ORGANIZING COMMITTEES

6th Edition

STEERING COMMITTEE

Luc Ménard, Committee Chair, F. Ménard Inc.
Paul Beauchamp, Olymel S.E.C./L.P.
Serge Couture, Varifan Inc.
Sébastien Lacroix, AQINAC
Yvan Lacroix, AQINAC
Jean Larose, Agr., Les Éleveurs de porcs du Québec
Marie-Eve Lepage Boudreau, AQINAC
Nicolas Morissette, Agr., Zoetis
Louis-Philippe Roy, Les Éleveurs de porcs du Québec

CONFERENCE COMMITTEE

Nicolas Morissette, Agr., Committee Chair, Zoetis
Geneviève Berthiaume, B. Sc. A.,
Centre de développement du porc du Québec Inc.
Raphaël Bertinotti, Les Éleveurs de porcs du Québec
Martin Bonneau, DVM, Demeter Services Vétérinaires Inc.
Dan Bussières, Agr., Groupe Cérès Inc.
Alexandre Cloutier, Agr., Agri-Marché Inc.
Martine Denicourt, DVM, M. Sc.,
Faculté de médecine vétérinaire
Sylvain Fournaise, DVM, M. Sc., Olymel S.E.C./L.P.
Yvan Fréchette, Les Éleveurs de porcs du Québec
Gilbert Gagnon, Agr., Provimi Canada/Cargill
Sébastien Lacroix, AQINAC
Jean-Yves Lavoie, Agr., Sollio Agriculture
Alain Lefebvre, Jyga Technologies
Marie-Eve Lepage Boudreau, AQINAC
Jean Poulin, Agr., PIC North America
Francis Simard, Agr., M. Sc., Shur-Gain/Trouw Nutrition
Jean-François Tardif, Banque Nationale du Canada
Oriane Wion, AQINAC

PORK VALORIZATION COMMITTEE

Danielle Vaillant, Committee Chair,
Les Éleveurs de porcs du Québec
Serge Couture, Varifan Inc.
Chantale Desjardins, Olymel S.E.C./L.P.
Sébastien Lacroix, AQINAC
Marie-Eve Lepage Boudreau, AQINAC
Marylène Ménard, F. Ménard Inc.
Kevin Poitras, Aliments Asta Inc.

THANK YOU TO OUR SPONSORS

PRESTIGE PARTNERS (conference day and celebrations)

Olymel — On nourrit le monde
Les Éleveurs de porcs du Québec

MAJOR SPONSORS — CONFERENCE DAY

GENIUS BY/PAR MONITROL
zoetis
Sollio Agriculture auparavant La Coop
SHUR-GAIN / trouw nutrition une entreprise de Nutreco
AGRI MARCHE LEADER EN ALIMENTATION ANIMALE DEPUIS 1913
GROUPE CÉRÈS INC
MAXIMUS / MAXIMUS SOFTWARE
CIPQ Centre d'insémination porcine du Québec Inc.

MAJOR SPONSORS — FESTIVITIES

Asta Aliments Asta inc.
19 F 61 MÉNARD QUÉBEC ANGE-GARDIEN

sfroy.com 192522

AQINAC Association québécoise des industries de nutrition animale et céréalière
Les Éleveurs de porcs du Québec

present the pork industry event not to be missed!

A SECTOR IN CONSTANT
INNOVATION

DECEMBER 10-11 2019

LE PORC SHOW

CONFERENCES • EXHIBITION • CELEBRATIONS

QUEBEC CITY CONVENTION CENTRE

6th Edition

LIVE THE EXPERIENCE

theporkshow.com

#PorcShow

Eco-responsible event

Dec. 10

3:00 p.m. **to 7:30** p.m.

OPENING EVENING

Come meet and exchange
with exhibitors!

La Terre de chez nous — swineweb.com

4:00 p.m.

Facilitator: Vincent Cloutier, Agr., **Les Éleveurs de porcs du Québec**

IMPACTS AND ISSUES OF AFRICAN SWINE FEVER; WILL WE BE READY TO FACE THEM?

With African swine fever spreading to many parts of the world and affecting international trade, how can the various field stakeholders prepare for and react to a possible infection? Be up to date on the progress of this hot issue and come listen to well-known professionals who can speak openly about the situation and how it is being managed.

Martin Pelletier, Agr., MBA
Coordinator
Équipe québécoise de santé porcine

Sylvain Fournaise, DVM, M. SC.
Vice President, Food Safety and Technical Services
Olymel S.E.C/L.P.

Dre Aline Dimitri, Ph. D.
Executive Director, Animal Health
Canadian Food Inspection Agency

Dec. 11

All **conferences are bilingual** and presented in simultaneous translation.

The letter (F) indicates that this conference will be presented in French by the lecturer.

