



ONTARIO PORK

An Era of Change and Accountability

This is an era of change and accountability for Ontario pork producers.

Consumers want to better understand where their food comes from and how animals are raised. Retailers are adopting responsible procurement processes.

Policymakers want to see adherence to sustainable agricultural practices.

Most importantly, pork producers are firmly committed to socially responsible

practices achieved through education, greater dialogue and increased transparency.

And so it is with great pleasure and a deep sense of pride that Ontario Pork releases its inaugural Social Responsibility Report, making it the first livestock commodity group in the province to commit to setting benchmarks in areas that measure economic, environmental, social and governance performance, based on global measurement standards.

2015 Social Responsibility Report Summary

A Roadmap to Sustainable Pork Production in Ontario

Commitments and Key Performance Indicators

Ontario Pork is engaging the sector in its social responsibility journey through a set of commitments in each dimension. The organization also identified a series of Key Performance Indicators (KPIs) to monitor and report on its performance over time. These indicators have been selected based on the organization's priorities and commitments, as well as on the importance of the practices and data availability. All commitments to be achieved by 2018 unless otherwise specified.

Score Legend



Dimension 1 | Farm Management

OBJECTIVES	COMMITMENTS	KEY PERFORMANCE INDICATORS	SCORE
Compliance with regulation	Design training programs to educate pork producers on the Ontario Health and Safety Act. By 2017, Ontario Pork will work together with industry to develop tools for farmers on health and safety best practices.	Number of pork producers having implemented an Occupational Health and Safety (OHS) program on their farm.	
Participation in the industry's voluntary standards and initiatives	Work with pork producers and processors to increase producer Canadian Quality Assurance/Animal Care Assessment (CQA/ACA) compliance. Encourage new producers to comply with the CQA/ACA programs.	Number of pork producers who joined the CQA/ACA programs.	
	Promote the adoption of the Environmental Farm Plan (EFP) to increase the number of pork producers adopting the initiative.	Number of pork producers who have a valid and complete EFP.	
	Educate pork producers on best management practices for using manure and improving soil management with the goal to increase Nutrient Management Plans (NMPs).	Number of pork producers who have a valid and complete NMP or Nutrient Management Strategy (NMS).	
Continuous improvement through sound farm management and strategic planning	Encourage pork producers to develop their own on-farm strategic planning exercises. Beginning 2016, Ontario Pork will perform a gap analysis to determine best practices and training materials for business planning.	Number of pork producers who have a documented strategic plan that sets short-, medium- and long-term objectives and identifies the future challenges for their farms.	

Dimension 2 | Economic Performance

OBJECTIVES	COMMITMENTS	KEY PERFORMANCE INDICATORS	SCORE
Sound financial planning	Monitor the business environment and develop programs aimed at educating pork producers on different risk mitigation options.	Number of pork producers who monitor their cost of production for crops or livestock.	
Strong risk management strategy		Number of pork producers who have a plan to manage risk on their operation.	

Dimension 3 | Environmental Stewardship

OBJECTIVES	COMMITMENTS	KEY PERFORMANCE INDICATORS	SCORE
Preservation of ecosystems and resources	Educate pork producers on best management practices for manure and soil to increase number of farms testing their soil and manure.	Number of pork producers who test the soil on their fields for its nutrient content.	
	Promote the 4R nutrient stewardship philosophy.	Number of pork producers who test their herds' manure for its nutrient content.	
	Promote the usage of water meters on farms.	Number of pork producers who use water meters to track their water usage.	
	Develop a water usage calculator to allow pork producers to compare and track their water usage.		
	Raise awareness about the importance and benefits of well water analysis.	Number of pork producers relying on well water who regularly get an analysis of the water quality.	
Raise awareness among pork producers about the legislated standards for pesticide use.	Number of pork producers who follow legal and/or professional recommendations when applying pesticides based on the frequency at which they are doing it (e.g. always, often, sometimes, never).		

