



# News Release

## No Surprises in Pork Board Election

FOR IMMEDIATE RELEASE

**Guelph, April 28, 2010** – There were no significant changes to Ontario Pork’s Board after the elections that took place yesterday in Guelph. Re-elected for the 2010 term were Wilma Jeffray from Grey Bruce County as Chair and Mary-Ann Hendriks from Middlesex as Vice Chair.

Members elected to the Executive Committee were Wilma Jeffray Chair, Mary-Ann Hendriks, Vice Chair, Steve Illick of Wellington County, Oliver Haan of Northumberland-Quinte, Amy Cronin of Huron County, and Teresa Van Raay, Zone A Director.

“I am pleased to be re-elected for another term and look forward to working with the broader industry to accomplish goals for this sector,” says Wilma Jeffray, Chair. “The mission of our Board is to foster a healthy business environment for partners, innovation and development. This industry is worthy of investment.”

Ontario Pork’s Board has identified four specific strategies that it has already set in motion and will continue to work on over the course of the year. The first strategy is to be the preferred supplier of services that provide knowledge and opportunities to allow producers to be economically sustainable; the second is to provide an on-going industry forum to encourage, leverage and enhance sustainable industry development; the third is to provide an advocacy function to improve the business environment and the fourth and final strategy is to drive innovative product development.

Ontario Pork represents the 2,300 farmers who market hogs in the province in many areas, including hog marketing, research, government representation, environmental issues, consumer education and food quality assurance. The pork industry in Ontario accounts for 27,000 jobs, and it is estimated that total industry output from farm gate sales is worth \$4 billion to the Ontario economy. Visit Ontario Pork’s website: [www.ontariopork.on.ca](http://www.ontariopork.on.ca).

- 30 -

**Contact:** Keith Robbins, Director, Communications and Consumer Marketing  
**Phone:** 519-767-4600  
**Email:** [comm@ontariopork.on.ca](mailto:comm@ontariopork.on.ca)