



# ONTARIO PORK

## Ontario Pork Research Priorities

Ontario Pork has been evaluating research funding and research priorities that will foster a healthy business environment for industry development and innovation. In aligning the priorities to Ontario Pork's Strategic Plan, research will focus on production and industry development in the following areas:

- **Production**
  - Focus on production issues including: Animal Health, Nutrition, Reproduction, Environmental Conditions, Animal Welfare, and Food Safety
  - Products that promote health benefits of pork
  - Improving long term economic and environmental sustainability
  
- **Product/Marketing Development**
  - Focus of development of new markets and/or new pork products
  - Products that promote health benefits of pork
  
- **Economic and Business Sustainability**
  - Focus on applied economics relative to the entire swine production chain
  - Competitiveness of the Ontario Swine Sector
  - Trade Issues and Farm Policy
  - Production efficiency
  - Products that promote health benefits of pork
  
- **Social**

- Focus on both Quantitative and Qualitative methods for understanding industry trends and consumer perception.