



Board Highlights: September 21 and 23, 2015

The purpose of Board Highlights is to help keep you informed on the issues the Board is dealing with on your behalf.

This update is sent by e-mail. If you would like to be added to or removed from our distribution list, please let us know.

Please direct any questions or comments to the Ontario Pork Communications department at 1-877-ONT-PORK (668-7675) or by e-mail to comm@ontariopork.on.ca

The following are highlights from the September 2015 Ontario Pork board meeting.

Value Chain Advisory Group Terms of Reference

The Board of Directors approved the Terms of Reference for the Value Chain Advisory Group. The group will provide advice and recommendations to the Board on issues related to relationships with customers and industry stakeholders from processing to retail, competitive domestic and international market access, food safety, nutrition, and an improvement of the information flow to ultimately increase the competitiveness, profitability, and sustainable growth for the Ontario pork industry. The Value Chain Advisory Group is co-chaired by Board members Oliver Haan and Teresa VanRaay.

Great Lakes Protection Act

Chris Attema provided a comprehensive update on the Ontario government action plan of phosphorus reduction initiatives jointly with the U.S. along Lake Erie as well as legislation development for the governmental process for future Great Lakes protection. Ontario Pork has been working with industry partners e.g. Farm and Food Care and Ontario Federation of Agriculture to monitor developments and assess the various government proposals. Ontario Pork's Sustainability Advisory Group will continue to get updates and discuss technical details as they become available.

PED Program Update

The Board was briefed on the recent activities of the Porcine Epidemic Diarrhea (PED) industry working group including ARC&E, surveillance, and biosecurity improvements at processing plants. Over 69% of the 84 primary cases have eliminated PED and are testing negative. The PED discussion also included an update on the transfer payment agreement (TPA) and long-term strategy initiatives.

Alliances and Partnerships Representation

The Board of Directors made the following appointments for the next term:

- Canadian Pork Council (CPC) – Bill Wymenga and Teresa VanRaay
- Agricultural Adaptation Council (AAC) – Arno Schober
- Ontario Federation of Agriculture Policy Advisory Council (OFA PAC) – Teresa VanRaay
- Ontario Pork Grading Authority (OPGA) – John de Bruyn

Farm and Food Care-Ontario (FFCO) Update

Beth Clark, Ontario Pork's representative to the FFCO, joined the meeting and provided an overview of changes that the organization is currently undergoing to continue to grow their pro-active, whole supply chain approach to building public trust in food and farming. Dr. Laura Beveridge delivered a presentation on IMPACT: Innovative Management and Practical Animal Care Training, a program that is designed to help producers improve their animal care practices in ways that are practical to their operation. The next step would be to roll out the IMPACT program to producers.

2015-16 Budget

Staff presented budget assumptions and plans for the 2016 fiscal year. Board members discussed areas that need to be incorporated into the final budget plan for the next year. The Board will take a day in October to further deliberate the budget and will finalize it in November.

The Art of Negotiation and Persuasion Workshop

Dr. Sara Mann, University of Guelph facilitated an engaging and interactive workshop titled "The Art of Negotiation and Persuasion". Board members received tools to use when trying to negotiate effectively and persuade others. The focus of the workshop was on engaging stakeholders and enlisting their support in conversations with the industry and the government.