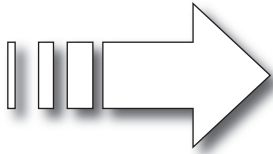


Jennifer Brown Ph.D
Research Scientist - Ethology
Prairie Swine Centre
Saskatoon, SK
Email: jennifer.brown@usask.ca

Jennifer completed her Ph.D in Applied Ethology at the University of Guelph, where she studied the effects of temperament and handling experience on the stress response of market pigs and pork quality.

Before entering the field of ethology, Jennifer obtained BSc and MSc degrees at the University of Prince Edward Island, and worked in clinical chemistry research. Her research interests include behaviour, stress physiology, and individual temperament differences in pigs, with a focus on humane handling, slaughter methods and the interaction of genetic/environmental factors.

Current research projects examine sow management in alternative housing systems and the relationship between temperament and the stress response.



Open for registration form

2014 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 18 and 19, 2014 <i>includes breakfast, lunch and one banquet ticket</i>	X	\$175	=
Day 1 Only - November 18 <i>includes breakfast, lunch and one banquet ticket</i>	X	\$110	=
Day 2 Only - November 19 <i>includes breakfast and lunch</i>	X	\$75	=
Additional Banquet Tickets <i>Cash Bar - 5:00 p.m.</i>	X	\$40	=

Registrations received after November 12, 2014 and walk-in registrations will be subject to a 25% late fee.

I will attend the banquet on November 18th Yes No

Sub-Total _____

GST (5%) _____

TOTAL REGISTRATION FEES _____

Payment must accompany registration. Return registration form and payment by **November 12**. 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.

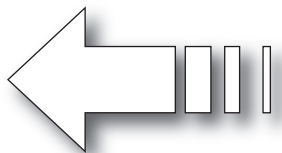
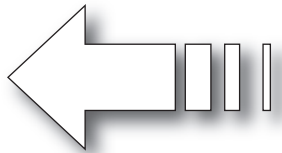
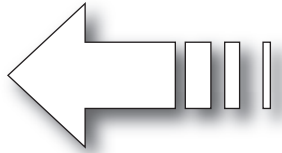
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ACCOMMODATION INFORMATION: Registration fees do not include accommodations. A block of rooms is reserved at the **Saskatoon Inn Hotel, 2002 Airport Drive, Saskatoon, SK**. Please request the **Pork Symposium Group Rate of \$149 and \$159** plus taxes per night. Early booking is a must - Reservations must be made **before October 17**. Reservations Toll Free 1-800-667-8789 or book directly with the hotel at 306-242-1440.

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Symposium 2014 Speakers



Dr. Brad Chappell, BSA, DVM
Partner
Swine Health Professionals
Steinbach, MB
Email: bchappell@shpswine.com

Dr. Chappell is passionate about keeping Canadian farms healthy. He graduated with SVM from the U of S Western College of Veterinary Medicine in 1998 and a B.Sc. in Agriculture (Animal Science) from the University of Manitoba in 1994.

A partner in Swine Health Professionals, Dr. Chappell's work includes on farm health monitoring, monitoring and improving farm production parameters, CQA/ACA validation, and regulatory inspection of export hogs.

As the Manitoba Biosecurity Coordinator for the Canadian Swine Health Board Biosecurity Advisory Committee, he works closely with the Manitoba Pork Council to deliver National Biosecurity Standards. He is also part of the National Disease Surveillance working group, and actively involved in creating SDS Veterinary Data Analytics.



Jeff Clark
PigTrace Canada Program Manager
Winnipeg, MB
Email: clark@cpc-ccp.com

Jeff is the Manager of the Canadian Pork Council (CPC) PigTrace Canada Swine Traceability Program that has been in development since 2003.

Prior to taking the national lead on swine traceability in August 2009, Jeff had significant involvement in developing Canada's swine traceability system by representing Manitoba Pork Council (MPC) for 5 years on the CPC National Traceability Working Group. During that time, he also worked on initiatives to enhance Manitoba's planning and response to swine-related emergencies, specifically foreign animal disease outbreaks.

Before joining MPC, Jeff held positions in molecular biology, medical research, and wildlife management.

Symposium 2014 Speakers



Ron Davidson
Director International Trade, Government and Media Relations
Canadian Meat Council
Ottawa, ON
Email: ron@cmc-cvc.com

Ron was appointed Director of International Trade for the Canadian Meat Council in 2011. Previously, he was Senior Liaison Officer, Government Affairs, for the Canadian Wheat Board.

He has also held senior positions in Canada and abroad with the Departments of Agriculture and Agri- Food Canada, Foreign Affairs and International Trade Canada during which key responsibilities included international market development, international trade policy and technical barriers to trade, including sanitary and phytosanitary regulations and standards.



Susan Detmer, DVM
Assistant Professor, Veterinary Pathology
Western College of Veterinary Medicine
University of Saskatchewan, Saskatoon, SK
Email: susan.detmer@usask.ca

Dr. Detmer specializes in molecular and phenotypical characterization of influenza A viruses and her research interests include infectious diseases of swine, particularly influenza A, porcine reproductive and respiratory syndrome (PRRS), and porcine circovirus type 2.

