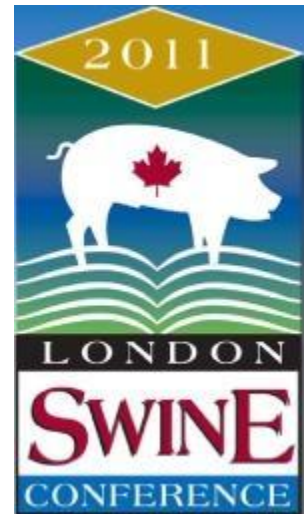


*For Immediate Release...*

## **“Exploring the Future” at the 11th London Swine Conference**

**Guelph ON, March 1, 2011** – Looking to the future will be the focus of a swine industry education event at the end of this month.

The eleventh annual London Swine Conference will run March 30 and 31 at the London Convention Centre. Industry updates and a look to the future will be complemented by basic information to fine-tune all aspects of production. Topics will range from industry experience in the UK and Brazil to facility usage, production management, and examining the pork consumer’s changing demands.



Feature presentations will include recognized international experts, including: Alex Ramirez, Iowa State University; Augusto Heck, Brasil Foods SA; Gary Huber, Practical Farmers of Iowa; Justin Roelofs, AgStar Financial Service, Minnesota; Larry Jacobson, University of Minnesota; Mike Varley, BPEX, UK; Suzanne Millman, Iowa State University.

Attendees will choose among eight interactive workshop sessions. These will be led by our international guests and a host of Ontario pork industry professionals. Presentations will include Jay Squire of Wallenstein Feeds & Supply, Jim Gracie of Quality Meat Packers, Anita Ivanauskas of Pork Marketing Canada, Harry Huffman of Huffman Consulting and many more.

“The aim of the conference is to help attendees focus forward, and the theme this year is Exploring the Future,” says Stewart Cressman, Conference Chair and Board Director at Ontario Pork. “After many difficult years, looking toward the future can be intimidating, but is more necessary than ever. With continued learning through conferences like this one, we aim to help stakeholders strengthen their planning and positioning for future success”

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 March 30<sup>th</sup>, continental breakfasts, lunches and all coffee breaks. Discounts are available for groups of five or more who register together. Registration deadline is March 16, 2011. Please note that there is no registration at the door.

The London Swine Conference is a joint effort by staff from Ontario Ministry of Agriculture, Food and Rural Affairs (OMAFRA), Ontario Pork, University of Guelph, Ontario Pork Industry Council, and is made possible through strong industry sponsorship.

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### **For more information:**

Jaydee Smith, OMAFRA (519) 674-1542 or Linda Dillon, OMAFRA (519) 482-3333  
Full program and registration material is available at: [www.londonswineconference.ca](http://www.londonswineconference.ca).