

## REGISTRATION FORM

**Registration deadline: March 16, 2011**  
**No registration at the door.**  
**Space is limited**

Name: \_\_\_\_\_

Organization/Farm: \_\_\_\_\_

Address: \_\_\_\_\_

City/Province: \_\_\_\_\_

Postal Code: \_\_\_\_\_

Phone: \_\_\_\_\_

Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_

### Registration:

**Full Registration\*** No. \_\_\_\_\_ @ \$200 = \$ \_\_\_\_\_

**One Day Only\*** (please indicate which day you would like to attend)

March 30 No. \_\_\_\_\_ @ \$135 = \$ \_\_\_\_\_

March 31 No. \_\_\_\_\_ @ \$135 = \$ \_\_\_\_\_

**March 30 Reception Only**

No. \_\_\_\_\_ @ \$20 = \$ \_\_\_\_\_

\*10% discount for groups of five or more (only applicable if submitting single payment for all registrations)

Sub Total: \$ \_\_\_\_\_

13% H.S.T.: \$ \_\_\_\_\_

Total Payment: \$ \_\_\_\_\_

Cheque Enclosed

Send Invoice

This training opportunity is eligible for cost-share funding through the Growing Forward Business Development for Farm Businesses program in Ontario. For more information on program requirements, please visit

<http://www.omafra.gov.on.ca/english/about/growingforward/busdev.htm> or call 1-877-424-1300.

**Growing Forward, a federal, provincial, territorial initiative.**

### Return to:

London Swine Conference  
c/o Linda Dillon

Ontario Ministry of Agriculture, Food and Rural Affairs

Box 159, Clinton, Ontario, N0M 1L0

Tel: 519-482-3333 • Fax: 519-482-5031

E-mail: [linda.dillon@ontario.ca](mailto:linda.dillon@ontario.ca)

### Freedom of Information:

The collection of personal information is necessary to administer a conference offered by Ontario Pork, Ontario Pork Industry Council, University of Guelph and OMAFRA (Ministry of Agriculture, Food and Rural Affairs Act, R. S. O. 1990 c. M.16). It will be used to register you at the London Swine Conference and to notify you of similar educational events. Payment will be processed by Ontario Pork Industry Council. Contact for questions: Linda Dillon, OMAFRA, (519) 482-3333.



## Registration Information

**Fees:** \$200 for both days, \$135 one day only. 10% discount for groups of five or more (only applicable if submitting single payment for all registrations). Fee includes one copy of the proceedings, an evening reception on March 30, continental breakfasts, lunches and all coffee breaks.

**Reception:** One ticket is included in the registration fee. Additional tickets can be purchased for \$20 before and at the conference.

**Registration Deadline: March 16, 2011. No registration at the door.**

**Payment:** Cash or cheque. All cheques must be payable to "London Swine Conference".

**Cancellation and Refund Policy:** Cancellations received by March 23, 2011 will be refunded in full, minus \$25 administration charge. Cancellations after that date will not be refunded. Substitutions are permitted.

**Proceedings:** One copy of the proceedings is included in the conference fee. Additional copies will be available for \$25.

**Accommodations:** Please make your own arrangements for hotel rooms. A block of rooms has been reserved at the Hilton Hotel (519-439-1661 or 1-800-210-9336). Bookings must be made by March 15, 2011. Be sure to mention the London Swine Conference when booking to get the conference rate of \$119/night plus taxes. The hotel is connected to the conference centre by a covered walkway.

**To register:** Complete the attached registration form and return it to Linda Dillon, Ontario Ministry of Agriculture, Food and Rural Affairs, Box 159, Clinton, Ontario, N0M 1L0, fax it to 519-482-5031, call 519-482-3333 or e-mail [linda.dillon@ontario.ca](mailto:linda.dillon@ontario.ca) by March 16, 2011.



## Conference Location & Parking

The London Convention Centre is located in downtown London at 300 York St, just east of Wellington Road.

**Indoor Parking:** Limited space available at the convention centre, accessible off York St., and at the Hilton Hotel if you are a guest there (King St., behind the Convention Centre).

**Outdoor Parking:** Across the street from the Convention Centre on York St., as well as across the street from the Hilton Hotel (corner of King and Waterloo Sts.), at Galleria London (York St., west of Wellington Road), and at the Via Rail station (corner of York and Richmond Sts.).

