



**Honourable George Groeneveld
Minister
Agriculture and Rural Development**

Alberta Pork Congress Awards Banquet

**March 18, 2009
5:30 Cocktails
6:30 Dinner**

**Red Deer Lodge
Red Deer**
Check against delivery

- Good evening, everyone.
- It is great to be here with you all again this year.
- I think we can all agree...a lot has changed in just one short year.
- A year ago, it was obvious the industry wasn't in good shape. Pork producers in particular were hard hit.
- We all knew that change was needed...
- The effect of the market was hard on everyone...Even more difficult perhaps, was the realization that significant changes had to be made in order for things to turn around.
- Often, realizations like this aren't easy to accept.
- The challenge can be intimidating...And which direction to go unclear.

- I would like offer my sincere congratulations and appreciation to the members of Alberta Pork, and its staff.
- Rather than hoping the difficulties would just go away or waiting for someone else to come up with a plan...
- You took initiative...and showed incredible leadership.
- Many components of the Alberta Pork Revitalization Plan were incorporated into the Alberta Livestock and Meat Strategy.
- The ability to adapt to a new environment and turn challenges into opportunities is key to a successful future...
- Clearly, these are skills Alberta Pork has.
- This will help ensure pork producers in Alberta have a profitable and sustainable future...

- Thank-you for being leaders for your industry, and other sectors.
- As some of you may remember, I have had the honor of speaking at this event in the past.
- I thought it would be appropriate for you to hear from another member of government tonight who is very involved in the effort to revitalize the livestock and meat industry.
- I'll now pass things off to Doug Griffiths, MLA for Battle River – Wainwright and Parliamentary Assistant for Agriculture and Rural Development.
- Thank-you, enjoy the rest of the evening.