

PORK NEWS

SEPTEMBER 2007

Ontario Pork Producers' Marketing Board, 655 Southgate Drive, Guelph, Ontario N1G 5G6 Tel: 519-767-4600 Fax: 519-829-1769

PRODUCER UPDATE

OPGA Increases Service Fee

The Ontario Pork Grading Authority (OPGA) Board of Directors passed a motion that effective October 1, 2007 the service fee will increase from eight cents to twelve cents per hog. Producers and processors contribute equally to the program and will each see an increase of two cents (from four cents to six cents). Over the years, OPGA's service fees have fluctuated in accordance with

Ontario hog numbers. Based on a strategy review by the OPGA Board in May, it was estimated that in order to ensure the same level of grading service for the hog market volume an increase is necessary.

The authority to grade hogs has been given to OPGA "as an independent third party" by Ontario Pork. OPGA provides their own technicians to carry out

grading activities within the federal plants and also provides training for OMAFRA Inspectors to grade hogs in provincial facilities. OPGA performs frequent audits on all graders in both provincial and federal facilities. The OPGA is governed by a Board of Directors, comprised of both producers and processors.

Policy Conference

This November, Ontario Pork will be hosting its first ever "Policy Day" conference at the Horseshoe Valley Inn. The conference will examine policy issues that are most critical to producers in the present business climate. At the end of the conference the objective is to have draft policy statements produced on various issues that will provide guidance to our decision making and lobbying for the coming year. Delegates will be sent discussion papers on these topics the first week in October to

prepare them for the conference. Presenters and facilitators will bring their expertise to bear on key issues to help us arrive at a collective policy statement.

We request that Zone A select up to twelve delegates per district and Zone B select up to six delegates per district to attend this noon November 13 to noon November 14, meeting. Please submit your list of delegates to your local county president by Friday, September 28th, 2007.

Room and food expenses will be covered and travel will be paid under the travel reimbursement policy.

To make room in the busy fall season, the Board has agreed that the usual regional meetings be suspended for 2007 and that district meetings may be held instead to review the policy discussion papers in advance of the conference.

Tattoo Fact Sheet

Many of you may already be familiar with Ontario Pork's tattoo program. What has changed is the way the tattoo fact information is presented. We have updated and redesigned the former information pamphlet to be a much simpler, easy-to-read double sided fact sheet. Once more, the new design will allow you to insert it into a binder for convenience. If you would like a copy of this new and improved Tattoo Fact Sheet please contact the Ontario Pork Industry Producer Relations Unit number at 1-877- 668-7675.



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MARKET INFORMATION UPDATE

Marketing Hogs in a Fall Market

With fall hog marketing comes the same yearly challenge of higher seasonal hog volumes. Unfortunately, this also means that sometimes, producers are unable to ship all the hogs they want to against their contracts. However, Ontario Pork offers the following alternatives for contract producers to keep in mind this fall:

1) Booking hogs on the Pool: The Pool price is based on the weighted average price of all plant "spot buys" for the particular week. During holiday weeks, the Pool price will lag behind contract prices due to reduced demand and higher freight costs associated with sending hogs farther distances. To more effectively move hogs using this marketing option when hog runs are high, con-

tract producers must commit to offering their hogs on the Pool program by Thursday afternoons at the latest.

2) Selling hogs into the United States: Opportunities exist to sell hogs to U.S. processing facilities on a dollars-in, dollars-out basis. This marketing option is similar to entering into a contract with a U.S. packer. Producers are paid based on their actual returns from the plant, with freight costs and border crossing fees deducted. Producers have the option of being paid in either Canadian or U.S. funds. Ontario Pork works with multiple U.S. processors with varying target weight ranges so producers can be matched up with the most suitable processor for a specific

weight range. Typically, U.S. dollars-in, dollars-out contracts can be arranged the week of, or the week before the hogs will be delivered.

The Pool Plus program is also available to producers who wish to make it their only marketing option. With the exception of the holiday weeks, up to the beginning of August, Ontario Pork was able to sell all Pool and Pool Plus hogs that had been offered on time by transport companies in the week that those hogs were offered. Hogs booked by Thursday afternoons for the following week's sales are given first priority for sale on the Pool and Pool Plus programs.

To discuss available marketing options, please call the Ontario Pork Sales Department at 1-877-668-7675.

CQA®

Proposed Changes to Federal Feed Regulations

In June, the Canadian Food Inspection Agency (CFIA) published a proposed amendment to the Health of Animals Regulations in the Canada Gazette Part I that would eliminate permits for feeding edible residual materials (ERM). ERM are edible products that are not used in or left over from the processing, manufacturing, preparing, serving or sale of food.

Following the implementation of these proposed changes any ingredient including those previously considered ERM, that is sold for use as a livestock feed or used in the manufacture of a medicated

livestock feed on farm, must be on the approved feed ingredient list (Feeds Regulations, Schedules IV and V). Permits that are current will be rescinded as of the registration of the amendment to the regulations. Current permit holders have been notified of the proposed changes and have been encouraged to have ERM feeds registered.

CFIA has not identified a timeline for final approval of the proposed amendment.

Ontario Pork would like to remind producers that they are responsible for ensuring that all feeds and feed ingredients used for swine diets must be registered as a feed under

the Feeds Act or listed in Schedule IV or V of the Feeds Regulations.

