



## County Annual Meetings

County Annual Meetings will be taking place in January and February.

Please see the Event Calendar under the Communications drop down menu on the Ontario Pork website for dates, times and locations. [http://www.ontariopork.on.ca/asp/Public/Event/event\\_search.aspx](http://www.ontariopork.on.ca/asp/Public/Event/event_search.aspx)

The chart below indicates County Annual Meeting Information as available at the time of publication. Please see the website for regular updates and County contact information.

COUNTY	DATE	TIME	LOCATION
HALTON PEEL	January 15, 2009	12:00 pm	Brampton Fairgrounds
OXFORD	January 20, 2009	TBA	Quality Inn, Woodstock
HURON	January 21, 2009	5:30 pm registration 6:00 pm dinner	Seaforth Ag Building \$15/person
SIMCOE COUNTY	January 21, 2009	10:30 am	Northwest United Church
PERTH	January 22, 2009	6:00 pm	Mitchell Golf and Country Club
LAMBTON	January 23, 2009	10:00 am meeting 12:00 pm lunch	Watford Centennial Hall Watford
TEMISKAMING/	January 24, 2009	5:00 pm dinner 6:00 pm meeting	Joe's Steak & Pasta
PETERBOROUGH/DURHAM/ VICTORIA	January 27, 2009	7:00 pm registration 7:30 pm meeting	OMAFRA Office
WELLINGTON	January 28, 2009	6 pm registration & social 7 pm dinner Meeting to follow	Elora Legion, Elora
KENT	January 29, 2009	4:30 pm registration and meeting 6:00 pm dinner	Ridgetown College at Wilson Hall
NATION VALLEY	January 29, 2009	6:30 pm social and supper 8:00 pm meeting	Winchelsea Farms 1567 County Rd. 31
WATERLOO	January 29, 2009	11:45 am registration and lunch 1:00 pm meeting	Linwood Community Centre
MIDDLESEX	February 2, 2009	6:45 pm	Coldstream Community Centre
OTTAWA/CARLETON/ LANARK/RENFREW	February 3, 2009	12:00 pm	PJ's Restaurant
GREY/BRUCE	February 5, 2009	TBA	Walkerton Golf & Curling Club
GOLDEN HORSESHOE	February 6, 2009	10:00 am	Kinsmen Hall
YORK	February 6, 2009	10:30 am	Royal Canadian Legion Mount Albert
NORTHUMBERLAND/QUINTE	February 10, 2009	6:30 pm	Codrington Community Centre
ELGIN	February 11, 2009	7:30 pm	Keystone Complex, Shedden
GLENGARRY PRESCOTT	February 12, 1009	TBA	TBA

## Choose Canadian Pork Consumer Campaign

Millions of Canadians have seen or heard about the new “Canadian Pork” labels since they first started appearing on fresh pork in participating grocery stores in June 2008. The awareness campaign, which targets existing pork consumers with a message to choose fresh Canadian pork, has been in full swing since September. Research on consumer awareness of the campaign is not yet complete, but we do have some numbers to share.

### TV ads air to an audience of 28.5 million

If you watch *Food Network Canada*, *HGTV* and *W Network*, by now you will have seen the 15-second Canadian Pork TV ads that started appearing in September. The TV ads will continue airing through to March 2009 for an additional 28.5 million viewers.

The TV ads were also sent to more than 100 community cable stations across the country. Station managers were requested to air them as a public service – to let viewers know about their opportunity to choose Canadian pork. More than one dozen stations have indicated an interest to air the ad.

### Magazine ads provide more than 17 million ‘impressions’

‘Impressions’ is advertising-speak for the number of times an ad is seen by a potential customer. The full-page magazine ads, which appeared three times in *Canadian Living*, *Chatelaine* and *Reader’s Digest* counted for 16 million impressions. French-speaking Canadians also saw the ads in *Coup de Pouce*, *Chatelaine French* and *Selection du Reader’s Digest*, resulting in an additional 1.4 million impressions.

### Media relations efforts give bang for the buck

The news release announcing the new label was sent in June 2008 to 871 media outlets across Canada and was followed up by telephone calls to key media contacts. As of August, 38 newspaper, radio and television stories resulted from the news release, plus additional online coverage. A total of 1,382,202 consumers were reached. As editorial coverage is perceived as three to seven times more credible than paid ad space, the value of the coverage totaled \$206,871 (based on the comparable advertising rate multiplied by three). The cost to PMC was \$50,000 – or more than 400% return on investment.

Canadian magazine food editors have also been contacted personally with a request to specify “Canadian” pork in their recipes’ ingredient lists. This contact is part of an ongoing dialogue to make Canadian pork more top of mind with this influential group.

Community newspapers across the country have also been provided with a series of timely articles that feature a pork recipe. To date, five articles have been published. The articles are also posted on [PutPorkOnYourFork.com](http://PutPorkOnYourFork.com).

### Retail and processing support for “Choose Canada” program continues to grow

A growing number of retailers and processors are showing their commitment to sticker their Canadian pork products.



