



BANFF PORK
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news release

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Media Advisory

Edmonton, Alta., January 10, 2013:

What: Banff Pork Seminar
When: January 15-17, 2013
Where: The Banff Centre, Banff, Alberta

The 2013 Banff Pork Seminar will be held January 15 to 17 in the Banff Centre, Banff, Alberta. Over more than 40 years, this seminar has been a top indicator of innovation and leading thinking in the pork and general agricultural industries in Canada. This year's seminar, with a theme of "The Challenge of Change" features presentations from leaders in Canada and around the world on the major marketing, trade, production and welfare issues facing the industry today.

Media are invited to attend or to access information directly. Full 2013 program information is available on the Banff Pork Seminar Web site at www.banffpork.ca. Also, Geoff Geddes, Communications Specialist with Alberta Pork, is available during the seminar to assist media with requests.

Get news releases and photos directly. Banff Pork Seminar news releases will be distributed to media outlets. However, the quickest way to get all news articles, print-quality photos and blog perspective is to visit the *Inside the Banff Pork Seminar* Special 2013 Meeting Report, available at www.meristem.com or by link from www.banffpork.ca They will be posted as they are issued.

For media assistance **before the Seminar and after Jan. 17**, contact:
Heather Ball, Conference Coordinator
Banff Pork Seminar
Phone: (780) 492-3651
Web site: www.banffpork.ca

For media assistance **during the Seminar (Jan. 15-17)**, contact:
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