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Sunterra's 'quality connection'

Date posted: December 23, 2008

Why Sunterra Farms circles Banff Pork Seminar on the calendar every year.

Sunterra Farms has about 13,000 sows in Alberta and Ontario with pigs finished in Alberta and Iowa. The main annual event where production teams from both operations get together is the Banff Pork Seminar.

That's with good reason, says Ben Woolley, Vice President of Sunterra Farms, who looks after the company's pig and sheep divisions.

"Everyone at Sunterra has always felt that the Banff Pork Seminar is a very good technical conference," says Woolley. "We always have a pretty good showing of about 15 or so Sunterra people, mostly from our production teams. The educational aspect is first rate. But quite apart from that, for us it's a good team building exercise. For the production guys, it's tough to find a better event to connect with each other and the industry, to have some fun and learn something at the same time."

BPS delivers whole package

Those benefits are a key reason why the Banff Pork Seminar is an attractive event not only for Sunterra but for the many companies and organizations that send strong delegations of their teams every year. They are also big reasons why Sunterra Farms is a long-time sponsor of the event.

"The whole package is what we look at," says Woolley. "First, it's a top notch research and technical seminar, and supporting research is an important part of what Sunterra does. And of course the interaction with everyone who attends the seminar is very good. There's always great representation of the industry and you can connect with everyone in one spot, both in a social sense and business sense. But more than anything else, our sponsorship is about supporting the industry. The seminar is a very worthy cause that is good for the industry as a whole."



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Quality is the hallmark of the Sunterra brand from production to retail, from Sunterra Farms and related divisions to the company's Sunterra Market outlets in Calgary and Edmonton. It's also the key trait of the company's association with Banff Pork Seminar. It means quality connection both in a team sense and in terms of interaction with the industry.

For Woolley and many others, the "meetings around the meeting" are also an essential part of the Banff Pork Seminar experience. "Lots of business gets done there. I myself always have a lot of meetings around the seminar. Everybody's there, so things happen."

Quality organization, quality results

As a past chair of the Banff Pork Seminar Committee and current committee member, the benefits of sponsorship are something Woolley sees from both sides. "The Banff Pork Seminar has been very fortunate to have the support of a number of sponsors every year, many who sponsor the event year after year. The seminar simply would not be at anywhere near the level of quality that it is without that support."

Having managed pig production businesses in the United States, Scotland and Canada, and attended key industry events in both continents and beyond, Woolley knows the seminar delivers international level quality, in both the knowledge presented and the stature of the event itself.

A critical element owing to that stature is the core organizing role handled by University of Alberta, he says. "The U of A has done an outstanding job of organizing and running the seminar for what has been a remarkable run now going over 38 years. They're to be commended for the job they've done."

For more information, contact:

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