



BANFF PORK  
seminar

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## **Business partnership a 'win-win' situation for Danisco and Banff Pork Seminar**

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John Van Oort sees it as a business partnership. Every year, the Danisco Animal Nutrition business manager for Canada and his team hold a meeting with potential customers and others just prior to the Banff Pork Seminar. They do this because it's a.) cost-effective and b.) it's a key opportunity to reach a broad cross-section of players in the pork industry while they're in the same place at the same time.

"To put on this kind of meeting can be very costly if you're flying everybody in. In that sense, it's a cost-sharing arrangement," he says. "In fact, in 2008 and again in 2009, my EU colleagues have supported some of their customers to attend the Banff Pork Seminar in coordination with our meeting, so it's kind of a win-win situation for both ourselves and the Seminar."

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