For a map, visit [www.londonswineconference.ca](http://www.londonswineconference.ca) or call 519-482-3333.

**Sponsorship Opportunities Available on Request.**

**For more information:**  
**519-482-3333**  
**[linda.dillon@ontario.ca](mailto:linda.dillon@ontario.ca)**  
**[www.londonswineconference.ca](http://www.londonswineconference.ca)**



LONDON SWINE CONFERENCE

# Exploring the Future

**Wednesday, March 30 and**  
**Thursday, March 31, 2011**

London Convention Centre  
London, Ontario

**[www.londonswineconference.ca](http://www.londonswineconference.ca)**





## Wednesday, March 30, 2011

8:45 **Registration**  
Continental Breakfast

9:20 **Welcome**  
Conference Chair

### Session 1: Regaining our Share

9:30 **What Have we Learned?**  
*Reflections on the past three years and the challenges and opportunities ahead for the Canadian Swine Industry.*  
Bob Hunsberger, Producer

10:15 **Demanding Consumers vs. Conventional Agriculture**  
*Consumer demands and animal welfare regulations dramatic impact on swine production in the UK. How producers regained control of their industry.*  
Mike Varley, BPEX, UK

### 11:15 Concurrent Break-Out Sessions (75 minutes):

- **Branding and Defining Consumer Wants**  
*How consumer perceptions influence pork purchasing and pig production. Building a brand to gain market share in the pork sector. What are consumers willing to pay?*  
Presenters – Jim Gracie, Quality Meat Packers and Anita Ivanauskas, Pork Marketing Canada
- **Maximizing the Nutritional Value of Feedstuffs**  
*Using feedstuffs to add value. A detailed look at what producers can do to maximize the nutritional and production value of traditional and alternative feedstuffs in their rations.*  
Presenters – Mike Varley, BPEX, UK and Jay Squire, Wallenstein Feed & Supply
- **Analgesics and Euthanasia**  
*The options for pain control and considerations for effective pain management. An examination of methods and responsibilities for humane euthanasia.*  
Presenters – Suzanne Millman, Iowa State University and Tim Blackwell, OMAFRA

12:30 **Lunch**

### Session 2: Beyond the New Normal

1:45 **A Revolution in Pork Production**  
*How technology has changed pork production in Brazil and its implications for North America.*  
Augusto Heck, Brasil Foods SA, Brazil

2:30 **Managing Volatility**  
*Short and long term price and input forecast. Tools, techniques and strategies to manage price and input volatility.*  
Justin Roelofs, AgStar Financial Services, Minnesota

3:15 **Refreshment Break**

### 3:45 Concurrent Break-Out Sessions (90 minutes):

- **Energy and Ventilation Management**  
*Effective energy and ventilation management on farm in the era of time of use pricing and smart meters.*  
Presenters – Robert Chambers, OMAFRA and Harry Huffman, Consultant and Larry Jacobson, University of Minnesota

- **Looking Beyond Production Benchmarking**  
*Moving beyond production benchmarking by incorporating new technology and financial information.*  
Presenters – Justin Roelofs, AgStar Financial Services, Minnesota and Randy Duffy, University of Guelph – Ridgetown Campus
- **Producing Entire Males**  
*The nutrition and economics of feeding entire males through the grow-finish period.*  
Presenters – Augusto Heck, Brasil Foods SA, Brazil and Neil Ferguson, Nutreco Canada

5:15 – 6:30 **Reception** (Cash bar and finger food only)

## Thursday, March 31, 2011

8:00 **Registration**  
Continental Breakfast

### Session 3: Adding Value

- 9:00 **Failure to Thrive**  
*What are the emerging diseases affecting the pre-weaning period? The impact of enteric diseases in the farrowing room.*  
Alex Ramirez, Iowa State University
- 9:45 **Value Added Pork Production**  
*What value added production strategies are working today? Raised without antibiotics, Omega-3 enhanced, Organic, Heritage, Certified Humane, and what is on the horizon?*  
Gary Huber, Practical Farmers of Iowa

10:30 **Refreshment Break**

### 11:00 Concurrent Break-Out Sessions (90 minutes):

- **Dealing with Post-Weaning Diseases**  
*Post weaning disease challenges and management solutions to improve production efficiency.*  
Presenters – Alex Ramirez, Iowa State University and Steve Wolfram, Southwest Ontario Veterinarians
- **Changing Their Model**  
*In depth panel discussion with 3 pork producers that have changed the way they market pork.*  
Presenters – Martin and Teresa VanRaay, Whole Pig and Gary Huber, Practical Farmers of Iowa and Paul and Rosie Hill, Willowgrove Hill

