

PORK



NEWS

ONTARIO PORK

October 2009

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

SEPTEMBER 22nd ONTARIO PORK INDUSTRY AT A CROSSROADS MEETING

Summary

Councillors, alternates, presidents and secretaries attended a meeting on September 22nd, 2009. Those in attendance were asked to identify the three most important issues for Ontario Pork to work on.

The three responses that occurred most frequently were:

1. Level the playing field within Canada and between Canada and the U.S. Specifically, Ontario Pork was asked to level the playing field with regard to the ASRA program.
2. Develop the domestic Ontario market. This would include promotion, consumer education, and an "Ontario brand" strategy. A roundtable made up of producers, processors, retailers and government would facilitate the development of the domestic market and would promote profit sharing through the value chain.
3. Lobby for short-term funding for producers.

Producers also asked for more communication between Ontario Pork and producer members during these difficult times in order to prevent division between producers.

The six key provincial strategies that were outlined by Steve Illick were approved and are currently being worked through by Ontario Pork:

- 1.Help to producers exiting the industry;
- 2.Help to producers who are remaining - investments in farm upgrading, safety and bio security measures, fairer BRM programs;
- 3.Initiatives to grow Ontario consumer market – capitalize on consumer and food service demand for local product;
- 4.Initiatives to renew industry thru new products and value, address market evolution on issues related to animal welfare e.g. loose housing;
- 5.Establish an improved industry Forum to accelerate industry adaptation and evolution across supply chain;
- 6.Investigate and pursue unfair trade practices – including but not limited to ASRA – develop a coalition with partners.

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AD HOC FUNDS

Ontario Pork continues to work hard on your behalf for the six strategies outlined at the September 22nd, 2009 Industry at a Crossroads meeting. We have continued to approach the government for ad hoc funds and have broadened the approach to the Ministries of finance, trade, as well as others.

We are repeatedly told the pork industry is not the only industry experiencing difficulties. Other commodities are receiving similar government message to what we have been given: Ontario Pork must work towards accessing existing programs for investment in sustainability; there will be no ad hoc funding.

Ontario Pork will continue to lobby on your behalf. Our industry must commit to change and work together with a united vision and voice as we move forward.

ONTARIO AG COALITION

Ontario Pork is part of a Coalition that met for the first time the week of October 5th to examine the unlevel playing field within the provinces and will continue to work to address this issue. This coalition is spearheaded by the Ontario Federation of Agriculture and includes member organizations such as the livestock sector (cattle, veal, pork), grains and oilseeds and horticulture.

The objective of the Coalition meeting is to coordinate messaging with a number of commodities and press government for action. The Coalition hopes to illustrate that ASRA makes for an unlevel playing field for producers and processors. All members of the coalition agree that the need for a level playing field, under this point each commodity will have individual needs. There will be linkages with local country associations to help with a multi pronged approach in message delivery to MPPs. Cross-commodity visits of MPPs are also being planned to deliver a united message. Ontario Pork will keep you informed as the work of this Coalition continues.

HOG FARM TRANSITION PROGRAM

October 8th, 2009 was the official launch of the Hog Farm Transition Program. Materials are now available on the CPC website and the Ontario Pork website. The five associated documents can be found on the Ontario Pork website - www.ontariopork.on.ca

A document of frequently asked questions has also been drafted by Ontario Pork and will be mailed out to all producers as well as posted on the Ontario Pork website - www.ontariopork.on.ca

Due to the high volume of applications for the HFTP the due date for bids to be submitted has been extended from October 28, 2009, to **November 4th, 2009 at 2pm.**

More information contact: **Hog Farm Transition Program, Canadian Pork Council c/o Welch LLP**

1200-151 Slater Street Ottawa, ON K1P 5H3

Tel: 1-888-368-4023, Email: hftp@welchllp.com, Fax: 1-888-334-6618

Ontario Pork hosted a number of conference calls for Producers explaining the program and the application process.

Hog Industry Loan Loss Reserve Program

A conference call took place between CPC the Canadian Bankers Association (CBA) and some of the financial institutions involved in finalizing the details of the long term loan program. [Click here](#) to read the press release sent out by the Canadian Pork Council.

PRODUCER WORKSHOPS

Ontario Pork in concert with the Ontario Ministry of Agriculture, Food and Rural Affairs, The Centre for Rural Leadership and the Ontario Pork Industry Council has coordinated a series of producer workshops.

Lower prices and rising costs have reduced margins placing significant financial pressure on hog producers. This has many producers contemplating the future direction of their farm business. Making decisions for their farm business is a challenge.

These 3 hour workshops provide information, planning tools, and resources to use in the decision making process.

Who Should Attend? Producers and their spouses.

Topics Include:

Managing in Uncertain Times

Markets - Impacts and Implications

Making Choices - Assessing Options

Farm Business Planning

Resources

Federal Hog Transition & Loan Programs

Workshop Locations

November 12 - Perth County

When: 7-10pm

Where: Mitchell Vet Clinic

243 Ontario Road, Mitchell (Next to Tim Hortons)

November 24 - Lambton County

When: 7-10pm

Where: Lambton Mutual Insurance Building

7873 Confederation Line, Watford

November 25 - Huron County

When: 7-10pm

Where: OMAFRA Office,

100 Don St., Clinton

More dates and locations to be announced.

Pre-registration Required (space is limited):

1-877-424-1300 (Agricultural Information Contact Centre) Specify workshop location.

If Producers wish to hold their own workshop please contact Mary Jane Quinn at mary-jane.quinn@ontariopork.on.ca



ONTARIO PORK

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POLICY DAY

There will be a 3rd Annual Policy Day Conference hosted by Ontario Pork on November 10th and 11th, 2009.

The conference will examine policy issues 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.

This conference is open to Ontario Pork Councillors, Alternates, Presidents and Secretaries ONLY.

Some results of this meeting will be posted on the Ontario Pork Website - www.ontariopork.on.ca

ONTARIO PORK NEWS BRIEFS

At the September 22nd Industry at a Crossroads meeting, delegates requested that Ontario Pork send out information regarding Ontario Pork activities to producers on a more regular basis. In response to this request, Ontario Pork is now sending out News Briefs. Producers who have given Ontario Pork a valid e-mail address receive these briefs by e-mail daily. All producers (unless otherwise requested) receive a compilation of the briefs by mail weekly.

Ontario Pork will only be sending these briefs to producers, however they are updated and posted daily on homepage of the Ontario Pork website for others who are interested. www.ontariopork.on.ca

ACC EXTENSION

Ontario Pork contacted ACC Farmers' Financial (ACC) after the federal government announced the new long term loans to discuss impact on regular advance payments and on emergency advances.

After producers raised concerns at Ontario Pork's councilor meeting on September 22, Ontario Pork contacted ACC to discuss impact on producers who were not able to cover scheduled Emergency Advance Payment Program withdrawals.

On September 28, ACC informed Ontario Pork of the changes they were able to offer producers.

ACC issued a communiqué which is posted on the Ontario Pork website: www.ontariopork.on.ca