

PORK: IS IT THE OTHER WHITE MEAT?

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# Alltech® ~~Re~~velation Week

## Ammonia

Why do we ignore the obvious in restoring imagination in the production cycle?

## 36 Pigs Per Sow

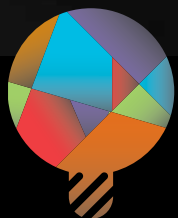
Why accept less?

**Be a Pork Rebel**  
Juicier,  
healthier,  
natural

Will the Chinese Smithfield purchase make any difference?

## Constant Crisis in Pork

PEDv, PRRS,  
Why?



Be a **rebel**. Persevere.

May 17-20, 2015 | Lexington, Kentucky

# PORK: IS IT THE OTHER WHITE MEAT?

## **Poultry—no longer the number one white meat—why not pork?**

More expensive to produce, yes, but we have a great story. "Tastes expensive, and it is." The example of Eli Prosciutti: for years, no exports, and now is following the Italian Supermarkets, such as Eataly, overseas. Iberian Ham, the best in the world, but with no uniform product recognition overseas—the story of their launch into Kentucky and then Chicago.

## **Building a Pork Sales Force**

Engaging young and old clientele—from online stories to newspapers to restaurants.

## **How to engage the supermarket**

The self-appointed guardians of the consumer.

## **Welcome to Dinner: Creating Recipe Books and Competitions**

Sponsoring Cooking Schools. Case Study : Cooking Schools. How to become the go-to for cooking and entertainment advice.

## **Taming the Hidden Killer: Ammonia**

Try living with 30 ppm ammonia. Your eyes water, you cannot breathe, and yet we do it to our pigs every day. Nature's solution.

## **A Preemptive Strike on Mycotoxins**

Seven case studies illustrating how mycotoxins can be neutralized with dramatic effects on animal health and performance.

## **Twenty Years of Stagnation**

Why has there been no progress since John Gadd's "Green Pig" vision from 1995? What would he say today?

## **Miss Piggy on TV**

Using cooking classes and shows. Embracing catering universities to know benefits of pork. A 'Cordon Pork' experience.

## **Welcome to Dinner**

Pairing wines and beer with pork. Enjoy!

## **Doing Something New**

Say goodbye to AGPs or say goodbye to the international market. As Albert Einstein said, "If you always do what you always did, you will always get what you always got."

## **Re-education at Light Speed**

Re-educating pork nutritionists and veterinarians to realities of a new, open world when information travels at the speed of light.

## **Why Inorganic Minerals Don't Work**

Accepting Don Mahan's advice of the 90s—*stop* using inorganic minerals *now*. Why are we always last to change?

## **Breaking the Sow Barrier**

Think— if the Danes are getting 30+ pigs per sow each year, why not you? The Alltech Blueprint solution for five to ten more pigs.

## **PEDv: A Loss of 17 Million Pigs and 8 Percent of the Total Population**

We know the cause, so why do we refuse to stop using dangerous raw materials?

## **Fertility: Look Out Danes**


Understanding what happens when you embrace modern technology, such as DHA and Sel-Plex. Thirty-five pigs per sow will become the norm.

## **Be a Good Neighbor**

Living near a hog farm does not have to be so bad. Five simple steps for a better community.

## **Crisis Management**

From hidden cameras to food scares. Does your operation measure up?



Join us for our kickoff session  
with Coach Calipari, Pearse Lyons, and  
Declan Coyle as they talk about building  
a team, and a business.

### **A World Without Competitive Advantage: How you can build and rebuild your competitive advantage every year.**

—JOHN CALIPARI, Head Coach of 2012 NCAA National Basketball Champions, University of Kentucky Wildcats

Crafting and molding a team of 17 to 19 year olds, all of whom will go on to have huge salaries on a world stage—the NBA stage—the following year.

Learn how to build your competitiveness from one of the leading sports coaches in the world today.

- Mold your team to leave their egos aside and use their passion to inspire each other.
- Build and maintain team focus on your ultimate goal, and to use this to push themselves, and each other beyond expectations.
- Build a team in which each is the others keeper.

