

PRAIRIE LIVESTOCK EXPO 2024

WEDNESDAY, December 11

Victoria Inn Hotel & Convention Centre
WINNIPEG, Manitoba, Canada

9 AM - 6 PM

CONNECT
with LIVESTOCK producers!

prairie**livestock**expo.ca

The Multi-Species Livestock Show!

PRAIRIE LIVESTOCK EXPO is Canada's premier multi-species consumer show. Originally organized more than 35 years ago for the hog and poultry sectors, the show has expanded to showcase the newest technology and information for the production needs of all livestock producers!

The livestock sector, which consumes almost four million tonnes of grain and oilseed meal, accounts for almost half the farm receipts in our province. In addition to being a major market for grain farmers, it creates almost 30,000 jobs directly and in the service, processing, distribution and retailing industries.

Prairie Livestock Expo will give you, a livestock producer, the opportunity to meet representatives from the service sector and learn about new products, services and technologies that are intended to improve your business. Here you will learn about the latest developments in animal handling, feed additives, housing systems, feeding equipment, odour control, composting and manure application. It is also your chance to get together with other like-minded producers to socialize and celebrate success in your businesses.

Our thanks go to the University of Manitoba's Faculty of Agricultural and Food Sciences for putting you at the forefront of the livestock research and technology scene with their speaker session on **New and Emerging Research**.

Canada's largest Pork Quality Competition is back again! The winner will be announced at the show.

PLEASE KEEP OUR INDUSTRY SAFE.
NO BARN CLOTHES OR BARN SHOES AT THE SHOW!

Did you know that from the first Pork Quality Competition in 1996 to this year's Expo more than \$440,000 has been donated to international, national, rural and urban charities such as hospitals, drop-in centres, and children's organizations? Or that more than 155,000 lbs (over 70,000 kg) of top quality pork has been donated to Manitoba's food banks?

Then sit back and enjoy the poultry industry's **Wingstix™ for STARS®** where celebrities compete with the down-home crowd. And where the real winner is **STARS® Air Ambulance**.

Meet old friends and make new ones.
See you at the show!

Committee Members

Cam Dahl, *Manitoba Pork (Chair)*
Peter Alder, *New Standard Ag*
Jason Care, *Manitoba Hog Grading*
Patti Clement, *Acuity Marketing*
Jeff Eastman, *Manitoba Agriculture*
Peter Frohlich, *National Centre for Livestock and the Environment (NCLE), University of Manitoba*
Robyn Harte, *Manitoba Agriculture*
Eric Klassen, *New Standard Ag*
John McDonald, *ONE Insurance*
Andres Pulido, *Premier SHP*
Cory Rybuck, *Manitoba Egg Farmers*
Shane Saunders, *Charisons Turkey Hatchery*
Dennis Stevenson, *Premier SHP*
Vallene Weeks, *Manitoba Chicken Producers*

Dallas Ballance, *GoodwinBallance Communications (Ex-Officio)*
Elena Gagliardi, *Exhibitor Coordinator (Ex-Officio)*



UNIVERSITY OF MANITOBA

New and Emerging Research Session

10:00 am - 10:10 am

Welcome
Cam Dahl
Manitoba Pork

10:10 am - 10:30 am

Advancing Canada's Pork Research Agenda
Daniel Ramage

10:30 am - 10:50 am

Canola Meal Utilization in Sow Nutrition
Xiaoxiao Zhang

10:50 am - 11:10 am

An Overview of Hyperspectral Remote Sensing for Estimating Biomass Productivity in Agricultural Landscapes
Maria Luna Mino

11:10 am - 11:30 am

Environmental Impacts of Feeding Bread Waste to Feedlot Cattle
Janine Hansen

11:30 am - 11:50 am

Thermal Imaging Technology for Rapid In-Vivo Evaluation of Carcass Composition in Growing-Finishing Pigs
Veronica Ndams

2:00 pm - 2:20 pm

MEF Research & Extension: End-of-Lay Composting, Whole Barn Nitrogen Gassing, and LED Lights & Flickering
Cory Rybuck

2:20 pm - 2:40 pm

Boosting Animal Health: The Power of Prebiotics and Enzymes
Yanxing (Stella) Niu

2:40 pm - 3:00 pm

Farm-Level Experience in Group Sow Housing Options
Mark Fynn

3:00 pm - 3:20 pm

A Qualitative Study of Dairy Farmer Wellbeing: The Responsibility to Care for Livestock
Arielle Le Heiget

3:20 pm - 3:40 pm

TBD
Tao Wang

PRAIRIE LIVESTOCK EXPO

— VISION STATEMENT —

For Manitoba's livestock producers to be world leaders in producing quality food while safeguarding the environment, embracing proven welfare practices and contributing to the social and economic well-being of Manitoba's farming communities.

— MISSION —

To promote the sustainability of Manitoba's livestock producers

— PURPOSE —

The one-day trade show is targeted primarily at livestock producers and seeks to accomplish the following:

Offer a venue for livestock producers to interact amongst themselves and industry/government partners.

Heighten producer awareness of the latest developments in livestock production and animal husbandry practices.

Showcase advancements in livestock quality traits through events such as a pork quality competition.

Enhance the image of livestock farmers through charitable community donations and fund programs/projects that advance the interests of livestock producers.

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Wingstix™ for STARS®

On Wednesday December 11, come and enjoy fun and frivolity as celebrities match their skills with audience members in a **Chicken-Wing Eating Competition**. Cheer on your favorite competitor! Laugh at the antics!

Proceeds from this competition go to **STARS® Air Ambulance**.



4-H Manitoba

4-H Manitoba's students presenting videos from a team competition on *Agriculture in Manitoba: 'Our Personal Experiences.'* Winning videos will be shown at the show.

4-H is a youth program (ages 6-25 years) — that provides members with the resources and activities to build self-confidence, communication and leadership skills while learning about a topic of their choice.



Taste the Best

To view and taste the finest in foods from Manitoba's beef, pork, chicken, turkey and egg producers, visit the attractive and popular **Taste the Best** display. This value-added retail exhibit showcases an impressive arrangement of excellent products available from Manitoba's agri-food industry. So visit **Taste the Best** and enjoy sampling some of the excellent beef, pork and poultry products available from local producers.



Showcasing Manitoba Meats

Manitoba meat products are among the very finest worldwide.

See our amazing selection of beautifully displayed products showcasing Manitoba Meats.

It's all about **beef, hogs, poultry, dairy, sheep, goats, bison, rabbits...**

Pork Quality Competition

Be sure to attend this exciting feature at **Prairie Livestock Expo** – the largest pork quality competition in North America!

Manitoba's pork is world-renowned for its high quality. This event celebrates excellence in pork production by recognizing the "Best of the Best." Producers from across Canada are invited to compete for the title of Grand Champion!

Dependent solely upon industry sponsorship, this event is a good news story for the pork industry. Prize money will be donated to charitable organizations selected by the winners; and more than 4500 kg of the world's finest pork will be donated to provincial food banks for distribution during the holiday season.

Come and see the top 10 entries on display throughout the show.

Be sure to attend the awards presentation at 5PM on Wednesday, December 11.



Sponsors Thank You

Prairie Livestock Expo thanks the sponsors of the 2024 event:

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– Sponsors as of December 2, 2024 –