7:30 a.m. — **REGISTRATION, COFFEE AND BOOTH VISIT**

provimi — ADM — Québec

9:00 a.m. — **OPENING SPEECH**
MC: Vincent Cloutier, Agr.
Les Éleveurs de porcs du Québec

9:15 a.m.

GLOBAL TRENDS AND GEOPOLITICAL IMPLICATIONS OF TRADE TENSIONS (F)

Jean Charest
Partner
McCarthy Tétrault LLP

As a former Premier of Québec and a member of the Board of Directors of the Asia Pacific Foundation of Canada, Mr. Charest will present a portrait of the Canada-Quebec-China geopolitical situation and world trends.

10:20 a.m.

GLOBAL PORK MARKET UPDATE AND OUTLOOK

Brett Stuart, MBA
President
Global AgriTrends

ASF now threatens 75% of the world's swine in the EU and China. The virus is spreading uncontrollably. Global pork supplies are falling sharply. Chinese liquidation and culling are fueling a massive pork supply gap in China. Imports will be pulled from all directions globally. Beef, poultry and seafood prices will be affected as well. And no nation is immune from the risk of ASF. How does this shift the global protein complex? And, what are the implications of ASF in North America?

11:10 a.m.

FOOD 5.0 HOW WE FEED THE FUTURE

Robert Saik, Agr.
President
Saik Management Group Inc.

This face-paced presentation will leave you either scared or excited about the future. Robert's knowledge of technology integration on the farm will take us on a journey from the past to the future looking at how convergence is driving change in agriculture. We will move from the lab, through the computer, through robots to the field through the barn. Join us as we explore FOOD 5.0 How We Feed the Future.

12:00 p.m. — **SUCCULENT DINNER**
100% QUEBEC PORK
AND BOOTH VISIT

PROREC — L'option pour une alimentation animale à moindre coût — fac Financement agricole Canada — MERCK Santé animale, fabricant de Porcilis ileitis

INNOVATION AND TECHNOLOGY WORKSHOP

Facilitator: Yvan Fréchette, Les Éleveurs de porcs du Québec

MY CONNECTED FARM: PROACTIVE MANAGEMENT TO REAL-TIME BREEDING (F)

2:05 p.m.

Christian Blais, Agr.
General Manager
Isoporc Inc.

Want to optimize the performance of your farms? Real-time proactive management has become essential. Allowing for the daily planning of various criteria, obtaining specific performance indicators will help you make faster decisions and thus improve your productivity.

SWINE GENETICS: ITS EVOLUTION FROM YESTERDAY TO TOMORROW (F)

2:50 p.m.

Daniel Godbout, Agr., M.Sc., Geneticist
Genetic Service Manager
PIC Canada Ltd

The conference will review the genetic improvements achieved over the past 50 years for a growing number of genetic characteristics, predict the technological advancements that are likely to materialize over the next few years, and describe their possible impacts on future swine genetic improvement.

HEALTH AND LIVESTOCK MANAGEMENT WORKSHOP

Facilitator: Francis Simard, Agr., M.Sc., Shur-Gain/Trouw Nutrition

PIG FEED CHALLENGES IN 2020 (F)

2:05 p.m.

Dan Bussières, Agr.
Co-owner
Groupe Cérès Inc.

The pig feed industry faces constant changes and the next few years will be no different. The new rules and standards for antibiotics and their use, the addition of certain minerals in large doses, such as zinc and copper, and the biosecurity aspect of certain ingredients from countries with diseases such as the African swine fever, are and will remain issues of media in the years to come. Our safety net is wearing thin. The presentation will offer possible solutions and approaches to food and management, which will help producers adapt more easily to changes.

CLIMATE AFFECTS OUR ANIMALS; WHAT CAN WE DO? (F)

2:50 p.m.

Francis Pouliot, Ing., MBA
Senior Manager – Sow Research & Training Farm and Business Development
Centre de développement du porc du Québec Inc.

Climate changes are already affecting our herds and buildings. What are the forecasts for the next 20 years? Build a new building or renovate, how do we develop infrastructures and equipment to ensure their durability and the comfort of the animals? Thankfully, there are practical and affordable solutions to this issue.

MARKETING WORKSHOP

Facilitator: Sylvain Fournaise, DVM, M. Sc., Olymel S.E.C/L.P.

HOW DOES MARKETING INFLUENCE OUR FOOD CHOICES? (F)

2:05 p.m.

David Poirier, MBA
Innovation Manager
Olymel S.E.C/L.P.

Do you believe you make rational decisions at the grocery store? This conference will show the importance of emotions and impressions on our decisions, and how marketers manipulate them to influence us. It will also namely look at the role of product allegations and how pork can make good use of them.

MEAT CONSUMPTION HABITS: EXPLORING MAJOR TRENDS (F)

2:50 p.m.

