

# PRAIRIE LIVESTOCK EXPO 2018

WEDNESDAY, December 12

9 AM – 6 PM

Victoria Inn Hotel & Convention Centre  
WINNIPEG, Manitoba, Canada

Where the  
livestock industry  
**CONNECTS**



[prairielivestockexpo.ca](http://prairielivestockexpo.ca)

## Now a **MULTI-SPECIES** Livestock Show!

**Prairie Livestock Expo** is Canada's premier multi-species consumer show. Originally organized more than 30 years ago for the hog and poultry sectors, the show has expanded to showcase the newest technology and information for the production needs of all livestock producers!

The livestock sector, which consumes almost four million tonnes of grain and oilseed meal, accounts for almost half the farm receipts in our province. In addition to being a major market for grain farmers, it creates almost 25,000 jobs directly and in the service, processing, distribution and retailing industries.

Prairie Livestock Expo will give you, a livestock producer, the opportunity to meet representatives from the service sector and learn about new products, services and technologies that are intended to improve your business. Here you will learn about the latest developments in animal handling, feed additives, housing systems, feeding equipment, odour control, composting and manure application. It is also your chance to get together with other like-minded producers to socialize and celebrate success in your businesses.

Our thanks go to the U of M's Faculty of Agricultural and Food Sciences for putting you at the forefront of the livestock research and technology scene with their speaker session on **New and Emerging Research**.

PLEASE KEEP OUR  
INDUSTRY **SAFE**.  
NO BARN CLOTHES  
OR BARN SHOES  
AT THE SHOW!

Canada's largest **Pork Quality Competition** is back again! This year we are offering a new and exciting prize. **ALL ENTRIES** are eligible to **WIN** a trip for two to Des Moines, Iowa for the World Pork Expo 2019. The winner will be announced at the show.

Did you know that from the first **Pork Quality Competition** in 1996 to this year's Expo more than \$400,000 has been donated to international, national, rural and urban charities such as hospitals, drop-in centres, and children's organizations? Or that more than 55,000 kg of top quality pork has been donated to Manitoba's food banks?

Then sit back and enjoy the poultry industry's **Wingstix™ for Wishes**, where celebrities compete with the down-home crowd. And where the real winner is the Children's Wish Foundation!

Meet old friends and make new ones.  
**See you at the show!**

### Committee Members

Andrew Dickson, *Manitoba Pork Council (Chair)*  
Darren Bates, *Elanco Animal Health Canada*  
Miles Beaudin, *Manitoba Agriculture*  
Alan Bell, *Superior Agri-Systems*  
Keith Borkowsky, *Manitoba Beef Producers*  
Jason Care, *Manitoba Hog Grading*  
Patti Clement, *Dockside Strategies*  
Jeff Eastman, *Manitoba Agriculture*  
Carl Esau, *Hypor*  
Lara Forchuk, *Bio Agri Mix*  
Robyn Harte, *Manitoba Agriculture*  
John McDonald, *BSI Insurance Brokers*  
Cory Rybuck, *Manitoba Egg Farmers*  
Shane Saunders, *Charison's Turkey Hatchery*  
Murray Smith, *Smith Poultry Consulting*  
Dallas Ballance, *GoodwinBallance Communications (Ex-Officio)*

