

PORK



NEWS

ONTARIO PORK

November 2009

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

ONTARIO AGRICULTURE SUSTAINABILITY COALITION (OASC)

On October 28th, 2009 a joint letter on behalf of the Ontario Agriculture Sustainability Coalition (OASC) comprised of Ontario Pork, Ontario Veal, the Ontario Federation of Agriculture, the Ontario Cattleman’s Associations and the Ontario Fruit and Vegetable Growers’ Association was sent to the Honourable Leona Dombrowsky, Minister of Agriculture, Food and Rural Affairs.

This letter outlined some of the challenges the agriculture industry in Ontario is facing, as well as the benefits of this industry to Ontario’s economy. It then went on to endorse the cooperation the Ontario government has shown to the grains and oilseeds sector in developing a risk management program and request that they provide similar leadership to other agricultural commodities to help ensure a level playing field.

On November 18th, 2009 the OASC met with Minister Dombrowsky to discuss the need for a level playing field in Agriculture and provincial strategies in achieving this. Wilma Jeffray, Chair of Ontario Pork attended this meeting as our industry representative.

Key points presented to the Minister included:

- The importance of agriculture/food within Ontario including economic drivers and local food supply;
- Ontario Pork creates 33,000 jobs and accounts for 4.7 billion in economic activity for the province;
- The fact that 1 primary producer = 7 full time jobs;
- The need for a level playing field – similar to other commodities and other jurisdictions.

This meeting was considered very positive by those who attended and the Minister was most impressed to have this message come to the provincial government from a collective group of agriculture commodities (OASC).

The Minister confirmed that she is dedicated to striking a committee to work on a Business Risk Management Program (BRMP) for non-supply managed agricultural sectors. At the Federal-Provincial-Territorial meeting of Ministers in the New Year she will deliver the messages that AgriStability is not sufficiently addressing industry problems, and that there is a need for a BRMP with both federal and provincial participation.

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NEW GENERAL MANAGER

The Ontario Pork Board of Directors are pleased to announce the appointment of Ken Ovington as the General Manager for the organization, this became effective November 4, 2009.

“This will be a significant year in our history as the organization continues to work on the challenges facing our sector. The Board is dedicated to lead our industry forward and with the appointment of Mr. Ovington as General Manager, we are well situated to accomplish that objective, says Wilma Jeffray, Chair. “Ken has been involved in every facet of Ontario Pork’s business operations, giving him an unparalleled ability to work with producers and industry stakeholders.

For over 10 years Mr. Ovington has been focused on business development, strategic planning, production expertise, and business operations which have prepared him well for this challenging role. He has served on various provincial and national committees, executing numerous projects and initiatives.

FARM PRODUCTS UPDATE

The Farm Products Marketing Commission hearing has continued.

Open sessions have been taking place at the Best Western Royal Brock Hotel and Conference Centre, 716 Gordon Street, Guelph Ontario and are scheduled to wrap up on Friday, December 4, 2009.

Ontario Pork sent in their submission to the Tribunal with regards to the upcoming appeals hearing which was due on November 5th, 2009.

The submission was based upon Ontario Pork's Strategic Plan.

On Wednesday November 18th, 2009 Ken Ovington, General Manager, Lloyd Bauernhuber, Department Director of Finance & Operational Services, Wilma Jeffray, Board Chair and Mary Ann Hendrikx, Board Vice Chair attended a meeting of the entire Ontario Farm Products Commission.

At this meeting, the Ontario Pork representatives presented an overview of what Ontario Pork is doing and what future plans for the organization involve.

Topics covered included:

- Ontario Pork’s Strategic Plan
- Electoral Structure Reform
- Financial Protection Plan
- Provincial Ask Key Strategies
- Ontario Hog Marketing Information Update
- Financial Information

The Ontario Farm Products Commission typically has Ontario Pork present an update/review meeting once a year.

FIRST HOG TENDER RESULTS

From the Canadian Pork Council

The first tender of the Hog Farm Transition Program (HFTP) was held Wednesday, November 4 and the results have been officially approved by the Program Administrator and an independent third party scrutinizer.

In order for bids to be compared among all types of animals and facilities, a system to equitably compare bids was developed. Using this system, each total farm bid submitted was converted to a dollar per "animal unit equivalent" or AUE.

Of the total 261 bids submitted, 74 bids were accepted before the \$10 million allotted to this first tender was allocated. In fact a total of \$10,546,919 will be issued to successful bidders under this tender, as a result of identical final bids.

The weighted average of the 74 successful bids was \$765.52/AUE. Accepted bids ranged from a low of \$300/AUE to a high of \$997/AUE. Lowest bids were accepted first, followed by successively higher bids until the funds for that tender were exhausted.

