

## REGISTRATION FORM

**Registration deadline: March 17, 2010**  
**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 31 No. \_\_\_\_\_ @\$135 = \$ \_\_\_\_\_

April 1 No. \_\_\_\_\_ @\$135 = \$ \_\_\_\_\_

**March 31 Reception Only**

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

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

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 31, 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 17, 2010. 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 24, 2010 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, 2010. Be sure to mention the London Swine Conference when booking to get the conference rate of \$117/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 17, 2010.



## 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

## Focus on the Future

**Wednesday, March 31, 2010**

**Thursday, April 1, 2010**

London Convention Centre  
London, Ontario

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





## Wednesday, March 31, 2010

8:45 **Registration**  
Continental Breakfast

9:20 **Welcome**  
Conference Chair

### Session 1: The Global Pork Industry in Perspective

9:30 **Global & North American Update**  
*Challenges and issues that are affecting the global pork market. Examining trade implications, production trends and the economic outlook for the future.*  
Ken McEwan, University of Guelph - Ridgetown Campus

10:15 **A Holistic View of the Future**  
*What does the ideal pork production system of the future look like? How will consumer demands, animal welfare concerns, niche markets, green initiatives and other issues shape and impact the future of pork production?*  
Dennis DiPietre, KnowledgeVentures LLC

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

- **New Technologies for Grow-Finish**  
*Focus on elimination of boar taint through new immunocastration and genetic market technologies. The impact on market hog production.*  
Presenters – Jim Squires, University of Guelph and TBD, Pfizer

- **Green Initiatives**  
*What green initiatives are available to the swine sector? Examining some successful green projects in the swine sector.*  
Presenters – Don Hilborn, OMAFRA and Wilhelm Pflanz, LSZ – Baden-Württemberg

- **Alternative Farrowing Systems**  
*What alternative farrowing systems are available to producers? Explore the practical benefits and detractions of these alternative systems and the factors critical to success.*  
Presenters – Rudolf Wiedmann, LSZ – Baden-Württemberg and Larry Bowman, Jones Feed Mills

12:30 **Lunch**

### Session 2: Change is on the Horizon

1:45 **New Horizons in Sow Nutrition**  
*Advances in sow nutrition. Updating the nutritional requirements of gestating and lactating sows and feeding strategies for highly prolific sows.*  
Casey Neill, Pig Improvement Company

2:30 **Precision Management**  
*What are the extra things/detail items that the top 5% of production managers are doing? Moving from good to great.*  
Hans Rotto, Innovative Agricultural Solutions LLC

3:15 **Refreshment Break**

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

- **Changing Your Ingredient Paradigms**  
*How non-traditional ingredients can play a role in reducing feed costs. Incorporating and managing high-fibre and other alternative ingredients into rations.*  
Presenters – Casey Neill, Pig Improvement Company and Ron Lackey, OMAFRA

- **Management by Measurement**  
*What gets measured gets managed. The keys to using on-farm information in your business management decision-making process.*  
Presenters – Dennis DiPietre, KnowledgeVentures LLC and Janette Richards, Consultant

- **Maximizing Your Herd Health Visit**  
*Stretching your veterinary dollars to get the most out of your herd health visit. Vaccine and general health management tips for swine producers.*  
Presenters – Kevin Vilaça, Synergy Swine Services and Jeff Balfour, Jena Farms

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

## Thursday, April 1, 2010

8:00 **Registration**  
Continental Breakfast

### Session 3: Production and Cost Management

9:00 **Performance versus Cost**  
*Is maintaining top performance cost effective? What strategies should producers take in good and bad times? What tools are available to help make these business decisions?*  
Bob Morrison, University of Minnesota

9:45 **Advances in Sow and Gilt Management**  
*What needs to change in the way we manage the highly prolific sow? What is the best way to set-up and develop gilts for longevity in production?*  
Rudolf Wiedmann, LSZ – Baden-Württemberg

10:30 **Refreshment Break**

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

- **What is My Cost of Production?**  
*What are the steps to determining my cost of production? How do I compare with industry benchmarks?*  
Presenters – Bob Morrison, University of Minnesota and John Molenhuis, OMAFRA