Danielle Vaillant
Marketing Director
Les Éleveurs de porcs du Québec

By examining the main results yielded by the study conducted by Léger for Les Éleveurs de porcs du Québec, discover who the local pork consumers are. Learn to know the five categories of buyers; their habits, obstacles, interests and incentives, and how to target them in your actions.

3:45 p.m. — **AWARDS CEREMONY AND RECOGNITION OF INDUSTRY ACTORS IN THE SECTOR**

4:00 p.m.

5 KEY ELEMENTS OF A WINNING MARKETING PLAN (F)

Luc Dupont, Ph. D.
Associate Professor
University of Ottawa

This conference will provide an overview of the marketing universe against the backdrop of one main question: "How to maximize each dollar invested in marketing and avoid some costly mistakes?" This is a practical conference filled with information, advice as well as essential and entertaining data for all industry stakeholders.

5:00 p.m. — **NETWORKING COCKTAIL**
(IN THE BOOTH AREA)

FESTIVITIES

From 6:00 p.m.

COME CELEBRATE INDUSTRY EXCELLENCE

A unique evening to network and taste Quebec pork

BE THERE!

THANK YOU TO OUR SPONSORS

PRESTIGE PARTNERS

OLYMEL — On nourrit le monde

Les Éleveurs de porcs du Québec

MAJOR SPONSORS — CONFERENCE DAY

AGRI MARCHE — LEADER EN ALIMENTATION ANIMALE DEPUIS 1913

Sollio Agriculture auparavant La Coop

MAXIMUS — MAXIMUS SOFTWARE

GROUPE CÉRÈS INC

SHUR-GAIN — trouw nutrition — une entreprise de Nutreco

zoetis

GENIUS — BY/PAR MONITROL

CIPQ — Centre d'insémination porcine du Québec inc.

MAJOR SPONSORS — FESTIVITIES

AstA Aliments Asta inc.

19 F 61 MÉNARD — QUÉBEC — ANGE-GARDIEN

LE PORC SHOW

CONFERENCES • EXHIBITION • CELEBRATIONS

WHAT IS LE PORC SHOW?

More than 1,100 participants

A **bilingual** event

More than 80 exhibitors

A privileged **networking** opportunity

Seasoned speakers

The **Prix de reconnaissance de la filière porcine**

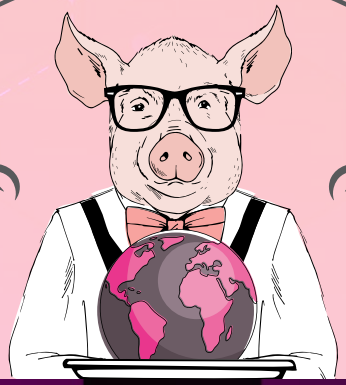
A **charitable** event — La Tablée des Chefs

The Concours de la **relève culinaire** — ITHQ

A **festive evening**

Tasting of **worldwide pork recipes**

QUEBEC PORK STANDS OUT AROUND THE WORLD



TO FIND CONCRETE SOLUTIONS TO YOUR CURRENT CHALLENGES, DO NOT MISS LE PORC SHOW!

Each year, seasoned speakers from around the world are carefully selected to share their scientific and practical expertise to stay abreast of new industry-specific technical, economic and scientific knowledge.

SO MAKE SURE TO ATTEND THE 6th EDITION OF LE PORC SHOW!

BECAUSE OUR SECTOR IS CONSTANTLY INNOVATING

CONTEST

HURRY!

Register before November 22, 2019 and **you could**

WIN

DELTA HOTELS MARRIOTT

2-NIGHT STAY
including breakfast at the Delta Hotels*

+

2 FULL-DAY PASSES
to Le Porc Show 2020*
Whole day

* To be eligible, you must register before November 22, 2019 at 11:59 p.m. The draw will be held on the conference day of December 11, 2019. You must be present during the draw. Approximate value: $900. Contest rules available upon request.

ONLINE REGISTRATION

Visit **leporcshow.com** for more information.

COST	Producer	Stakeholder	Student[1]
FULL REGISTRATION (including Opening Evening, Conferences, Exhibits, Lunch and Festivities[2])	**$176**	**$209**	**$109**
CONFERENCE DAY (including Opening Evening, Conferences, Exhibits and Lunch)	**$135**	**$170**	**$49**
FESTIVITIES[2] only	**$83**	**$83**	**$83**

Taxes not included. No refund. Replacement accepted.

For any late registration (after November 22, 2019), there are no guarantees for the lunch and festivities.

1 To get the student discount, the participant must be a full-time student from an institution accredited by "le ministère de l'Éducation et de l'Enseignement supérieur (MEES)". A valid student card may be required on site.

2 Includes 15 tasting coupons.