For further information on federal feed regulations, including up-to-date lists of approved feed ingredients or an application for feed registration, refer to the feed section of the CFIA website at:

<http://www.inspection.gc.ca/english/anima/feebet/feebete.shtml>

For the details on the proposed changes to the ERM regulations, refer to the Canada Gazette website at:

<http://canadagazette.gc.ca/partI/2007/20070616/html/regle2-e.html>

TECHNOLOGY TIP

Ontario Pork Website Gets a Facelift

It has been said that a website is a direct reflection of the organization it represents. Visitors will make decisions based on their perception of the corporate website as to the success and stability of the organization itself. With that in mind, you can expect to see some exciting new changes to Ontario Pork's corporate and OINK websites in the coming months. **Design, Content, and Functionality** will be the key areas that we will focus on to create a positive experience for each visitor. Look for more information on this initiative in our October newsletter.

ENVIRONMENTAL BRIEFING

Ministry of Environment Group Visits OP Chairman's Farm

Ontario Pork Chair, Curtiss Littlejohn, hosted the Ministry of Environment's Nutrient Management Policy Unit at his farm on August 30th to discuss how the Clean Water Act legislation is impacting pork producers. The Littlejohn farm was chosen because the Minister of Environment's Senior Policy Advisor on Source Water Protection visited the farm over a year ago to discuss Ontario Pork's concerns about the Clean Water Act legislation, and the changes the government was considering. The Policy Advisor found the tour to be very useful and suggested the farm as a site to visit for the Nutrient Management Policy Unit as well.

The seven members of the Unit were interested to know how the Act is being viewed by industries and groups that must comply with it and any benefits or limitations associated with it. They also visited other industries impacted by the act.

Ontario Pork made the following recommendations:

- Government must consider the economic impact, financial implications and benefits of any proposed legislation or regulation on the operations the

legislation is regulating. Ontario's pork industry is labouring under the most regulatory burden in Canada (according to the George Morris Centre studies). Pork producers are competing with other producers in Canada and around the world so governments must not pass regulations that could be detrimental to the industry.

- Extending the Nutrient Management Act to all producers could have serious implications for those, who because of their size, are not covered by the complete provisions of the legislation.

- Regulators need to appreciate the fact that a farm is being controlled by all levels of government, international bodies, and its own industry standards and best practices. Regulation cannot be developed in isolation of these other policies.

With a provincial election being held in October, it is unclear when the Nutrient Management Act or the Clean Water Act regulations will be coming forward again. Both will require a period of public and stakeholder consultation.



Nutrient management policy unit at the farm of Curtiss Littlejohn.



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CONSUMER MARKETING

Willkommen!! Oktoberfest 2007



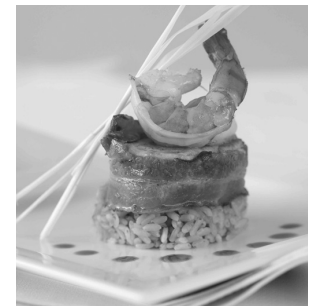
Kitchener-Waterloo Oktoberfest is North America's Largest Bavarian Festival taking place annually for nine days commencing Friday, October 5th through Saturday, October 13th.

Each year the festival attracts in excess of 700,000 participants. Ontario Pork is a proud corporate sponsor of this year's Festival and would like to invite you to the Producer Night Friday, October

12th at the Queensmount Arena in Kitchener. Tickets can be obtained from Ontario Pork by calling Deb Campbell at 519-235-1609 or via email at debcampbell@tcc.on.ca. Of the many exciting events taking place, you don't want to miss the Oktoberfest Parade taking place on October 8th at 9am – get there early to ensure a great view! For more information on the events taking place please visit <http://www.oktoberfest.ca>.

Pork Dish Wins Homegrown Ontario™ Contest

In the June issue of Pork News we announced that Homegrown Ontario was sponsoring a contest to determine the best Ontario pork, veal or lamb dish offered at your local eating establishment. We are happy to announce that the judges selected the Pork Tenderloin with Shrimp from Ste. Anne's Country Inn and Spa as the winning entry. Also worth mentioning were entries from Elora Mill Country Inn & Restaurant with a Lamb Sirloin Roasted Pink and Georgian House Restaurant & Day Spa with a Veal Cutlet with Marsala Sauce. Dishes were judged on their originality, visual appeal and taste. A special congratulations goes to Sadie Nairn who submitted the winning entry and who will receive a \$500 gift certificate to any of the 39 Ontario inns represented by Ontario's Finest Inns. Visit www.hgontario.ca for more information on this local initiative and mouthwatering recipes.



Winning dish pork tenderloin with shrimp from Ste. Anne's Country Inn and Spa.

Team Cedar Grilling Wins!

Team Cedar Grilling won Grand Champion at the 2007 Canadian Open BBQ Championship held in Barrie Ontario on July 7th-8th taking first place in ribs and pork shoulder. A total of 30 teams participated from across Canada, the United States, Switzerland, England and Belgium.

Watch for more from Team Cedar Grilling at the Old Fork York BBQ Championships in Toronto on September 14 – 16, the Jack Daniel's World Championship in Tennessee in October and the Best of The Best Invitational BBQ Cook-Off in Georgia in November.

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