



# News Release

## Minister Provides Clarity on Hog Marketing

FOR IMMEDIATE RELEASE

**Guelph, May 14, 2010** – The Honourable Carol Mitchell, Minister of Agriculture, Food and Rural Affairs, has concluded her ministerial review of an Agriculture, Food and Rural Affairs Appeal Tribunal ruling from February 2010 regarding pork marketing and by all accounts supports an open marketing option for producers.

“We have been in favour of producers having choice in marketing and this decision gives us the clarity we need to move forward,” says Wilma Jeffray, Chair of Ontario Pork. “The submission that we prepared for the Minister’s review certainly gives us a head start in fulfilling the requirements of the decision.

The organization has its first meeting with the Ontario Farm Products Marketing Commission early next week where it will begin to work out the details of the decision. The Ontario Pork Board will meet at the beginning of June to discuss next steps and assess the implementation strategy.

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).

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