

## **Board Highlights: May 25-26, 2021**

### ***Public Trust Campaign***

The Board of Directors approved funding for the Ontario Pork Public Trust Campaign. The funding will be used for the campaign development. The campaign is designed to build connections with urban and suburban audiences. As the public-facing expression of Ontario Pork's social responsibility goals, the campaign will use food as a point of connection and address key areas of concern identified through consumer research, including animal care, environmental commitments and food quality.

### ***Canadian Pork Council Update***

Doug Ahrens and Eric Schwindt, Ontario Pork's representatives to the Canadian Pork Council (CPC), briefed the Board on the CPC Board meetings held virtually in April and May 2021. The CPC Board discussions focused on using compartmentalization as a tool to mitigate the impact of a potential outbreak of African swine fever (ASF), the Pork Promotion - Research Agency status, and the wild boar situation in Canada.

### ***Wild Pigs***

Staff presented information about the current situation and implications of wild pig populations in Canada and Ontario, ongoing response by the government and various stakeholders. Wild pigs pose a significant risk to the pork industry and have proven to have a detrimental impact on animals, crops and farmer livelihood. In Ontario, there is no evidence at this time to suggest that wild pig populations are self-sustaining and breeding in the province. Based on current information, it is likely that Ontario has small numbers of wild pigs scattered across southern, central, and eastern Ontario. Unlike many jurisdictions in North America, most reports in Ontario describe a single wild pig or small group of pigs. Thus, the importance of addressing wild pigs already in Ontario and ensuring that their numbers do not grow, is of great importance. The Board of Directors developed the Ontario Pork position on the strategy and revisions to the Invasive Species Act, 2015 proposed by the Ministry of Natural Resources and Forestry (MNRF). Ontario Pork will communicate further details on its submission to producers and industry stakeholders.

### ***Resolutions***

The Board of Directors tasked the Resolutions Committee to re-evaluate resolutions included in the 2020 resolutions booklet; an electronic copy of the booklet can be found on the Ontario Pork website: <https://www.ontariopork.on.ca/Portals/0/2020%20Resolutions%20Booklet.pdf>. The 2020 resolution session was not held as the annual general meeting was postponed due to the COVID-19 pandemic. The Resolutions Committee will select resolutions that are still relevant for debate by delegates at an in-person Policy Day later this year (subject to COVID restrictions).

The Board of Directors encourages producers to submit new resolutions throughout the year. Any new resolutions can be submitted by email at [olga.klashtorny@ontariopork.on.ca](mailto:olga.klashtorny@ontariopork.on.ca).