

# 2015 Field Day

#Gentec2015

## Innovation in Action: Opportunities in Livestock Production

Hosted at the Agriculture and Agri-Food Canada  
Lacombe Research Centre

Lacombe, Alberta

August 19<sup>th</sup>, 2015



Agriculture and  
Agri-Food Canada

Agriculture et  
Agroalimentaire Canada

# THE Program

8:30 am	<b>Arrival &amp; Registration</b> Enjoy coffee, muffins, and explore the poster presentations
9:30 am	<b>Morning Tours Departure</b>
12:00 pm	<b>Lunch, Networking, &amp; Poster Session</b>
1:00 pm	<b>Presentations</b>  <b>Welcome &amp; Introduction</b> <b>Bridging the Gaps Along the Innovation Pipeline</b> <b>Graham Plastow</b> CEO, Livestock Gentec, University of Alberta  <b>Livestock Crises: Dealing with the Triad of an Infectious Outbreak, Biosecurity, and Animal Transport</b> <b>Egan Brockhoff, DVM</b> Partner and Practicing Veterinarian, Prairie Swine Health Services <i>In May 2013, a unique corona virus known as PED Virus was unexpectedly discovered on a single small pig farm in the US Midwest. Eight million piglets later, this virus now affects 50% of the US sow herd. Despite significant effort, nine months later, the virus found its way to Canada through a most unexpected route. This presentation will focus on one of the most significant animal health events to occur in North America in the 21st century, lessons learned, industry responses, where we are today and how the livestock industry needs to prepare itself for the future of maintaining high animal health in an ever more global and competitive marketing environment.</i>  <b>The Role of NSERC in Applied Research</b> <b>Frank Nolan</b> Research and Innovation Development Officer, Prairies Regional Office, NSERC (Natural Sciences and Engineering Research Council of Canada)
2:30 pm	<b>Afternoon Tours Departure</b>
4:45 pm	<b>Networking &amp; Light Snacks</b>
5:30 pm	<b>Departure</b>

# THE Keynote

## “Livestock Crises: Dealing with the Triad of an Infectious Outbreak, Biosecurity, and Animal Transport. What Can Be Learned from the PED Outbreak?”

Dr. Egan Brockhoff, DVM

Dr. Egan Brockhoff is a strong advocate of agriculture and agribusiness. He is a graduate of the Western College of Veterinary Medicine at the University of Saskatchewan in Saskatoon. He and his family operate a third-generation mixed farm in central Alberta. He is a partner and a practising veterinarian with Prairie Swine Health Services in Red Deer, Alberta and is the acting National Animal Health Coordinator for the Canadian Pork Council. Prairie Swine Health Services is a member of the Distributed Veterinary Learning Centre at the University of Calgary's Faculty of Veterinary Medicine. Prairie Swine Health Services is a swine medicine and consulting practice offering a wide variety of services to farms and farm families across Western Canada, the US Midwest and Asia. Dr. Brockhoff was the recipient of the 2014 Alberta Pork Congress Industry Ambassador Award.



# THE Tours

### 1) Cattle Selection Tools

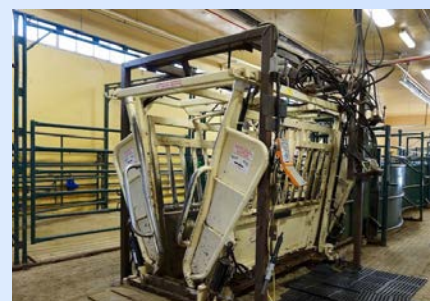
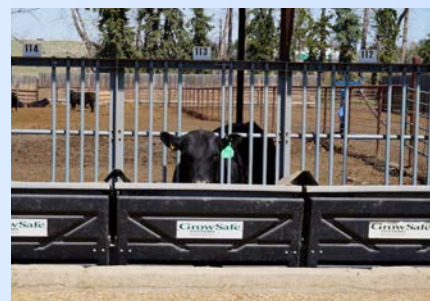
- High and low Residual Feed Intake (RFI) cattle display
- RFI testing and selection methods
- W5: What, When, Where, Why and How to use EPDs

### 2) On-Pasture Animal Testing Demonstrations

- High intensity grazing
- GrowSafe and GrowSafe Beef
- GreenFeed CO<sub>2</sub> & methane emission-testing

### 3) On-Going Projects in Pork Production & Multi-Species Processing

- Early disease detection systems
- Infrared thermography applications
- Animal handling system
- DEXA bone, fat & muscle carcass evaluation
- Food safety systems
- Sensory evaluation laboratory



# Join us: LGC2015

**Playing the Long Game: Capturing Value in Livestock Innovation**  
Livestock Gentec Conference October 13<sup>th</sup> & 14<sup>th</sup> at the Delta Edmonton South

## Topics and speakers include:

**Pulling Value Through the Beef Chain - the UK Experience**

**Mike Coffey**, Professor, Scotland's Rural College

**Genetic Improvement in Commercial Beef Cattle - What Is Possible?**

**Brian Wickham**, International Beef Industry Consultant

**Communications as a Tactic of Risk Management**

**Andrew Powell**, Director, Centre for Risk Communication, Asia

**Beef and the Era of Sustainability - Sector Perspectives & Panel Discussions**

**Jeff Fitzpatrick-Stillwell**, Senior Manager, Sustainability, McDonald's Corporation

**Morgan Chattaway**, Owner, Bar S Ranch (cow/calf sector)

**Stuart Thiessen**, Owner, Namaka Farms (feedlot sector)

**Traceability, Niche Markets & Value Chain Integration**

**Cory Van Groningen**, Owner, VG Meats & President, Ontario Independent Meat Processors Association

## OUR Supporters



**For more information about Livestock Gentec:**

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