

## **COFS Livestock Central Welcomes NEW Swine Demo**

### **New ultrasound demo will shed light on carcass quality.**

Canadians are known across the globe for producing high quality pork. To that end, new technology making a debut in some Ontario barns promises to help producers maintain their reputation for superior quality pork.

Canada's Outdoor Farm Show will showcase this new technology at a swine demonstration for producers on September 14, 15 and 16, 2010. Chris Crump from Agriculture Ultrasound and Alliance Genetics will measure intramuscular fat (marbling) differences using ultrasound on live pigs – a new application from a trusted technology.



"We work hard to offer features in the Show's Livestock Central area for all types of livestock producers," says Stefanie Nagelschmitz, Livestock Co-ordinator for Canada's Outdoor Farm Show. "Chris Crump runs a great interactive demonstration for producers and we are excited to have him join us this year."

Crump will use pigs provided by Alliance Genetics to show how ultrasound can produce images of intramuscular fat (marbling) and how it can influence carcass quality. Commonly used in the swine industry, ultrasound usually is used for pregnancy checks or measuring backfat. Intramuscular fat measurement represents a new development.

In beef, marbling is strongly connected to quality and this is becoming the case in pork as well. Marbled pork products are more tender because they contain more intramuscular fat. Consumer markets in Asia are demanding pork with more marbling and the North American market is beginning to follow this emerging trend.

In order for Canadian producers to understand and adopt the technology as a way of producing more marbling in pigs, the Swine Intramuscular Fat Demo at Canada's Outdoor Farm Show will provide the live inter-active learning opportunity to thoroughly understand the technology.

The Swine Intramuscular Fat Demo is sponsored by Alliance Genetics, First Choice Bosman and Stubbe's Precast.

Swine Intramuscular Fat Demos will take run daily at Canada's Outdoor Farm Show at 11:30 a.m. and 2:00 p.m. in the Swine and Poultry Pavilion. Canada's Outdoor Farm Show is held on September 14, 15 and 16, 2010 in Woodstock ON. For more information, visit: [www.OutdoorFarmShow.com](http://www.OutdoorFarmShow.com).