

OUR PLAN

**BUILDING A STRONG AND
SUSTAINABLE FUTURE FOR OUR
FARMS, OUR FAMILIES AND
OUR COMMUNITIES, ONTARIO
PORK EMBRACES RESPONSIBLE
AND INNOVATIVE PRACTICES TO
ADVANCE THE SWINE INDUSTRY.**

FARM MANAGEMENT

Complying with regulations, adhering to industry's voluntary standards and establishing a culture of continuous improvement.

2017 PROGRESS REPORT:

- Evaluated and analyzed existing industry training programs and resources to inform updated online training for producers
- Worked to positively impact the Canadian Pork Excellence program through multiple channels, including: on-farm pilot program and debrief; Board of Directors engagement; review at Ontario Pork's policy day; engagement in peer review committee; and development of a plan to keep producers informed
- Updated producers on farm management issues, including unvented barn heater regulatory changes, on-farm security, housing strategies and herd health

ECONOMIC PERFORMANCE

Maintaining profitability and minimizing financial risk.

2017 PROGRESS REPORT:

- Facilitated continuous education through initiatives including: AGM guest speaker explaining pork industry market predictors; outreach to agriculture financiers through Ag Lenders' Day partnership with OMAFRA
- Updated Ag Manifest animal traceability software to improve usability and grow uptake by producers and transporters
- Completed a framework for a production insurance program that better meets current industry needs
- Supported awareness of benchmarking as a critical tool for financial planning and management through session at the 2017 London Swine Conference

ENVIRONMENTAL STEWARDSHIP

From barn to field operations, helping to reduce environmental impacts on farms.

2017 PROGRESS REPORT:

- Focus: Nutrient management and water usage
- Created Grow Ontario Together policy paper as one of seven Ontario commodity groups working with OMAFRA to champion producer best practices on nutrient management, clean water and healthy soils
- Enabled peer-to-peer communications and developed educational videos about nutrition management best practices
- Collaborated with OMAFRA to develop and distribute nutrient management best practices pamphlet
- Uptake of nutrient management strategies or plans has increased by 30% since 2015 and exceeds industry average

ANIMAL CARE AND FOOD SAFETY

Maintaining high husbandry standards while remaining competitive, and adhering to high standards set by industry and government agencies.

2017 PROGRESS REPORT:

- Supported education workshops on elective animal husbandry, including loose sow housing
- Volunteer farms participated in national benchmarking program related to anti-microbial use
- Led a ractopamine-free certification program to help ensure compliance by all industry partners, reinforcing our commitment to trade
- Investigating improved disease monitoring by linking AgManifest movement data with ARC&E disease status information
- Reviewing and updating farm structure regulations and practices with a goal of reducing barn fires, as part of an OMAFRA-led barn fire working group

RELATIONSHIPS WITH THE COMMUNITY

Contributing to and strengthening relationships with the communities in which our industry operates.

2017 PROGRESS REPORT:

- Donated the one millionth child-sized portion of fresh pork through the Ontario Association of Food Banks program in September 2017
- Continued health-related partnerships including Heart and Stroke Ride for Heart and Clinical Update
- Piloted new Ontario Pork Outreach kit and All About Pigs Activity Pack to support producers involved in community education and outreach
- Redesigned Pig Mobile to increase engagement, clarify messaging and better support producers and volunteers in their outreach and education work

WORKERS' WELL-BEING

Ensuring safe, fair environments for workers.

2017 PROGRESS REPORT:

- Distributed and promoted the Emergency Preparedness Manual through county association meetings and Ontario Pork Congress. Approximately 400 distributed to date
- Provided workshop on Human Resources for Farm Businesses and Succession Planning at Ontario Pork Congress, June 2017

REPORT SUMMARY

In 2015, Ontario Pork established measurable social responsibility commitments within six key dimensions, to be achieved within three years.

- Farm management
- Economic performance
- Environmental stewardship
- Animal care and food safety
- Relationships with the community
- Workers' well-being

We are pleased to report on our progress, as we prioritize, monitor and embrace this era of change and responsibility.

WHAT COMES NEXT

Focus on the future

Ontario's pork industry is steadfast in its commitment to continuous improvement and accountability.

As an industry centred on family farms, we care deeply about the future of our industry and our communities.

In 2018, we will measure our progress against our established Key Performance Indicators. We will set out new goals and priorities to guide our ongoing efforts to be prosperous and responsible contributors to Ontario's economy – and to our future.



A N E R A O F C H A N G E A N D R E S P O N S I B I L I T Y



SOCIAL RESPONSIBILITY REPORT
2017 PROGRESS UPDATE

ONTARIOPORK.ON.CA/SOCIAL-RESPONSIBILITY