SIP & SOCIAL

HOW SCIENCE STRENGTHENS THE CANADIAN BRAND

January 6, 2027
4:00 p.m. – 7:00 p.m. *(Doors open at 3:30 p.m.)*
Fairmont Banff Springs — Alberta Room

4:00 – 4:05 p.m. — **Opening Remarks**
- *Daniel Ramage — General Manager, Swine Innovation Porc (Event MC)*

4:05 – 4:15 p.m. — **SIP Research Update**
- *Daniel Ramage — General Manager, Swine Innovation Porc*

4:15 – 5:00 p.m. — **Research in Action: How Science Strengthens the Canadian Brand**

4:15 - 4:30 p.m.
- *Dr. Xianqin Yang — Agriculture and Agri-Food Canada*
  Advancing Food Safety and Pork Quality Through Research

4:30 - 4:45 p.m.
- *Dr. Justin Holl — PIC*
  Advancing Swine Genetics, Genomics and Production Performance

4:45 - 5:00 p.m.
- *Jean-Michel Couture — AGÉCO, presenting on behalf of the Canadian Pork Council*
  Understanding the Environmental Footprint of Canadian Pork: New Life-Cycle Assessment Findings

5:00 – 5:30 p.m. — **Researcher Panel Discussion & Audience Q&A**
- Moderated by *Alison Lee — Swine Innovation Porc*

5:30 – 7:00 p.m. — **SIP & Social Networking Reception**
- Complimentary drinks and appetizers

Swine Innovation Porc