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Banff Pork Seminar has finger on the pulse of global pork community

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When all is said and done, perhaps the biggest news about this year's Banff Pork Seminar is that fact that it reached its sponsorship goal. On the surface, this doesn't seem like much of a surprise - the annual event consistently attracts sponsors and delegates from all over the globe.

However, in a year that has seen economic turmoil both in the pork industry and in the world around it, this accomplishment takes on new meaning. It means that after 37 years, the Banff Pork Seminar's time-tested formula of big-picture thinking and practical "take home" information still has its finger on the pulse of a pork community looking for solutions in an increasingly uncertain world.

"In many ways, the search for knowledge is kind of like the stock market – sometimes the best opportunities exist when the market has taken a downward turn," says BPS committee chair and longtime delegate Bryan Perkins. "Just like the stock market, it's a matter of finding the best learning opportunities to invest in, and the Banff Pork Seminar has built a reputation for being one of the best."

Grounded in profitability

Top speakers on the most relevant topics of the day make this event consistently popular, says Perkins, and the sessions are set up so that attendees can select the options most relevant to them. The goal, says Perkins, is to provide a snapshot of the production, trade, financial and market challenges facing the industry at this point in time.

Although these sessions tackle the pork industry from a number of different angles, their common denominator is that they are all grounded in a fundamental concern for the profitability of the pork industry. "I recall, in past years, sitting through seminars of a highly technical nature where I wasn't necessarily able to understand all the concepts, but I still came out thinking about the industry and our place in the market," says Perkins. "That, to me, has always been an important part of the Banff Pork Seminar experience."



**BANFF PORK
seminar**

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A networking hub

When it comes to networking, most would probably agree that the biggest "bang for your buck" comes from attending events where key industry players are in the same place at the same time. And with several hundred industry participants from all around the globe attending every year, there's a pretty good chance industry leaders from all sectors supplying the pork industry will be at the Banff Pork Seminar, says Perkins.

Location, location, location

If the key to successful marketing is location, then the Banff Pork Seminar's setting in beautiful Banff National Park is one of the event's biggest draws. For this reason and others, the event's appeal goes beyond business, says Perkins.

"I've often thought of the Banff Pork Seminar as an opportunity to get away from day-to-day operations and get my batteries recharged. Over the years, there's been strong support for the event to be held where producers can get away from their farms. That, to me, has always been an important part of it."

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