FORUM STRATÉGIQUE
des Éleveurs de porcs du Québec

FORUM PROGRAM

MANAGING RISK: FOR A BETTER FUTURE

November 9, 2023

8:00 am REGISTRATION

8:30 am MESSAGE FROM CHAIRMAN

Louis-Philippe Roy
Chairman
Les Éleveurs de porcs du Québec

8:45 am MESSAGE FROM MINISTER

André Lamontagne
Ministre de l'Agriculture, des Pêcheries et de l'Alimentation du Québec

9:10 am MESSAGE FROM GENERAL MANAGER

Keven Beauchemin
General Manager, Les Éleveurs de porcs du Québec

9:15 am STUDY ON HEALTHY PORK PRODUCTION: WHAT CAN WE LEARN FROM THE SURVEY?

Speaker: Nancy Beauregard

Nancy Beauregard is a professor in Université de Montréal's school of industrial relations. She is co-holder of the MYRIAGONE, the McConnell–Université de Montréal Chair in Youth Knowledge Mobilization. She recently directed the *Éleveurs de porcs en santé* survey (www.eleveursdeporcsensante.ca). Professor Beauregard and Marie-Pier Lachance will present highlights from the 2020 and 2021 survey results.

Speaker: Marie-Pier Lachance

Marie-Pier Lachance has been a quality management adviser with Les Éleveurs de porcs du Québec since 2013. An agronomist with a master's degree in animal sciences from Université Laval, she has worked on numerous projects at Les Éleveurs, including the PorcSALUBRITÉ, PorcBIEN-ÊTRE, and PorcTRACÉ (health, well-being, and trace) programs, and is provincial coordinator for all three. Marie-Pier has also worked closely on the healthy pork production survey and will be accompanied by Professor Beauregard in her presentation.

9:45 am THE EVOLUTION OF A JOINT PORK PLAN FOR DEALING WITH MARKET DISRUPTIONS

Speaker: Daniel-Mercier Gouin

An expert in agroeconomics, Daniel-Mercier Gouin was a professor in the department of agrifood economics and consumer sciences at Université Laval from 1988 to 2019. From 2004 to 2018, he held the Chair in agricultural policy analysis and collective marketing.

10:45 am BREAK

11:00 am INTRODUCTION TO THE INTEGRATED PRICING MODEL (IPM)*

*This conference will be presented in English and simultaneously translated into French.

Speaker: Steve Dziver

Steve Dziver is the owner and president of Commodity Professionals, a consulting firm based in Winnipeg, Manitoba focused on agribusiness risk and margin management.

Steve grew up on a grain farm in rural Manitoba before moving to Winnipeg where he acquired a Bachelor of Science undergraduate degree from the University of Manitoba in the Faculty of Agriculture and designation with the Canadian Securities Institute.

Most of Steve's time is focused on supporting individual producers by providing them with tools to make well-informed decisions. He continues to be actively involved in the exploration for improved pricing methodology for grain and livestock producers.

12 noon LUNCH: DE LA COLLINE AND ABRAHAM MARTIN

1:15 pm PANEL ON MANAGING RISK*

*This conference will be simultaneously translated - from French into English and from English into French - depending on the language in which the panelist is speaking.

Producers from Spain, France, and Ontario will talk about the risks (issues) involved in marketing pork, market access, competitive pricing, sales conditions, and solutions. What are their main concerns and what is the situation in their respective countries?

Moderator: Renaud Sanscartier

Renaud Sanscartier was appointed strategic adviser to Les Éleveurs de porcs du Québec senior management in August 2023. He provides support in analyzing issues related to changes in the pork marketing business and commercial environment and plays a key role in carrying out economic and business development mandates for the sector.

Renaud graduated from Université Laval with a bachelor's degree in agronomy and a master's in rural economics.

With his wealth of experience in economic spin-offs, agricultural policies, the environment, energy, farm succession and transfer, land-use and strategic planning projects, Renaud is certain to keep the discussion lively and on point.

Panelist:

Jaime Chico
President of Agroalimentaria Chico S.L. and pork producer in Spain

Patrice Drillet
Former President of Cooperl and pork producer in France

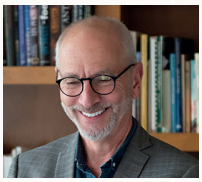
Amy Cronin
President of Ontario Farm Products Marketing Commission and pork producer in Ontario

2:30 pm WHEN THE IMPOSSIBLE HAPPENS

Speaker: Captain Robert Piché

Captain Robert Piché is a motivational speaker with a unique personal story that will inspire you on both a professional and personal level. Behind the hero thrust into the media spotlight you'll get to hear a humble man tell you about what he learned from the dramatic events that have defined his life... an unusual life that many can identify with. Captain Piché explains how he managed to make the most of the 30% of an airplane that was still working instead of letting the 70% that stopped working get in the way. As long as there's life, there's hope!

3:30 pm MANAGING RISK FOR A BETTER FUTURE: TELL US WHAT YOU THINK



Moderator: Pierre Rhéaume

Pierre is a professional communicator, meeting leader, moderator, and host specializing in the agrifood industry. He's been active in the sector for over thirty years and has worked and collaborated with most of the agricultural union organizations, either as an employee or as a consultant. He's a regular contributor to *La Terre de chez nous*, with his own 'La page à Pierre' weekly column. Pierre's very active in social media, mainly in promoting the agricultural sector. He's also vice-president of the *Au cœur des familles agricoles* agriculture support network.

After a busy day focused on managing risk, Pierre is interested in getting your feedback. It's time to tell us what you think!

4:15 pm CLOSING REMARKS

Louis-Philippe Roy
Chairman, Les Éleveurs de porcs du Québec

5:00 pm COCKTAIL

7:00 pm BANQUET

David Duval Tribute
Chairman of Les Éleveurs de porcs from 2017 to 2023