

Science and Innovation Workshop for the Canadian Pork Industry

Ensuring Our Competitive Position

Wednesday, November 21, 2007
Crowne Plaza Hotel, Ottawa, Ontario

The Canadian Pork Council and the Canadian Center for Swine Improvement joint **workshop** will provide an opportunity for all pork value chain partners to discuss and exchange information on key science and innovation priority areas to help the Canadian pork industry maintain its competitive position.

Meeting Objectives:

1. Increase awareness across the value chain about the role and impact of science and innovation in contributing to the competitiveness of the Canadian hog/pork industry.
2. Share and communicate the science and innovation key priority areas in order to seek feedback and reach agreement on future needs.
3. Develop next steps to coordinate and reach the appropriate level of investment towards the identified priority areas for science and innovation in the Canadian pork industry.

Please confirm your attendance by **November 13, 2007** at the following address info@cpc-ccp.com

For further information, please contact:

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WORKSHOP AGENDA

Wednesday, November 21, 2007
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8:30 A.M. **Introductions**

8:45 A.M. **Presentations:**

- **AAFC's Science and Innovation Strategy** (*Jacques Surprenant, Science Director, Livestock Production Systems, AAFC*)
- **National Pork Value Chain Roundtable - National Science and Innovation Strategy** (*Pramod Mathur, Canadian Center Swine Improvement*)

10:00 A.M. Break

10:20 A.M. **Value Chain Perspectives:**

- **A producer perspective** (*Clare Schlegel, President, Canadian Pork Council*)
- **A processor perspective** (*to be confirmed*)
- **An export perspective** (*Ted Bilyea, Innovation Advisor, Agriculture, Food and Rural Development, Alberta, former Executive Vice President of Maple Leaf Foods Inc.*)

11:30 A.M. **Small Group Discussion**

- **Identifying gaps**
- **Identifying the stakeholders' priorities**

12:30 P.M. Lunch

1:30 P.M. **Small Group Discussion (cont'd)**

2:30 P.M. Break

2:50 P.M. **Plenary Session & Panel**

- **Reporting from breakouts by key areas**
- **Reactions from panelists about the relative priorities identified**
- **Discussion of next steps**

4:30 P.M. Adjournment