



ONTARIO PORK

# News Release

FOR IMMEDIATE RELEASE

## **Ontario Pork Responds to Commission's Decision**

*Dual Marketing is consistent with Board's Strategic Direction*

Guelph, ON – October 7, 2008 – Yesterday, the Ontario Farm Products Marketing Commission (OFPMC) presented its decision regarding the appropriate role of Ontario Pork as it relates to the settlement and marketing of hogs in Ontario. Among the issues addressed, the Commission ruled that Ontario Pork's regulatory authority be amended. This will allow producers the choice to market their hogs without the involvement of Ontario Pork. Ontario Pork is now required by January 15, 2009 to produce a preliminary implementation plan to the Commission.

"This decision is consistent with our strategic direction" says Curtiss Littlejohn, Chair of Ontario Pork. "It permits producers the flexibility to make their own choices, while still retaining Ontario Pork's marketing arm."

Ontario Pork is satisfied with the process undertaken by the Commission. It will now begin the task of examining the Commission's document in greater detail and meeting with the OFPMC again later this week for further clarification. Ontario Pork agrees with the commission that a transition period will be necessary.

Producers will be continually updated as information becomes available.

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