The first tender saw inventory of 21997 sows, 44564 weaners to 30 kg and 59653 hogs from 31 kg to market weight taken out of production for the next three years.

The second tender for the Hog Farm Transition Program has been rescheduled from November 18, 2009 to December 9, 2009 at 2:00 p.m. EST.

HOG INDUSTRY LOAN LOSS RESERVE PROGRAM

Hog Industry Loan Loss Reserve Program (HILLRP)

Here is a list of Financial institutions that have signed contribution agreements for the HILLRP with Agriculture and Agri-Food Canada at this time. This is an "unofficial list" and other banks may be in the process of seeking the authority to offer the loans.

- CIBC
- National Bank of Canada
- Alberta Treasury Branches
- Sunova Credit Union Limited
- Access Credit Union Limited
- Steinbach Credit Union
- Mennonite Savings and Credit Union Limited
Advantage Credit Union Limited
- Farm Credit Canada
- BMO
- Bank of Nova Scotia
- Royal Bank of Canada
- Libro Credit union
- Austin Credit Union
- Rosenort Credit Union
- TD Canada Trust
- Meridian Credit Union Limited
- Roblin Credit Union Limited

ONTARIO PORK RESEARCH COMMITTEE

Stewart Cressman, Ontario Pork Research Committee Chair introduced discussion on priorities for Ontario Pork funded research and the importance of it being aligned with the strategic plan at the October 27th, 2009 Board Meeting.

It was agreed that the Board should be looking at not only the production research supported by the Research Committee but also taking into account all of the other research that Ontario Pork funds i.e. product development, market research, etc. Exploiting opportunities to leverage funds and exert maximum influence are also key objectives.

Further discussion on research will be scheduled for the November Board of Directors meeting. Staff will continue to investigate how other similar organizations support research.

NATIONAL SWINE ID TAGS

Canada's pork industry is taking steps toward gaining a significant competitive advantage in the global marketplace by improving its ability to respond to foreign animal disease outbreaks. Traceability is a critical tool in reducing the financial impact of any disease outbreak, and the added security of a national system is likely to boost the overall competitiveness of Canada's pork sector. The Canadian swine traceability program is called PigTrace Canada. Through the combined efforts of Canada's provincial pork organizations and the Canadian Pork Council, PigTrace Canada is announcing the availability of Canada's official traceability ear tag for swine. The new ear tags are intended to identify and track the movements of breeding swine, and are now available for purchase by Ontario Producers.

The tags are designed for individual identification of breeding stock. Market hogs will still be identified with the national 5 digit slap tattoo numbers that have been registered to producers' premises starting in 2007.

For more information see the PigTrace website www.pigtrace.ca

Contact Tim Metzger at Ontario Pork - 1-877-668-7675 ext. 1205 or tim.metzger@ontariopork.on.ca

To order tags call - PigTrace Canada 1-866-300-1825

COOL EVIDENCE REQUEST

U.S. Mandatory Country of Origin Labelling (COOL) was implemented on September 30th, 2008 and the Final Rule came into effect on March 16th, 2009. Some U.S. processors have since limited or completely ceased purchases of Canadian swine, attributing this decision to COOL.

The national pork and beef industries have been working to collect evidence of harm as a result of COOL and this information will aid in a potential World Trade Organization challenge. It is essential to gather additional evidence from industry stakeholders. If you have been or continue to be affected negatively by COOL legislation, please consider submitting any evidence you have compiled on the effects of COOL.

Questions or follow up: Bridgette Dyce - Business Intelligence Officer, Ontario Pork
Tel: (519) 767-4600 ext. 1290 E-mail: bridgette.dyce@ontariopork.on.ca

ONTARIO PORK POLICY DAY UPDATE

About 100 delegates attended the Ontario Pork Policy Day on Nov. 10th & 11th at the Delta Hotel and Conference Centre in Guelph. Topics on day one included an update on initiatives since the last delegate meeting held in September, a safety net update and an introduction of a risk management proposal for the Ontario hog industry. Day two included discussion on the financial protection program and county/district presentations on the white papers regarding: the financial protection plan, electoral structure and the strategic plan.

The two days resulted in constructive discussion and outcomes. Ontario Pork has been given approval to proceed with investigating a risk management program for its producers, adopting a financial protection plan, and approval of the strategic plan. There was general support for the proposed electoral model. Now details under the framework can be formed. The Ontario Pork Board will continue to develop detail on these issues now that the electoral body has provided input.

Policy Day white papers and an executive summary can be found on the Ontario Pork website - http://www.ontariopork.on.ca/cms/en/Producers/presentations_and_updates/presentations_and_updates.aspx

PROPOSED ANIMAL HEALTH LEGISLATION

The purpose of this act is to protect animal and human health, and the economic viability of the livestock and poultry sector, by reducing the impact of animal diseases. Ontario is currently the only province without its own animal health legislation. In June 2009, the Ontario Ministry of Food and Rural Affairs consulted on a detailed proposal for an animal health statute. In general, comments received from key stakeholder organizations supported the introduction of legislation.