- **Trends for Weaning Age, Health and Nutrition**  
*Examining the shift towards later weaning and the impact on the nutritional needs and health management of the young piglet and sow.*  
Presenters – Hans Rotto, Innovative Agricultural Solutions LLC and Mike Edwards, Jones Feed Mills

12:30 **Lunch**

### Session 4: The Swine Industry and Consumer Perception

1:30 **Food Safety, Traceability and Public Health**  
*Lessons learned from H1N1. The role of producers and processors in food safety, traceability and public health.*  
Terry Whiting, Manitoba Agriculture and Food

2:15 **Between the Gate and Plate**  
*A grocer's perspective on the influence of consumer demands on the value chain. What do consumers want versus what is being provided? How can producers become active participants? Why is branding so important?*  
Stacie Sopinka, Loblaw Brands Ltd.

3:00 **Concluding Remarks**

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



## Dennis DiPietre, KnowledgeVentures LLC

Dennis DiPietre consults nationally and internationally with leading production companies, packers, genetics and pharmaceutical companies as well as industry associations. He writes a monthly series available at [www.Farms.com](http://www.Farms.com) reaching over 40,000 readers throughout the world and produces a twice weekly blog at [www.swinecast.com](http://www.swinecast.com). Dennis is a frequent speaker to pork producers, swine veterinary practitioners, industry and agricultural associations, as well as industry management and he has co-authored a popular textbook in Farm Management.

## Casey Neill, Pig Improvement Company

Casey Neill received his M.Sc. in Swine Nutrition from Kansas State University where he studied the lysine requirement of pigs fed Paylean in commercial research barns. He then worked for Christensen Farms (180,000 sows) in Sleepy Eye, Minnesota as Research Coordinator conducting nutrition, management and genetic trials on over 40,000 head annually. Casey is a member of the PIC technical service department and has been the PIC nutritionist for more than two years overseeing nutrition of the PIC Genetic Nucleus farms, multipliers and helping customers with nutrition and production.

## Bob Morrison, University of Minnesota

Bob Morrison is a Veterinary Professor in the University of Minnesota Swine Group. He is an avid teacher, and conducts applied research and service to the swine industry. One of his responsibilities is program chair for the annual Leman Swine Conference. Bob is involved in a family-owned swine farm with 3000 sows in western Minnesota. He consults with small regional swine farms and large integrated systems in the US and around the world. This broad experience in conjunction with his business training gives him the ability to combine applied science with the business aspects of pork production.

## Hans Rotto, Innovative Agricultural Solutions LLC

Hans Rotto is a Private Swine Production and Veterinary Consultant in Ames, Iowa. He graduated from Iowa State University with a DVM and Masters in Veterinary Pathology that focused on PRRSV and the pathologic changes between viral strains. For the past 10 years, he has worked as a swine production veterinarian with both company owned and contract operations to provide and coordinate all veterinary and animal health resources. During his career, Hans has served as Director of Veterinary Services for both Land O'Lakes Swine Production Division and Christensen Family Farms Inc.

## Terry Whiting, Manitoba Agriculture and Food

Terry Whiting has worked the majority of the past 20 years for governments in food safety and animal health, with the Canadian Food Inspection Agency in Saskatchewan and Manitoba, and Manitoba Agriculture at the Veterinary Diagnostic Laboratory. He has published in peer reviewed journals on humane transportation of animals, food safety, and emergency preparedness. Currently, he is the Chair of the Canadian Veterinary Medical Association Animal Welfare Committee, and is the provincial representative on the National Farm Animal Care initiative.

## Rudolf Wiedmann, LSZ – Baden-Württemberg, Germany

Rudolf Wiedmann has spent his entire professional life improving husbandry systems for pigs. First, he invented the Kistenstall, a double-row barn with natural ventilation. In the past 10 years, he invented Pigport 1, 2 and 3, a housing system common in Germany, Austria and Switzerland. Pigport is important in light of the new EU legislation that characterizes meat for the consumer in four categories depending on the level of animal welfare. At LSZ, Rudolf's responsibilities include production and industrial engineering, economics, management, and animal health at the research station.