



Upcoming Conference to Focus on Facing the New Reality in the Canadian Pork Industry

For Immediate Release

Guelph ON, March 11, 2008 – The future of the Canadian pork industry will be the focus of a swine industry education event next month.

The eighth annual London Swine Conference will run April 1-2 at the London Convention Centre. Participants will hear from internationally renowned experts, including Extension Livestock Economist and Economics Professor John Lawrence of Iowa State University, Vice President Ben Woolley of Sunterra Farms Ltd. in Alberta, Reproductive Physiologist Billy Flowers of North Carolina State University, researcher Sandra Edwards of the United Kingdom's University of Newcastle, and PRRS expert Jeff Zimmerman of Iowa State University. Returning to the conference this year is Mike Brumm, a former Extension Swine Specialist and Animal Science Professor at the University of Nebraska.

“This year’s theme, Facing a New Reality, acknowledges the challenges facing the Canadian pork sector,” says Jaydee Smith, Conference Chair and swine specialist with the Ontario Ministry of Agriculture, Food and Rural Affairs. “Effective decision making is difficult at the best of times... it requires clear understanding of the challenges and reliable information about opportunities and options. Discussion and reflection often illuminate the best path forward. This conference aims to improve understanding, highlight opportunities and options, and to provide a forum for discussion and reflection.”

Presentations will focus on a wide range of topics including the future of pork production, preparing for a border closure, managing pig flow, production management, pork quality, nutrition, reproduction, animal welfare, and health management.

Conference fees are \$200 for both days, and \$135 for a one day registration. The fee includes one copy of the proceedings, an evening reception on April 1st, continental breakfasts, lunches and all coffee breaks. Discounts are available for groups of five or more who register together. Registration deadline is March 18, 2008. Please note that there is no registration at the door.

The London Swine Conference started in 2001, a joint effort of the University of Guelph, Ontario Pork and the Ontario Ministry of Agriculture, Food and Rural Affairs. It has now established itself as a leading Canadian education event in the pork industry.

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For more information:

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www.londonswineconference.ca