Dimension 4 | Animal Care and Food Safety

OBJECTIVES	COMMITMENTS	KEY PERFORMANCE INDICATORS	SCORE
Adoption and compliance with recognized standards regarding: <ul style="list-style-type: none"> - Animal care - Biosecurity - Antibiotic use 	Monitor the improvements implemented on the farm and solicit best practices regarding animal care.	Number of pork producers who have made changes in their barns, equipment and/or practices to improve animal care.	
		Number of pork producers who have read the Pig Code and have made changes on their farms.	
	Collaborate with stakeholders to track, monitor and develop solutions to promote responsible use of antimicrobials.	KPI to be defined in 2016 based on new Canadian Quality Assurance/Animal Care Assessment programs' requirements and Health Canada legislation.	
	Champion Swine Health Ontario in the creation and oversight of an industry-wide, long-term strategy for swine health with a first-year budget of \$150,000.	Total budget invested by Swine Health Ontario.	

Dimension 5 | Relationships with the Community

OBJECTIVES	COMMITMENTS	KEY PERFORMANCE INDICATORS	SCORE
Contribution to the local community	Initiate and support the Ontario Pork Program with the Ontario Association of Food Banks (OAFB).	Amount given to OAFB annually.	

Dimension 6 | Workers' Well-being

OBJECTIVES	COMMITMENTS	KEY PERFORMANCE INDICATORS	SCORE
Safe working environment	Encourage pork producers to adopt first-aid training and emergency response procedures.	Number of pork producers where at least one farm worker (including owner) receives first-aid training.	
	Develop an on-farm emergency preparedness manual for pork producers.	Number of pork farms where clear emergency procedures and instructions are made available for all workers (including owners).	

The social responsibility approach of Ontario Pork is based on six dimensions, which define the scope of the report and outline the sector’s sustainability journey. They are based on internationally recognized methodologies and standards, including the Global Reporting Initiative (GRI) and the Food and Agriculture Organization of the United Nations’ Sustainability Assessment of Food and Agriculture systems (SAFA) guidelines.

This report details the performance achieved by the sector in the way it is managing each of these dimensions. It also proposes Key Performance Indicators (KPIs) to monitor and report on its performance over time, as well as commitments to show how Ontario Pork will engage the sector in its social responsibility journey.

FARM MANAGEMENT	ECONOMIC PERFORMANCE	ENVIRONMENTAL STEWARDSHIP
<p>Responsible farm management addresses all aspects – economic, social and environmental – of social responsibility for Ontario pork producers. It requires complying with regulations, adhering to the industry’s voluntary standards, and continuously looking for improvements through the adoption of best management practices based on scientific principles.</p>	<p>Financial profitability is the primary purpose of all businesses and the lever by which the farm will be able to fulfill its roles and responsibilities as a responsible corporate citizen. Profitability may be achieved through sound financial planning, and a strong risk management strategy.</p>	<p>Ontario pork producers are stewards of the land. This involves preserving ecosystems and resources, such as soil and water, minimizing negative environmental impacts of their activities through the implementation of beneficial agricultural practices. From barn to field operations, pork producers can help to reduce environmental impacts on their farms.</p>
		
ANIMAL CARE AND FOOD SAFETY	RELATIONSHIPS WITH THE COMMUNITY	WORKERS' WELL-BEING
<p>Together with food safety, animal care is increasingly scrutinized in the agri-food sector, especially at the production level. In this context the pork producer’s primary goal is to maintain high husbandry standards while remaining competitive. This requires adopting the high standards set by the industry and government agencies on issues including animal care, biosecurity and antibiotic use.</p>	<p>Good community relations enable a farm to contribute to the social acceptability of its activities and strengthen its presence in the community. Such relationships can take the form of a dialogue with local stakeholders. Community relations also pertain to actions that make a positive contribution to the social fabric.</p>	<p>Workers’ well-being relates to all aspects that influence recruitment and retention through attractive working conditions. Providing competitive working conditions, maintaining fair labour relations, and ensuring a safe working environment are key factors to a farm’s success and the overall health and well-being of its workforce.</p>
		



ONTARIO PORK

Ontario Pork Producers’ Marketing Board

655 Southgate Drive Guelph, ON N1G 5G6

ontariopork.on.ca