

Industry Impact

By Wilma Jeffray, Chair, Ontario Pork

Ontario Pork is fully invested in seeing the pork sector in this province recover. We recognize that the need is great and urgent. To that end we are aggressively working with the Canadian Pork Council (CPC), other provinces and stakeholders, all levels of government and supporting industries and taking the following actions on your behalf:

Federal Focus:

The Canadian Pork Council is made up of representatives from each province. Ontario Pork Directors, Curtiss Littlejohn and Beth Clark, sit on that Council and have direct input into how Ontario's pork producers can best be represented at a federal level. The financial request to the federal government is designed to give this industry liquidity so that producers can make choices and business decisions now and for the long term – Ontario Pork fully endorses this plan.

CPC is asking Minister Ritz and the federal cabinet to:

- **Approve a special H1N1 Recovery Plan Loan;**
- **Agree to adjustments to the Advance Payments Program emergency advances;**
- **Establish a Hog Farm Transition Payment Program.**

The plan respects the prudent role and capacity of government, while underscoring the primary responsibility of agricultural entrepreneurs to succeed or fail based on the merits of their efforts.

Provincial Focus:

While Ontario Pork supports the federal plan, we also believe that these initiatives are the minimum provisions that should be considered. To that end we have engaged the provincial government to provide a Hog Sector Recovery Plan to Ontario's hog producers.

Remaining in commodity production in a global marketplace has left the industry vulnerable to currency fluctuation, corn and input price, trade considerations, hog price, etc. This is today's reality.

A long term sustainable strategy that supports the Ontario industry over a stronger competitive base needs to be founded on the strengths of the industry as well as economic realities. This will require a shift from competition based solely on cost of production toward enhancing the Ontario value chain to become a more value-based industry.

We believe there is an important role for the Ontario government to partner with industry to begin the rebuilding phase. With a federal announcement, the role for the Ontario government will become clearer to discern. Interaction with the province has been ongoing and will intensify when a federal announcement is made.

Current Activities

From this point, we have been clear in our messaging that we support the CPC ask of the federal government, thus providing united message with pork producers across the country.

Ontario Pork has taken a strong deliberate approach in lobbying politicians directly. Local associations have been extremely active. Linkages have been made with other organizations that have joined forces to lobby on behalf of the industry. Ontario Agri Business Association, Ontario Pork Industry Council, swine practitioners, Ontario Federation of Agriculture, equipment suppliers, etc have come on board with this campaign. To keep the message timely and targeted materials continue to be updated and redistributed as events unfold.

Overall, we look to the federal government to address liquidity issues, and secondly to the province for recovery. All of this activity is very deliberate and organized – – although you may not be seeing these initiatives, they are happening. At time of writing – the federal cabinet is deliberating.