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MEDIA RELEASE

Ensminger Pig Symposium to be hosted for first time in Africa

Pork production is a highly competitive business that requires attention to rapidly changing techniques. Closely tied to animal production techniques is the name of Professor M.E. Ensminger, agricultural research pioneer and author of the *Stockman's Handbook* and many others. For 50 years, his thinking and advice has provided 'food for thought' to farmers across the globe through annual Ensminger symposia.

22-23 May 2019 has been set for the Ensminger Pig Symposium, which will be hosted for the first time on African soil at the aha Kopanong Hotel and Conference Centre in Benoni, East Rand, Gauteng, South Africa. The event is expected to attract some 250 producers, breeders, academia, feed manufacturers and other role players who will be offered presentations from seven well-respected, internationally known scientists.

Discussions will cover topics ranging from increasing sow longevity and reducing antibiotic feeding approaches, through to modern welfare techniques and gene and genomic selection. Participants will also learn more about the latest techniques for successful male and female reproduction and the very important aspect of meat quality.

The symposium organised by the Iowa State University is endorsed and supported by the Animal Feed Manufacturers Association (AFMA) and the South African Pork Producers Organisation (SAPPO).

"Organising such an impactful event calls for a collective industry vision, active involvement and the support of role players in the broader pig industry," says Dr Danie Visser, Director at Juventis (Pty) Ltd.

According to Prof Max Rothschild, Distinguished Professor at Iowa State University, pork continues to be the red meat of choice worldwide. Given the competitive nature of pork production, modernisation and utilisation of cutting edge technologies are required.

"We believe by endorsing this event we are supporting an influential forum where the entire industry, and associated industries along the value chain, can discuss pressing matters and exchange experiences," says De Wet Boshoff, Executive Director of AFMA.

"SAPPO views this conference as a great opportunity to provide our local market and key role players with exposure to international speakers. It also presents an unrivalled opportunity to acquire fundamental and applicable global knowledge about pork production that can be used to enhance South Africa's and Africa's pork production industries," says Johann Kotzé, Chief Executive Officer of SAPPO.

The symposium coincides with the 100th anniversary of the Pig Breeders Society of South Africa (PBS), which is an industry highlight for all involved in the local and African pork industry, says PBS Vice President Shaun Mockford.

The Ensminger Pig Symposium offers a variety of sponsorship opportunities that will match everyone's budget.

ENQUIRIES:

info@ensmingerpigsymposium.co.za

MORE INFORMATION:

www.ensmingersymposium.co.za

MEDIA ENQUIRIES:

Jennifer Roets: events@afma.co.za