12:30 **Lunch**

### Session 4: The Road Ahead

- 1:30 **Re-Thinking Barn Design**  
*How welfare, niche markets, energy pricing, environment, and production gains are shaping the way barns are designed for the future.*  
Larry Jacobson, University of Minnesota
- 2:15 **Pressure on Conventional Agriculture**  
*Issues surrounding animal welfare and consumer pressure on conventional agriculture. What should we be prepared for?*  
Suzanne Millman, Iowa State University

3:00 **Concluding Remarks**

\* Topics and speakers are current at time of print and may be subject to change.



## Alex Ramirez, Iowa State University

Alex Ramirez is originally from Guadalajara, Mexico. He attended Iowa State University for his BSc in Animal Science in 1989 and his DVM in 1993. He practiced in Iowa at a rural large animal practice with an emphasis on swine for over 10 years. He has been with Iowa State University since 2004, joining the Veterinary Diagnostic and Production Animal Medicine Department as an Assistant Professor in Swine Production Medicine in 2008. His duties include teaching, research, and professional practice.

## Augusto Heck, Brasil Foods SA

Augusto Heck works for Brasil Foods SA and is responsible for overall swine herd health. He received his DVM and MSc in animal reproduction from the Universidade Federal Do Rio Grande Do Sul and a MBA from Fundação Getúlio Vargas. Augusto has many years of experience working with different sizes and types of swine operations. His main areas of focus are reproduction and health issues on farm.

## Bob Hunsberger

Bob Hunsberger received a BSc in Economics and Business from the University of Guelph. From 1968 to 2007 he operated a hog farm in Conestogo, near Kitchener-Waterloo. He currently has a small finishing operation on his farm in Breslau. Bob is a member of the Board of Directors for the George Morris Centre and the Progressive Pork Producers Co-Op and Conestoga Meat Packers and he works as a swine specialist with Wallenstein Feed & Supply.

## Gary Huber, Practical Farmers of Iowa

Gary Huber is coordinator of the Pork Niche Market Working Group, which helps farmers and niche pork companies produce and market specialty pork products. He also manages the Iowa Food Cooperative, which uses the Internet to facilitate sales from farmers directly to consumers in Des Moines, Iowa. He is a Certified NLevelTm for Agricultural Entrepreneurs Program Instructor and teaches business planning to farmers.

## Justin Roelofs, AgStar Financial Service, Minnesota

Justin Roelofs helps manage AgStar's swine portfolio, which represents over \$1.4 billion in loan and lease volume. Justin is actively involved in the National Pork Producers Council, government relations, and with the Farm Bureau that deals with US Ag Policy. Justin was born and raised on a hog farm in Southern Minnesota and continues to be involved in the family business, a 1500 sow farrow-to-finish operation. He received a Bachelor's degree in Finance from Minnesota State University.

## Larry Jacobson, University of Minnesota

Larry Jacobson is a professor, extension engineer and livestock housing specialist in the Department of Bioproducts and Biosystems Engineering at the University of Minnesota. Special research and extension emphasis areas include air quality and emissions for both animal and human health concerns, environmentally safe manure management systems, and economical facilities for livestock and poultry. He is a registered Professional Engineer (P.E.) in the State of Minnesota.

## Mike Varley, BPEX, UK

Mike Varley is the Head of Knowledge Transfer, Research and Development for BPEX. Before joining BPEX Mike worked as an independent consultant with his own company and before that he was with NuTec UK and then SCA Nutrition, both parts of Provimi. He has many years' experience working at a number of different universities. Mike's academic and commercial roles have provided the opportunity to travel widely and develop detailed knowledge of pig meat production across the world.

## Suzanne Millman, Iowa State University

Suzanne Millman joined the faculty of the Iowa State University College of Veterinary Medicine in 2008, as Associate Professor of Animal Welfare in the Veterinary Diagnostic and Production Animal Medicine and the Biomedical Sciences departments. Millman received her BSc and PhD in Applied Ethology from the Department of Animal and Poultry Science, University of Guelph. Suzanne's research interests include animal welfare assessment, pain and sickness behaviour, and practical solutions to address animal welfare in production environments.