

Resolution J - Response - Provincial Government Lobbying

This resolution has been taken as direction for the organization. Please see Ontario Pork's Strategic Direction Plan overview attached as **appendix two**.

APPENDIX TWO

Strategic Plan Overview

Our Mission

To foster a healthy business environment for industry partners, innovation, and development.

Our Vision

Distinction and Excellence in Pork.

Ontario Pork Strategies

Four specific strategies have been defined to help Ontario Pork fulfill its mission. The strategies are as follows:

- 1) Be the preferred supplier of services that provide knowledge and opportunities to allow producers to be economically sustainable.
- 2) Provide an on-going industry forum to encourage, leverage, and enhance sustainable industry development.
- 3) Provide an advocacy function to improve the business environment.
- 4) Drive innovative product development.

Key Initiatives

The following initiatives will support the identified strategies:

- Member relations
- Business intelligence/benchmarking
- Governance
- National partnerships
- Provincial partnerships
- Crisis management
- Food service
- Retail
- Pork Marketing Canada
- Consumer relations
- Value chain coordination
- Research - production and industry development
- Government relations

- Stakeholder relations
- Trade advocacy

- Risk mitigation

Activity Centers

Four activity centers within Ontario Pork will be responsible for delivering industry services.

These are:

- Administration
- Industry/Member Services
- Communications
- Consumer Marketing

Performance Indicators

Ontario Pork routinely evaluates its service offerings, ensuring producer members continue to receive services that provide benefits for their business. Ontario Pork will evaluate internal targets for initiatives as well as producer and industry stakeholder feedback to determine whether initiatives are meeting the needs of producers and industry stakeholders.

Ontario Pork's Values Statement

Ontario Pork's values statement acts as an ethical framework within which the organization will function. The following values statement has been developed for the organization:

Ontario Pork values and supports an ongoing commitment to:

- *Excellence in service and performance;*
- *Leadership within the industry;*
- *Accountability for our actions,*
- *Working in partnership with producers and stakeholders within the industry;*
- *Open communications with producers, government, stakeholders, and staff; and*
- *Integrity, Trust, Respect, and Honesty in all we do.*