

Alberta Pork Congress Turns 42, cont'd

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Roeske went on to work as a consultant for commercial producers and spent about seven years with Alberta Pork. He was named Farmer of the Year by the SPCA and has served on a variety of boards, including the Alberta Swine Breeders, Canadian Swine Breeders and Canadian Livestock Records.

After thanking the industry and committee for the recognition, Roeske asked them all to be proud of their accomplishments.

"We really have to hold our heads up, because I don't think there's a more noble profession in the world than producing food for your fellow man," said Roeske.

"The people I celebrate is each and every one in this room. You are the pork industry. Without you, I would not have a career."

The committee also handed out awards to the top three booths, chosen based on a variety of criteria.

First place went to Glass-Pac, notable for its comfortable arrangement and conversation area, where people could come and interact with each other.

Second place was awarded to Western Hog Exchange, noted for bright, eye-catching décor and for staff who were engaging and presented well.

Automated Production took third place for good use of colour, a strong theme and nicely arranged products.

The show closed out with a full-on pork barbecue, sending producers and exhibitors home with their bellies full of smoked pork and, presumably, with their heads full of new ideas.

Alberta Pork Congress is an independent and not-for-profit group, run by a volunteer board and offering its annual trade show with support from a contractor, Convention-ALL Management Inc. and services in kind from Prairie Hog Country.

Its mission is to provide a forum for the



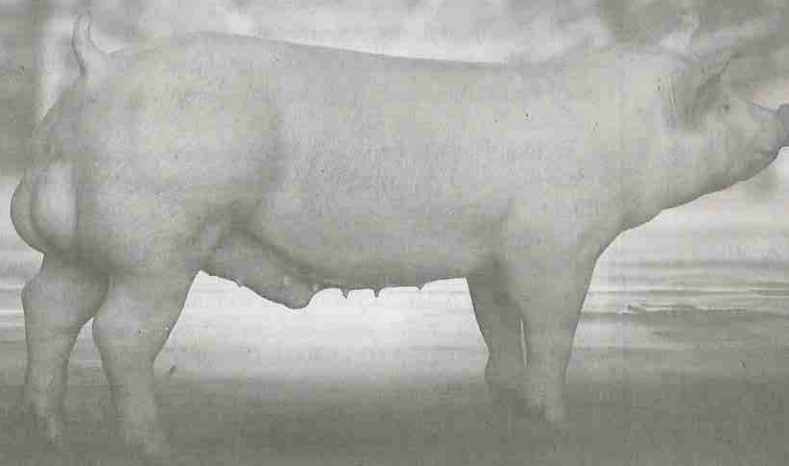
First time exhibitor Geseina Hooijer from the Netherlands brought along a new kind of farrowing crate made by Vereijken Hooijer.

pork industry to showcase its products and services. Events include social and networking opportunities in addition to the tradeshow. Key sponsors of the trade show, held annually in Red Deer, include Alberta Pork, Genesis, Hypor, Maple Leaf Pork, Masterfeeds, Merial Canada, MNP, Nutrition Partners, Olymel, Real Solutions Plus and Rapid Strides. •

— By Brenda Kossowan

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