

Board Highlights

October 16-17, 2006

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NOTES:

The following are highlights from the October 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

Ontario Pork Regional Meetings: Agenda

In November and December, six regional meetings will be held across the province. Regional meetings are open to all producers and industry. The regional meeting agenda includes an opportunity to give feedback to your board of directors and hear updates on two industry-wide independent hog marketing studies conducted in 2006.

Regional meetings will also be the launch of the Vision 2010 consultations that will help identify areas of our business operations and structure that could be improved to maintain a viable producer organization. Vision 2010 will be used to update Ontario Pork's Strategic Plan that will guide the organization from 2007 to 2010.

In the coming months, all members will be given several opportunities for providing input, including a workbook for completion by every member, based on results of the two hog marketing studies. The workbooks will be available during special Open House Meetings held this winter.

For more information, contact Ontario Pork at 1-877-668-7675 or comm@ontariopork.on.ca.

Regional Meeting Schedule

November 16, 2006

7:15 – 10:00pm

Cavan

St. John's Anglican Church

November 23, 2006

7:15 – 10:00pm

Alliston

Nelson Conference Centre, Red Pine Inn

November 30, 2006

7:15 – 10:00pm

Woodstock
Quality Inn

December 4, 2006
7:15 – 10:00pm
Ridgetown
Willson Conference Room

December 6, 2006
7:15 – 10:00pm
Belmore
Belmore Community Centre

December 8, 2006
10:30 am – 2:30 pm
Winchester
Winchelsea Farms

Summary of Two Hog Marketing Studies will be Mailed to All Producers

In 2005, an Ipsos-Reid customer service satisfaction survey polled 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.

To better understand this producer feedback, two hog marketing studies were commissioned on behalf of the Ontario pork industry.

Ontario Pork has received final reports from the two independent research firms Ipsos-Reid and JRG Consulting Group, and a summary of their findings is being developed. This summary, along with a CD of the full reports will be mailed to all producers and industry in November.

The first report is a Market Access Study examining various channels of hog marketing currently available to Ontario producers and will measure market access equity for all producers.

The second study is an Ipsos-Reid customer service satisfaction survey and 'producer opinions and attitudes' focus groups, following-up on the producer satisfaction survey completed last year.

These studies began earlier this year and are now an integral part of the Vision 2010 strategic planning process. The studies are the starting point for discussion with the entire membership on issues identified, beginning at regional meetings.

Regional meetings are open to all producers and industry and will include an opportunity to give feedback to your board and hear updates on the two industry-wide independent hog marketing studies.

New Tattoo Numbers for Ontario Market Hogs

Beginning in November, Ontario Pork will be contacting all producers to verify that our records are accurate for premises registration and to allocate new tattoo numbers. This process is expected to take several months to complete.

Current tattoos that are linked to the producer number will be phased out and a national five-character classification will be adopted for marketing hogs. Each premises will be assigned one or more specific tattoo numbers that are unique within Canada, with Ontario tattoos ending in the numbers five or seven.

Ontario Pork is conscious of cost, and will be providing producers with their new tattoo digits as part of their registration package. Tattoo hammers will still be the responsibility of the producer.

For more information about the National Hog Identification and Traceability System, please contact Tim Metzger, Ontario Pork Project Deployment Manager, at 1-877-668-7675 or visit www.ontariopork.on.ca.

Industry Merit Award Nominations

It's time to start thinking about your nominations for the Ontario Pork Industry Merit Award. The award is given annually to recognize and honour outstanding accomplishments in the Ontario pork industry. Candidates must be nominated by a registered pork producer and the nomination signed by a member of the Ontario Pork Board of Directors. For nomination information, contact Marilyn Robbins at marilyn.robbyns@ontariopork.on.ca or 1-877-668-7675.

Ontario Pork Dedicated to Exceptional Marketing Service as Maple Leaf Restructures

Ontario Pork will continue its commitment to producers for responsible hog marketing in light of Maple Leaf Foods' announcement to restructure its fresh pork operation.

In October, Maple Leaf revealed its intention to reorganize and strategically realign its fresh meat operations. This decision came after a sharp rise in the Canadian dollar and challenging global protein markets impacted the Company's performance. This impact was seen primarily in hog production and fresh pork processing.

While the future of Maple Leaf's hog processing in Ontario is under review at this time, pork producers can depend on Ontario Pork to ensure the orderly marketing of hogs throughout this restructure.

Maple Leaf predicts their strategy will take three years to implement, and will honour all producer contracts during its reorganization. They have also reported that producers will be notified well in advance of any changes that may relate to this relationship.

Ontario Pork is currently in communications with Maple Leaf Foods to determine the full impact this development will have on the Ontario pork industry. As the plans for this restructuring unfold, Ontario Pork will strategically respond to ensure both the stability and the viability of our industry.

For more information on Maple Leaf's reorganization intentions, visit www.ontariopork.on.ca/issues.

Ontario Pork Board Study Tour

The Ontario Pork Board of Directors recently completed a study tour of the US, which included an invitation to visit Informa Economics in Memphis, Tennessee.

Informa is a world leader in comprehensive agriculture, food industry, agribusiness and commodity research, and aims to be a vital force in the success of food and agricultural interests globally. They specialize in developing a unique insight in strategic and long-term planning for agribusinesses around the world.

The two-day session with Informa focused on the strategic planning and management process. Discussions on the opportunities and challenges within the global market help shape the vision for the future of the Ontario hog industry in

Canada, North America and the world. Currently half of Canada's pork is exported, pushing ideas of global marketing into the forefront for our industry.

The hog industry study tour also included the states of Ohio, Illinois and Indiana to meet with fellow hog producer organizations as well as other industry stakeholders. These meetings help to strengthen our relationships with the US hog industry, particularly from a trade perspective.