UNIVERSITY OF MANITOBA

## New and Emerging Research Session

10:00 am – 10:10 am

### Welcome

Andrew Dickson  
MANITOBA PORK COUNCIL

10:10 am – 10:30 am

### Mitigating Bison Meat Rapid Discolouration

Dr. Argenis Rodas-Gonzalez

10:30 am – 10:50 am

### Environmental Footprint of Canadian Pig Production

Dr. Mario Tenuta

10:50 am – 11:10 am

### Biofilters for Odour Control

Desmond Essien

11:10 am – 11:30 am

### Narrower Slats and Gaps of Slatted Concrete Floors for Gestation Sows

Xiajie Yan

2:00 pm – 2:20 pm

### Effectiveness of SymbiCoat®, Antibacterial Coating to Reduce *Listeria Monocytogenes*

Dr. Claudia Narvaez

2:20 pm – 2:40 pm

### Alternatives to Antibiotic Growth Promoters for Supporting Pig Gut Health

Faith Adeyinka Omonijo

2:40 pm – 3:00 pm

### Nutritive Value and High Inclusion Levels of Canola Meal in Poultry Diets

Dr. Anna Rogiewicz

3:00 pm – 3:20 pm

### Annual and Perennial Forages for Beef Cattle Extended Grazing

Dr. Emma McGeough

3:20 pm – 3:40 pm

### Public Outreach & Ag Education: Addressing Opinions, Questions and Concerns at the U of M – Farm & Food Discovery Centre

Kristen Matwychuk



# PRAIRIE LIVESTOCK EXPO

## VISION STATEMENT

For Manitoba's livestock producers to be world leaders in producing quality food while safeguarding the environment, embracing proven welfare practices and contributing to the social and economic well-being of Manitoba's farming communities.

## MISSION

To promote the sustainability of Manitoba's livestock producers

## PURPOSE

The one-day trade show is targeted primarily at livestock producers and seeks to accomplish the following:

Offer a venue for livestock producers to interact amongst themselves and industry/government partners.

Heighten producer awareness of the latest developments in livestock production and animal husbandry practices.

Showcase advancements in livestock quality traits through events such as a pork quality competition.

Enhance the image of livestock farmers through charitable community donations and fund programs/projects that advance the interests of livestock producers.

[prairielivestockexpo.ca](http://prairielivestockexpo.ca)



## Wingstix™ for Wishes

On Wednesday December 12, come and enjoy fun and frivolity as celebrities match their skills with audience members in a **Chicken-Wing Eating Competition**. Cheer on your favorite competitor! Laugh at the antics!

Proceeds from this competition go to the Children's Wish Foundation.

## 4-H Manitoba



4-H Manitoba's students speaking on *Agriculture in Manitoba: 'Our Personal Experiences'*

4-H is a youth program that provides members with the resources and activities to build self-confidence, communication and leadership skills while learning about a topic of their choice.

...starts at **4:30 PM**



## Poster Contest

**Life on the Farm** is the theme of this year's Poster Contest for Manitoba students in Grades 3 through 6. Growing up in a farming community can be an exciting adventure. Now elementary students are invited to submit their own impressions of **Life on the Farm** and win cash prizes. Winning entries will be displayed at the show.

## Taste the Best

To view and taste the finest in foods from Manitoba's beef, pork, chicken, turkey and egg producers, visit the attractive and popular **Taste the Best** display. This value-added retail exhibit showcases an impressive arrangement of excellent products available from Manitoba's agri-food industry. So visit **Taste the Best** and enjoy sampling some of the excellent beef, pork and poultry products available from local producers.



Be sure to attend the awards presentation at **5 PM** on Wednesday, December 12.

**Grand Champion wins Cash Prize...**

...**ALL** entries eligible to **WIN** a trip for 2 to **DES MOINES, Iowa** for the **WORLD PORK EXPO 2019!**  
\*(max \$2500). See website for details.

## Pork Quality Competition

Be sure to attend this exciting feature at Prairie Livestock Expo – the largest pork quality competition in North America!

Manitoba's pork is world-renowned for its high quality. This event celebrates excellence in pork production by recognizing the "Best of the Best." Producers from across Canada are invited to compete for the title of Grand Champion!

Dependent solely upon industry sponsorship, this event is a good news story for the pork industry. Prize money will be donated to charitable organizations selected by the winners; and more than 7500 kg of the world's finest pork will be donated to provincial food banks for distribution during the holiday season.

Come and see the top 10 entries on display throughout the show.

## Sponsors Thank You

Prairie Livestock Expo thanks the sponsors of the 2018 event:

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*Standard Nutrition / IVS / Impact Solutions*

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