The proposed Animal Health Act:

- Provides measures to assist in the prevention of, detection of, response to and control of animal diseases and other hazards to protect the livestock and poultry sector.
- Requires the reporting of specific animal diseases (to be set out in regulations) to the Chief Veterinarian for Ontario (CVO).
- Enables the use of quarantine orders, surveillance zones and animal health control area orders to help control the spread of diseases or hazards.
- Supports a future traceability framework for the quick identification and control of disease and food safety hazards.

OMAFRA - http://www.omafra.gov.on.ca/english/food/inspection/ahwb_cvo.htm

Questions can also be directed to animal.health@ontario.ca for response

GOVERNMENT RECEPTION AT QUEENS PARK

Ontario Pork hosted its annual government reception on Thursday, November 19th at Queen's Park. Approximately 100 guests filtered through the event which included the Honourable Minister Dombrowsky, about 30-40 Members of Provincial Parliament and their staff representatives.

Ontario Pork Directors and some producers were on hand to discuss Ontario's hog industry and the need for a level playing field across provinces and the development of a business risk management program that is comparable to Quebec's ASRA program.

This message is also being carried by the Ontario Agricultural Sustainability Coalition (OASC) to illustrate to the Ontario government the importance of agriculture to Ontario's economy and local food supply. Ontario's domestic food market is being eroded by imports from other countries and provinces.

INDUSTRY IN TRANSITION WORKSHOPS

Three of these producer workshops have been held in Elmira (Mennonite Credit Union), Watford (Lambton) and Clinton (Huron).

According to organizers, all three workshops ran very smoothly with good participation throughout the workshop. There were 10 participants in Elmira—Nov.4, 26 in Watford—Nov.24 and 18 in Clinton— Nov.25.

Participants are asked to fill out workshop evaluation forms which indicate that overall people are agreeing that the various sessions/topics are providing useful information and they are satisfied with the workshops.

If producers are interested in having one in their area please contact your County Director or President.

There is also an Industry Workshop December 16th at the Arden Park Hotel in Stratford. To register call - 1-877-424-1300 (Agricultural Information Contact Centre)



ONTARIO PORK

The Gift of Ontario Pork!

Conestoga Meat Packers Ltd. is enjoying great success with their fresh pork boxed fundraising program.

Purchasing of these boxes of fresh pork has now extended into Holiday gift giving. The packages make a great Christmas gift for office staff or employers!

For more information contact Conestoga Meat Packers 1-877-576-4410 ext. 227 or fundrais-ing@conestogameats.com

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2009 SHAKESPEARE SEMINAR

Ontario Swine Production: the road ahead

Wednesday, December 9, 2009 at the Shakespeare Community Centre

Cost: \$20 if pre-registered by Dec 7, 2009

\$15 for additional people from the same farm
\$25 at the door

Seminars Include:

Dr. John Lawrence, Iowa State University on the economic forecasts and re-structuring for the future in swine production.

Al Mussel on the hog cycle downturn.

Bob Hunsberger, Conestoga Meats on packer's perspective of the downturn.

More Info: http://www.ontariopork.on.ca/asp/Public/Event/event_search.aspx

Call OMAFRA - 1-877-424-1300 or E-mail - ag.info.omafra@ontario.ca

2010 HOG JOG NOMINATIONS

Next year will be the 5th Annual Hog Jog and The Ontario Pork Industry Council (OPIC) is accepting nominations for this years Honourary Chair. An Honourary Chair is selected each year to put a face on the chosen cause. This individual is selected based on his or her involvement in the Ontario pork industry, involvement in the local community, and admirable personal and professional attributes. The deadline for nominations is December 15, 2009.

OPIC is also looking for a cause to fundraise for. Each year a different cause is chosen and the event has raised more than \$20,000 in each of the previous four years. Causes considered may include: societies, charities, community development groups, or educational scholarships, etc.

Nomination forms and details are available online on the new Hog Jog website www.hogjog.ca For more information contact the OPIC office at (519) 272-1532 or email chair@hogjog.ca .

Ontario's Outstanding Young Farmer Program is looking for nominations for next year's Ontario's Outstanding Young Farmer.

The goal is to continue to grow the program, and the prestige of this award. Nominate someone you know and encouraging other people to do the same. There are lots of deserving young farmers in Ontario, but we need your help finding them.

If you have any questions about the nomination process, please contact Karen Daynard at kdaynard@sympatico.ca or (519) 836 2583

Nomination form can also be found on the website at www.oyfontario.ca.