

Board Highlights

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NOTES:

The following are highlights from the July 2006 Ontario Pork Board of Directors Meeting. The purpose of this periodic Newsflash is to help keep you informed on the issues the Board is dealing with on your behalf.

This update is sent by fax or e-mail (preferably e-mail wherever possible). If you have received a duplicate fax or e-mail, wish to make changes, or would like to be added to or removed from our distribution list, please let us know.

Please direct any questions or comments to the Ontario Pork Communications department at 1-877-ONT-PORK (668-7675) or by e-mail to comm@ontariopork.on.ca

Vision 2010: Ontario Pork's Process of Strategic Planning and Review

Ontario Pork is embarking on a process to update its Strategic Plan that will guide the organization for the next three years. This process called Vision 2010 will involve many stages and methods of information gathering, which have been outlined in a letter and backgrounder mailed to all Ontario pork producers in August. For more information, please visit www.ontariopork.on.ca, or contact Ontario Pork at 1-877-668-7675 or comm@ontariopork.on.ca.

Ontario Hog Market-Weight Range Increases

Effective October 2, 2006, the Ontario hog market-weight range will be 125 lbs - 325 lbs (56 kg – 148 kg). This is expanded from 125 lbs - 300 lbs (56 kg – 136 kg). The change is responding to higher hog market-weights and evolving processor requirements. For more information on hog marketing options and market weights, please contact the Ontario Pork Department of Sales and Logistics at 1-877-668-7675.

Advance Payment Program for Hog Producers

Ontario Pork will be working with ACC Farmers Financial to offer an advance payment program to hog producers. In June 2006, legislation to improve cash advance programs for farmers was passed, including expanded crop and live-stock coverage. By working with an independent service provider, Ontario pork hopes to make this new government program available to hog producers in a timely manner.

Animal Care Program Comes to Ontario

Ontario Pork will begin offering the Animal Care Assessment (ACA) tool on a voluntary basis beginning November 2006. The ACA tool is a national program that provides an evaluation tool for Canadian pork producers to demonstrate that industry approved standards of animal care are being met on farm. ACA booklets and additional program information can be requested from Christine Orton, CQA® Coordinator for Ontario Pork at 1-877-668-7675, christine.orton@ontariopork.on.ca or by visiting Ontario Pork's website at www.ontariopork.on.ca.

New Member to Research Committee

Janet Schell, Technical Services Manager with Wallenstein Feed & Supply Ltd. has joined the Ontario Pork Research Committee. The Research Committee includes members of Ontario Pork board and staff, as well as producer, feed, veterinary and government representatives. Each year, Ontario's pork producers invest approximately one million dollars into swine research. For every dollar spent on hog research, the return in practical applications on farm is estimated to be \$9.5. For a complete list of Ontario Pork funded projects and results, visit www.ontariopork.on.ca.

Presidents and Secretaries Meeting

County President and Secretaries met with Ontario Pork Chair Curtiss Littlejohn and Vice Chair Wilma Jeffray in July. Discussion items included enforcement, marketing options and trends, communications and training for county representatives and outcomes of restructuring on councillor numbers and effectiveness. County Presidents and Secretaries will be receiving a monthly electronic newsletter to help keep them up to date with Ontario Pork issues. The newsletter will also act as a platform for counties to express their views, exchange ideas and provide feedback to Ontario Pork.