She graduated with a DVM from the University of Minnesota in 2003; a BA from the University of St. Thomas, St. Paul, Minnesota in 1997. She completed her Residency in Anatomic Pathology at the University of Minnesota in 2009 and in 2011 received her PhD from the the same university.

Dr. Detmer teaches undergraduate systemic pathology to second-year veterinary students, necropsy rotation to fourth-year veterinary students, and graduate mammalian pathology to graduate students.

Symposium 2014 Speakers



Brandon C. Fields, BS
Manager, Applied Meat Science
Pig Improvement Company
Hendersonville, TN USA
Email: Brandon.Fields@genusplc.com

Brandon graduated with a BS Animal Science from Purdue University where his education focused on meat science.

He worked three years as a Research Assistant in meat lab, slaughter, fabrication, sanitation, retail sales, and retail data collection. Prior to joining PIC in 1997, he worked with the JBS/Swift pork plant, Louisville, KY in the area of Quality Control.

His current role provides customer support and Technical Service with in-plant operations under the "Pork Quality Blueprint". This includes trial planning, data collection, and analysis; optimum market weights and carcass value.



Robert (Bob) M. Friendship, DVM, MSc.
Professor, Population Medicine,
University of Guelph
Guelph, ON
Email: rfriends@ovc.uoguelph.ca

Robert (Bob) is an Ontario Veterinary College graduate and has been a faculty member at University of Guelph for 35 years.

He graduated with a DVM, MSc from the University of Guelph and attained a DipABVP in Swine Health Management.

Principle areas of research are swine health management, disease surveillance and pre-harvest aspects of food safety. His research is applied, which allows him time to visit farms and work directly with producers and practitioners.

He is very interested in his recent work on piglet processing, investigating pain control at the time of castration, and an examination of the administering of iron.

Symposium 2014 Speakers



Mark Jacobson, DVM
Veterinarian/Owner
Warman Veterinary Services

Saskatoon, SK
Email: mjacobson@warmanvetservices.ca

Mark was born and raised on a mixed farm in north central Saskatchewan. He attended the University of Saskatchewan College of Agriculture and the Western College of Veterinary Medicine, graduating with distinction from WCVM in 1975.

Early in his career, Mark worked in ranch practice in Maple Creek, SK, doing cattle embryo transplants for Alberta Livestock Transplants in Alberta and New Zealand.

In 1978, he married Marilyn and moved to Brandon, MB where he joined Brandon Hills Veterinary Clinic as a veterinarian and partner. It was here Mark developed an interest in swine health and production.

In 1989 he went to work for the CFIA Animal Health Inspection Unit until 1994 when he joined Dr. Neil Shantz at Warman Veterinary Services, becoming a partner in 1996.



Nancy Lidster
DNL Farms Consulting Services

White Fox, SK
Email: dnlfarms@sasktel.net

Nancy grew up on a mixed farm in Rosetown, SK. Upon graduation from the University of Saskatchewan in 1973 with a BSc in Agriculture, she worked in ag extension in Alberta and Saskatchewan then feeder pig and breeding stock sales and service with SISCO.

Nancy and Don Lidster built their first barn in 1981 and a second in 1992 which featured bedded group housed sows; ESF and large group nursery and finishing. In 2001 they decided to pursue other opportunities rather than expand their operation to keep pace with industry changes.

Frustrated by erratic results from pig handling information available at the time, Nancy began working with Bud Williams in 1996 adapting his

Symposium 2014 Speakers

Low Stress Cattle Handling techniques for use with pigs.

She has since observed and videoed hundreds of handlers moving pigs in barns, plants, trailers, and assembly yards and uses their experience to better understand and explain the dynamics of human and pig behaviour.

Nancy was also involved with revisions to the Trucker Quality Assurance Program V5 and recently with the Manitoba working group that produced the *Smart Pig Handling* videos.



Andy Vance
Feedstuffs c/o Penton Farm Progress
Livestock Group

Email: andy@andyvance.com

Andy Vance communicates today's issues in the agriculture and food retail industries through powerful storytelling. A compelling speaker and expert commentator, Andy shows how to navigate the often distinct perspectives of farmers and consumers. He presents to dozens of feed and livestock groups annually and been called upon to moderate discussion panels for The Animal Agriculture Alliance, the National Association of Farm Broadcasting and others.

Andy began his career in journalism at ABN Radio in Columbus, Ohio, and enjoyed several years as Farm Director at WRFD-AM prior to joining Feedstuffs as the publication's first-ever broadcast editor. An award-winning broadcaster, Andy has earned the Horizon Award from the National Association of Farm Broadcasting and, with his team at ABN, earned multiple newscast and news service awards.

During his time behind the microphone, he also became a noted authority on new and social media in agriculture.

Today, in addition to writing, broadcasting and speaking, Andy designs multi-platform campaigns for advertisers reaching an agricultural audience via Feedstuffs, National Hog Farmer and BEEF Magazine.

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Saskatoon, SK**



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

