



July 26, 2010

Kevin Newman, Global Television knewman@globaltv.com
Karen Pinker, Director, 90th Parallel Productions karen@90thparallel.ca
David McCaughna, Publicist davidmcc2@gmail.com

Re: Global Currents episode entitled "No Country for Animals"

The Ontario Pork Producers' Marketing Board is concerned about the reported content of Global Currents' episode "No Country for Animals" scheduled to air Wednesday, July 28, 2010.

Ontario farmers, including pork producers, always strive to provide the best care for their animals. Pork producers depend on their animals for their livelihood and therefore it is in the best interest of everyone that those animals are treated humanely and with care.

Canadians have the right to fair and balanced news coverage and have come to expect a level of professionalism from Global. We at Ontario Pork trust that this type of sensationalism is not the future for accurate information reporting.

Sincerely,

Wilma Jeffray, Chair Ontario Pork
Mary-Ann Hendrikx, Vice Chair, Ontario Pork