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Networking opportunities drive success of Banff Pork Seminar, says longtime delegate

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It's a question heard in many sales and marketing meetings: do we really know the needs of our target market and, if not, how do we find out? Most would probably agree that, whenever possible, the most straightforward way is to engage that audience one-on-one.

In the case of those serving the pork industry, the Banff Pork Seminar has become a key tool for doing this. In many ways, however, the Seminar's current reputation is the result of a long process that developed as it built a reputation for bringing in the best in the industry. Having attended the vast majority of Banff Pork Seminars since the event's inception in 1972, Sunhaven Farms president Bryan Perkins has seen the evolution of the Banff Pork Seminar firsthand.

"At first, there was a higher percentage of producers and not as many supporting industry participants. The level of non-producer industry participants has gone up significantly as time went on, and that's where a good part of the growth has come from," says Perkins, who serves as chair of the 2009 Banff Pork Seminar committee.

The net result has been a leading edge Seminar that's ideal for networking on a number of levels. "If you want to talk to industry leaders from all sectors supplying the pork industry, there's a darn good chance they're going to be at Banff. That's something that's evolved."

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