

PRAIRIE LIVESTOCK EXPO 2022

WEDNESDAY, December 14

Victoria Inn Hotel & Convention Centre
WINNIPEG, Manitoba, Canada

9 AM – 6 PM



CONNECT with
LIVESTOCK producers...

prairielivestockexpo.ca

The Multi-Species Livestock Show!

PRAIRIE LIVESTOCK EXPO is Canada's premier multi-species consumer show. Originally organized more than 35 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**.

Canada's largest Pork Quality Competition is back again! The winner will be announced at the show.

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

Did you know that from the first Pork Quality Competition in 1996 to this year's Expo more than \$415,000 has been donated to international, national, rural and urban charities such as hospitals, drop-in centres, and children's organizations? Or that more than 145,000 lbs (over 65,000 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

Cam Dahl, *Manitoba Pork (Chair)*
Miles Beaudin, *Hypor*
Jason Care, *Manitoba Hog Grading*
Patti Clement, *Outstanding Branding*
Jeff Eastman, *Manitoba Agriculture*
Carl Esau, *Trouw Nutrition*
Peter Frohlich, *National Centre for Livestock and the Environment (NCLE), University of Manitoba*
Robyn Harte, *Manitoba Agriculture*
David Hultin, *Manitoba Beef Producers*
John McDonald, *BSI Insurance Brokers*
Andrew Penner, *New Standard Ag*
Cory Rybuck, *Manitoba Egg Farmers*
Shane Saunders, *Charison's Turkey Hatchery*
Murray Smith, *Smith Poultry Consulting*
Dennis Stevenson, *Premier SHP*
Marty Thenhaus, *Vétoquinol*
Dallas Ballance, *GoodwinBallance Communications (Ex-Officio)*



UNIVERSITY OF MANITOBA

New and Emerging Research Session

10:00 am – 10:10 am

Welcome
Cam Dahl
Manitoba Pork

10:10 am – 10:30 am

**Swine Health 2022:
A Year in Review**
Jenelle Hamblin

10:30 am – 10:50 am

**Burlap and Buddies: Enrichment Options to
Reduce Weaning Stress in Piglets**
Ashlyn Scott

10:50 am – 11:10 am

**Connecting Farmer Well-Being to Animal
Health and Welfare in Agriculture**
Dr. Meagan King / Dr. Briana Hagen

11:10 am – 11:30 am

**Critical Swine Production Traits Improved
in Offspring Finisher Pigs by Feed
Efficiency Selection of Parents**
Dr. Argenis Rodas-Gonzalez

2:00 pm – 2:20 pm

**Aerosol (Airborne) Transmission of
Animal Diseases**
Dr. Qiang Zhang

2:20 pm – 2:40 pm

Avian Influenza Update
Cory Rybuck

2:40 pm – 3:00 pm

Nutrient Management of Manure
Dr. Xiaopeng Gao

3:00 pm – 3:20 pm

**Using Innovative Digital Tools to Address
Current Issues in Animal Agriculture**
Dr. Marcos Cunha Cordeiro

3:20 pm – 3:40 pm

**Building Public Trust:
Why Does it Matter to You?**
Kristen Matwychuk

 **NOTE: These 2 presentations have switched times since brochure printing.**

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.

Wingstix™ for Wishes

On Wednesday December 14, 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.



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.



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.



Be sure to attend the awards presentation at **5PM** on Wednesday, December 14.

Sponsors Thank You

Prairie Livestock Expo thanks the sponsors of the 2022 event:

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