

Board Highlights

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NOTES:

The following are highlights from the June 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

Upgrades to Ontario Pork Financial Software

Ontario Pork will be upgrading its financial software the weekend of Friday, July 21, 2006. While we will do our best to ensure all producers are paid on time, this may result in some producers who normally receive payments on Monday not receiving payment until Tuesday. The system will return to normal on Tuesday, July 25.

If you have questions or would like more information, please contact Jim Weir or Lloyd Bauernhuber at 1-877-668-7675.

Ontario Pork Hog Marketing Satisfaction Survey

This summer, Ipsos Reid will be conducting a customer service satisfaction survey on behalf of Ontario Pork focusing on hog marketing, following the 2003 and 2005 studies.

The survey is scheduled for 2006, and will explore producer satisfaction levels with Ontario Pork hog marketing services. Producers contacted by Ipsos Reid for this survey are encouraged to participate and give their opinions. Analysis of the results will be used by the Board of Directors to develop this area of the organization.

In 2005, the survey polled more than 370 producers on their overall satisfaction with Ontario Pork, areas of industry concern among producers and new or additional services not currently offered. Hog marketing was recognized as the most important service for Ontario pork producers.

New Contract Offered

Ontario Pork has approved a new contract offering from Olymel in Quebec. The contract, the first of its kind approved by the Board, requires producers to feed their animals a specific feed and buy specific breeding stock. The contract adds another marketing option for Ontario producers.

For more information regarding this marketing option or others please contact Ontario Pork's Sales and Logistics Department at 1-877-668-7675

Pool Plus Program Open

Ontario Pork's Pool Plus waiting list is clear, and the Pool Plus program is open to producers who currently have market hogs available.

The Pool Plus program is designed to be a competitive alternative to direct contracts, as the Pool Plus price equals the average price of all the block contracts negotiated with various packers. The current mix of block contracts puts the base

Pool Plus price at 100-101% of the formula.

Producers enrolled in the Pool Plus program also have flexibility in terms of which grid their hogs are graded on, and should inform their transporters of the weight class of their hogs. Producers will have to be CQA® Registered prior to enrolling on the Pool Plus Program.

For further information on the Pool Plus program and hog marketing, please call the Ontario Pork Sales and Logistics Department at 1-877-668-7675.

CQA® Advisory Committee Recommends Detectable Needles

The Canadian Quality Assurance (CQA®) program Advisory Committee has recommended that the program move to make detectable needles become a mandatory requirement for the program. The use of detectable needles is currently a recommended practice under the CQA® program, and both the Canadian Pork Council and Ontario Pork's Board of Directors support the recommendation for mandatory detectable needle use in the near future.

CQA® Verification Record Required

Verification is a new term for the Canadian Quality Assurance (CQA®) program, but it is not a new concept. Verification is the act of having someone review a specific on-farm activity to ensure that it is being performed properly and that records are being kept accurately. Verification can be done by a designated staff member, a family member who understands the activity, a consultant or your Validator.

Please make sure you have both the written procedures and the verification record ready for your Validator to review at your next scheduled validation.

This new record can be found in the updated materials package you receive with your notice, on the CQA® website or by calling Christine Orton, CQA® Coordinator, at 1-877-668-7675 or christine.orton@ontariopork.on.ca.

Councillor Training Assessment Pilot Project

Ontario Pork's county associations have strengths and weaknesses unique to themselves, but also share the challenges that affect all grassroots organizations.

County Presidents have requested training to address these challenges. In order to provide each county with training specific to their needs, Ontario Pork is initiating a pilot councillor training assessment project project to help identify specific needs and tools they require to effectively carry out their duties.

The process will be tested by several county groups this fall by participating in planning sessions that will address barriers between county goals and activities.

Call for Research Proposals for the Ontario Pork Industry

Ontario Pork is having a special call for research proposals as a result of funding available from the Canada-Ontario Research and Development Program (CORD).

CORD is funded in part through contributions by Canada and the Province of Ontario under the Canada-Ontario Research and Development Program, an initiative of the federal-provincial-territorial Agricultural Policy Framework designed to position Canada's agri-food sector as a world leader. The Agricultural Adaptation Council administers the CORD Program on behalf of the province.

For more information, please visit www.ontariopork.on.ca or contact Jean Howden, Ontario Pork research coordinator, at 1-877-668-7675 or jean.howden@ontariopork.on.ca.

Ontario Pork Supports Advanced Agricultural Leadership Program

Ontario Pork will be continuing to support the Advanced Agricultural Leadership Program (AALP)

AALP is a 19-month executive development opportunity for people actively involved in Ontario's agriculture and food industry. Every second year, 30 participants are selected to begin the program and learn about agricultural, rural communities, the agri-food system and perspectives on critical issues in the industry.

Ontario Pork has supported this program for a number of years and Ontario Pork Chair Curtiss Littlejohn and board member Mary-Ann Hendrikx and Teresa VanRaay are both AALP graduates.

Livestock Emergency Preparedness

Ontario Pork will be participating in a foreign animal disease simulation with the Ontario Livestock and Poultry Council in early 2007. The simulation will be purely theoretical, performed in partnership with government agencies, including the Canadian Food Inspection Agency, to identify areas of emergency responsiveness that could be improved.

Development of an emergency response plan for Ontario Pork is currently underway.

Enter Now to Win the PorkPeople.com Summer Backyard Barbeque

This July, visit www.PorkPeople.com to enter the PorkPeople.com Summer Backyard Barbeque contest. This new promotion has Ontario Pork teaming up with The Beer Store to offer consumers a chance to win a backyard BBQ for 75 friends and family catered by the competitive BBQ team The Swine Fellows, a 2006 Napoleon BBQ, and a mini freezer filled with fresh Ontario pork products.

In July, 442 Beer Store locations in Ontario will feature one of four new recipes combining pork and beer. Back ribs simmered in dark ale and pork kebabs with a zesty lager glaze are just two of the easy barbeque recipes to watch for. Contest cards will direct consumers to www.PorkPeople.com, where they can explore a wide range of pork cooking tips and recipes.

More than 130 independent grocer and butcher shops will also display the pork and ale recipe combinations and contest cards.

Online entries are open from June 1 to July 31, 2006, and the winner will be announced mid August.