



***inside*BPS**

4-10 Agriculture Forestry Centre, University of Alberta
Edmonton, Alberta T6G 2P5
Phone: 780 492-3651 Fax: 780 492-5771
Email: info@banffpork.ca Web: www.banffpork.ca

For longtime sponsor PIC Canada, Banff Pork Seminar is all about the exposure

Date posted: October 28, 2009

When it comes to promoting a product or service, the challenge for most companies is getting "the most bang for your buck" by hitting the media or events that offer maximum exposure to its target market. The same challenge holds true when attempting to share key research information.

For PIC Canada, a prominent pig genetics company which works with a number of partners on research projects aimed at improving farm management systems, the Banff Pork Seminar serves as a key information transfer tool for its research activities. It's also the reason the company has been a sponsor of the event almost from the beginning, says Steffen Klenk with PIC Canada.

"PIC Canada sponsors a number of events across the country that share information with producers, but from both a technical standpoint and a more global perspective, the Banff Pork Seminar is one of our prime events," he says.

"The value we see is its scope of touch with the industry. It started out more as a national event focusing on Western Canada. It then spread across the country attracting broader interest every year. Soon, we saw more and more international production companies every year at the event. As an international breeding company, it just gives us a large picture of exposure."

For more information, contact:

Ruth Ball, Conference Coordinator
Banff Pork Seminar
Ph: (780) 492-3651
E-mail: info@banffpork.ca
Web: www.banffpork.ca