



News Release

Ontario Pork is Encouraged by Federal Assistance Plan

FOR IMMEDIATE RELEASE

Guelph, August 17, 2009 – Ontario Pork is encouraged by the federal government’s announcement to provide assistance to the hog industry. Saturday’s announcement, made by Larry Miller and Gary Schellenberger, provides a long term loan program, hog farm transition program and an international pork marketing fund.

“Producers can review their financial situations with their lenders and, as more details emerge, develop plans on how the programs can best meet their needs. We know that this announcement will not be sufficient to keep all producers in business. For those that choose to exit the industry, they may apply to the hog farm transition program for assistance,” says Ontario Pork’s Chair, Wilma Jeffray.

“These three programs provide options and choices for producers and ultimately will help to right-size the industry,” added Curtiss Littlejohn, Ontario Pork’s representative to the Canadian Pork Council.

Ontario Pork worked collectively with the CPC and other provincial and industry organizations to focus efforts on moving the federal government towards achieving this end. Now that the federal government has made this announcement, Ontario Pork can continue its work with the provincial government to move the Ontario industry from one focused on commodity production to a more value-based industry. It is important that the Ontario hog sector be positioned to thrive in a competitive global environment.

Ontario Pork represents the 2800 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 33,000 jobs, and it is estimated that total industry output from farm gate sales is worth \$4.7 billion to the Ontario economy. Visit Ontario Pork’s website:

www.ontariopork.on.ca

- 30 -

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