## Choose Canadian Pork Consumer Campaign cont'd

Here is the current list of participating retailers and processors:

### Across Canada

- Maple Leaf – Maple Leaf branded fresh pork items
- Concord Meats – fresh pork sausages (Marc Angelo brand)

### Western Canada

- Safeway – all Canadian Pork in their Saskatchewan and Manitoba stores, and include the label in their flyer on all Canadian Pork
  - Save-On-Foods – on all Canadian Pork in all their stores, which are Alberta and BC, and include the label in their flyer on all Canadian Pork
  - Loblaws Superstore – dividers in the counter, which will stand 4.5" high
  - Sunterra (a small chain in Alberta) – all Canadian Pork
  - Walmart Supercentres – all pork as they are 100% Canadian
  - Sobeys – looking at putting the label in their flyer
  - Coop's – use their 100% Canadian label
- Thrifty Foods – use their 100% Canadian label

### Eastern Canada

- Quality Meats (Ontario) – Legacy fresh pork items as well as various pork cuts going into Sobeys, Price Chopper, Loblaws, No Frills, Food Basics and Metro stores
  - Sobeys (Ontario) – fresh pork items
  - Sam's Club (Ontario) – fresh pork items
- Perfo-Porcs Inc. (Quebec) – will label fresh pork items

Funding for this project was provided in part by Agriculture and Agri-Food Canada through the Agricultural Adaptation Council's CanAdvance Program.



**Click here to see the Buy Canadian Television Advertisement**

<http://www.putporkonyourfork.com/#>

**Ontario Pork's  
Board of Directors**

**ZONE A**

District 1.....*Bill Wymenga*  
(519) 676-5059  
*bill\_rfs@ciaccess.com*

District 2..... *Mary Ann Hendrikx*  
(519) 247-3623  
*maryann.hendrikx@ontariopork.on.ca*

District 3.....*Teresa Van Raay*  
(519) 237-3255  
*vanraay@hay.net*

District 4..... *Phil Anwender*  
(519) 271-7055  
*phil.anwender@ontariopork.on.ca*

District 5..... *Jasper Vanderbas*  
(519) 462-2866  
*jvanderbas@explornet.com*

District 6..... *Stewart Cressman*  
(519) 696-3119  
*stewart.cressman@ontariopork.on.ca*

Zone A..... *Clare Schlegel*  
(519) 662-6122  
*clare@sugarfield.ca*

**ZONE B**

District 7..... *Curtiss Littlejohn*  
(519) 620-8384  
*curtiss.littlejohn@ontariopork.on.ca*

District 8..... *Steve Illick*  
(519) 942-2228  
*steve.illick@ontariopork.on.ca*

District 9 .....*Barb Zettler*  
(519) 392-6549  
*z5farm@wightman.ca*

District 10..... *Beth Clark*  
(705) 721-0623  
*hamlandfarms@hotmail.com*

District 11 .....*Oliver Haan*  
(613) 396-6622  
*oliver.haan@ontariopork.on.ca*

District 12 .....*Marion Myers*  
(613) 874-2673  
*marion.myers@bellnet.ca*

Zone B .....*Wilma Jeffray*  
(519) 392-8102  
*wilma.jeffray@ontariopork.on.ca*

**INFORMATION**

**Ontario Pork Website Updates**

[www.ontariopork.on.ca](http://www.ontariopork.on.ca)

- 1) Under the Communications drop down menu is a new tab labelled Correspondence. *Current letters sent to or received by Ontario Pork will be posted in this section of the website.*
- 2) Under the Producers drop down menu is a new tab labelled Reports/Papers. *All white papers, reports, summaries, etc. from Ontario Pork events, Policy Days and meetings will be posted in this section of the website. (White papers and the executive summary from the November 2008 Policy Day can be found here.)*
- 3) Under the Producers drop down menu in the Farm Products tab new material has been posted including:
  - The Electoral Governance Model submitted to Farm Products on December 1st, 2008 and;
  - Letters from Ontario Pork regarding the Forward Pricing Program and Communications.

**Dates to Remember**

**February 15, 2009** – last day to hold County Annual Meetings (Councillor elections deadline).

**February 16, 2009** – Resolutions Committee to meet – County resolutions must be in as soon as possible after meetings.

**February 28, 2009** – last day to hold District Meetings (Board Director elections and Zone election Candidates Declared by March 2nd).

**March 31, 2009** – Annual General Meeting, London Convention Centre.

**April 1 & 2, 2009** - London Swine Conference, London Convention Centre.

**Pork Industry Merit Award**

**2009 Pork Industry Merit Award Nomination deadline is Friday, February 13. The purpose of the award is to recognize and honour outstanding accomplishments in the Ontario Pork Industry.**

**Nomination forms and more information** can be obtained: by contacting your local Board Director or by contacting Marilyn Robbins at 1-877-668-7675 ext 610.

**Completed nomination forms** can be submitted to Marilyn Robbins

E-mail: [marilyn.robbs@ontariopork.on.ca](mailto:marilyn.robbs@ontariopork.on.ca)

Fax: 519-829-1769

Mail: Ontario Pork Producers Marketing Board C/O Marilyn Robbins  
655 Southgate Drive Guelph, Ontario N1G 5G6