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Prairie Swine Centre Inc.
P.O. Box 21057, 2105-8th St. East,
Saskatoon, Saskatchewan, CANADA, S7H 5N9
Phone 306 373-9922
Fax 306 955-2510
Email: lee.whittington@usask.ca
Web site: <http://www.prairieswine.ca>

For Immediate Release:

Pork Interpretive Gallery Announces Change of Operations

Saskatoon, SK., September 22, 2006: Dr. John Patience, President of the Prairie Swine Centre, and Neil Ketilson, General Manager, Sask Pork Development Board wish to announce the transfer of daily operations of the Pork Interpretive Gallery (P.I.G.) to Sask Pork.

As part of the development of the PSC Elstow Research Farm, a subsidiary of Prairie Swine Centre (PSC), the industry requested the barn provide some way for the general public to view modern pork production from a vantage point inside the barn. To this end a novel “gallery” approach was built into the barn design. John Patience sums up the industry reaction, “Throughout the two years of development and fundraising, and the most recent three years of operating the Pork Interpretive Gallery (P.I.G.), I have never been involved with a project which achieved and sustained so much grass roots support. Pork producers speak of this project with great pride and admiration, matched only by the enthusiastic comments we continually receive from people who have toured the facility.”

PSC in partnership with Sask Pork has operated the P.I.G. during its startup years. The success of the project has pointed to an opportunity to bring this unique public communications vehicle under the mandate of Sask Pork, allowing PSC to focus on its primary mandate of providing a Centre of Excellence in applied production research. “By transferring daily operating responsibilities for the P.I.G. to Sask Pork personnel there is

a more appropriate link between organization mandate and the activities the organizations are involved with” notes Dr. Patience.

“The importance of the public’s perception of the pork industry is fundamental to the growth and development of the pork sector in this province” notes Neil Ketilson. “As such we are now including the P.I.G. within the area of consumer awareness. To support this new activity, a position at Sask Pork will be responsible for promoting and managing the P.I.G. and related public relations activities”

The link between Prairie Swine Centre and the industry through Sask Pork has always been important for both organizations; this change only further strengthens that relationship. P.I.G. has been established as a unique science centre, attracting school groups from across the province, as well as the general public and international visitors.

To book a tour, visit the website at www.porkinterpretivegallery.ca or call Sask Pork at 1-866-PIG-TOUR (744-8687).

Background: Located in PSC Elstow Research Farm, a 600-sow commercial farrow-to-finish barn, the redesigned attic space provides a professional, welcoming gallery with windows to view the pigs below. In addition, the facility uses a science-centre approach in providing guided tours, informative signage and interactive displays for visitors to learn the science and practice of modern pork production first hand in what has become known as a ‘living classroom’. To date the Pork Interpretive Gallery has hosted over 4,500 people, half of which are school-aged children and teachers. In addition to school groups the P.I.G. has hosted numerous international visitors, local government, pork producers and general public tours.

Prairie Swine Centre Inc., located near Saskatoon, is a non-profit research corporation affiliated with the University of Saskatchewan, and is recognized globally for its contributions to practical, applied science in pork production in the disciplines of Nutrition, Engineering and Animal Behaviour.

Sask Pork Development Board(INSERT HERE)

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For more information, contact:

John Patience

President,

Prairie Swine Centre Inc.

Phone: 306-667-7442

Fax: 306-955-2510

E-mail: john.patience@usask.ca

Lee Whittington

Manager, Information Services

Prairie Swine Centre Inc.

Phone: 306-667-7447

Fax: 306-955-2510

E-mail: lee.whittington@sask.usask.ca

Neil Ketilson

General Manager

Saskatchewan Pork Development Board

Phone: 306-343-3504

E-mail: nketilson@saskpork.com