### **The Green Platform**

—DECLAN COYLE, author of the best-selling book for personal and professional success, *“The Green Platform, Simply Life Changing”* and Director of Andec Communications

Transforming the lives of thousands around the world who are unnecessarily unhappy, frustrated, angry, or fearful, as they fail to achieve their goals and dreams.

- Place power over poison.
- Be and do.
- Achieve your life’s mission.

### **Never Say Never**

—DR. PEARSE LYONS, President and Founder of Alltech

*Never Say Never.* Look beyond the obvious.

*Never Say Never.* Find the extra mile and go there.

*Never Say Never.* Build your organization for the future, not the past.

*Never Say Never.* Create a team, create a business.

*Learn from the past and create the future.*

*Never Say Never.* Create your business one relationship at a time and learn how, with a little help from your friends, you too can build a billion-dollar company if you empower your team one at a time.

## **Focus Your Imagination**

*“You cannot depend on your eyes when your imagination is out of focus.”*

—Mark Twain

# RebElation

## YOUR KEY POINTS

**The Enterprise Approach: What are your targets — are your targets our targets? Together we are so much stronger than separate!**

### **The Road Ahead, the Road Less Traveled. Profit comes to those who take the biggest risk.**

With the BRIC countries (Brazil, Russia, India, China), looking less stable, the countries we thought would be the trailblazers no longer show the same promise. Russia finds itself in a quandary as its revenues from oil dry up, and China pulls back as oil prices tumble. Brazil faces huge economic challenges, and India has a new government. Do they have more opportunities or less opportunities?

Is it time for the MINT countries (Mexico, Indonesia, Nigeria, Turkey) to step forward? Mexico, just south of the American border; Indonesia with a population topping 252 million; Nigeria, Africa's biggest country and now its biggest economy; and Turkey with untold wealth and an abundance of water?

So, how does a global company plan in such an uncertain world? A world which still needs to be fed, and where the road less traveled still is the road most profitable.

*Learning together as we share our plans for Kentucky, the United States, and the World.*

### **Craft Brewing—Craft Education**

Craft brewing, is it a flash in the pan or is it here to stay? If it is a flash in the pan, then it is one that has achieved \$16 billion in sales, more sustainable than many of the dot-coms. Is there a role for you?

How did Ken Grossman of Sierra Nevada brewery go *Beyond the Pale*, and achieve one million barrels annually? True, it is not Guinness, who after 255 years is a multi-hundred million dollar company but Ken's company is growing, the other is not. What is happening?

### **Connecting in a World of Disruption**

What are the connectors in this disruptive world of ours, as agriculture becomes more and more urban, and in certain societies there are more pets than children. What are the opportunities?

What are the opportunities when some of the spa kennels charge \$120 a night so your dog can have its own TV, can Skype with you, where they are taken out for walks and treated to lavish grooming, while at the same time 40% of the world is undernourished?

In this disruptive world of ours, how do we connect to businesses with like-minded leaders? Leaders who are transparent, who share experiences through social media, and control their destiny. ***Come and learn how.***

### **Inventing Tomorrow**

Today's Ten Best Apps, and the vision for the Apps of tomorrow. Are you a pirate? Or, have you simply joined the Navy? Steve Jobs once said, "It's better to be a pirate."

### **Leadership and Branding**

How do you expect to become stronger, if you avoid partnering?

The keys to keeping your team and your company ahead, the simple key, after all, is a leader who loves his people.

As you wrap all that into your brand, your brand experience, do you write down the things you need to do? ***If you Think It, do you Ink It, as you invent tomorrow?***

### **The Ground Rules of REBELation**

It is a REBELation. It is doing things differently. It is going where the others don't go, and at the same time reaching out, and caring. It's reinventing through innovation, and reinventing yourselves and others. ***It is about getting things going, not getting them right.***

**Go to [Alltech.com/REBELation](http://Alltech.com/REBELation) to sign up and join the Revolution!**