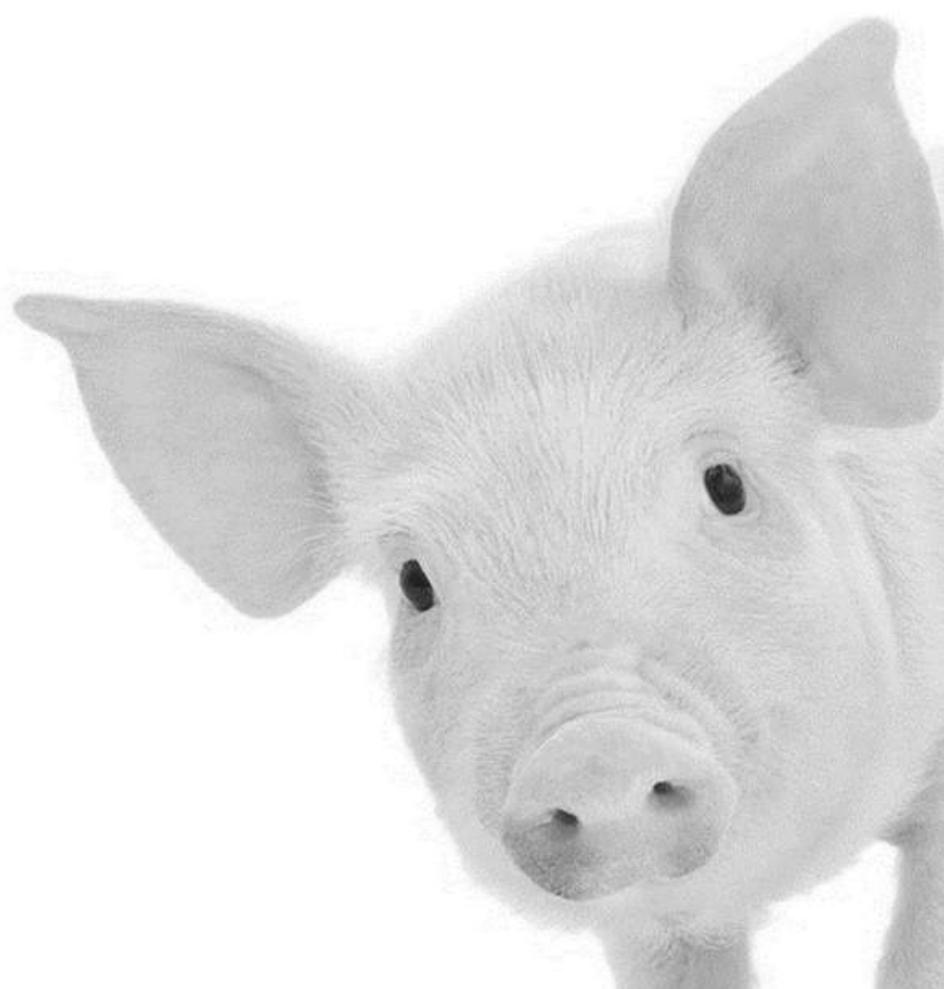


# CANADIAN PORK COUNCIL

2023 ANNUAL REPORT



Canadian Pork Council  
Conseil canadien du porc





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# EXECUTIVE SUMMARY

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This year – 2022-2023 – was an opportunity for the pork sector to practice resilience, adaptability and innovation in the face of ongoing challenges, from the global pandemic to supply chain disruptions. Despite these obstacles, the Canadian pork industry continued to thrive, and we remained steadfast in our commitment to supporting our nation's pork producers. This report –the Canadian Pork Council's (CPC) annual report for the year 2022-2023 – provides a comprehensive overview of our achievements, challenges and strategic initiatives over this year.

Last year, the Canadian pork industry faced market volatility, rising input costs and the ongoing impacts of the COVID-19 pandemic. There was also inflationary pressures, market balancing, and an ongoing focus on sustainability, animal welfare and biosecurity. Key highlights from this year include:

- **Economic Contribution:** The Canadian pork industry continues to be a pillar of the national economy, generating almost \$5 billion in exports. Despite trade complexities, we facilitated substantial growth in pork exports, as key Asian markets saw significant increases in Canadian pork consumption. These increases showcased the quality and reliability of our product on the international stage, and this ongoing success is a testament to the determination of Canadian pork producers.
- **On-Farm Programs:** We continued to lead and communicate on-farm programs aimed at enhancing the productivity and welfare of Canadian pork production. Initiatives like PigSAFE help improve and maintain the highest standards of food safety in Canadian pork production. Rigorous adherence to these standards is pivotal in maintaining consumer trust in our product, both nationally and internationally.
- **Environment and Sustainability:** Sustainability remains a central focus, with the industry maintaining its reputation as an environmentally responsible leader while making ongoing efforts to reduce its environmental footprint, promote responsible animal husbandry practices and engage in community outreach. We are working closely with producers to continue the great work we began years ago to reduce greenhouse gas emissions, develop and expand responsible waste management practices and continue to explore alternative energy sources.

As we look ahead, our commitment to advancing excellence in Canadian pork production will be fuelled by our partners – our provincial pork organizations and others in the sector. The prosperity and growth of the Canadian pork sector depends on working together efficiently and telling the Canadian pork story simply and clearly.

- **Advocacy and Representation:** We remain a strong advocate for Canadian pork producers at the federal and provincial levels. We will continue to work diligently to address regulatory challenges, secure funding for industry priorities and promote fair trade policies.
- **Research and Innovation:** Innovation remains a cornerstone of our mandate. We will continue to collaborate with industry partners and research institutions to promote innovation. Through our collaboration with research institutions and industry partners, we will facilitate advancements in productivity gains, animal health and production practices.



- **Market Development:** Our ongoing efforts to diversify and expand export markets have yielded positive results. We will engage in targeted market development activities, building strong relationships with international buyers and promoting the high quality of Canadian pork globally. Diversifying our markets is critical to our long-term success.
- **Workforce Development:** A skilled workforce for the industry will require we continue to invest in training programs aimed at attracting and retaining talent within the pork industry.

We remain committed to our mission of producing high-quality, safe and sustainable Canadian pork. Our dedication to on-farm programs, food safety, animal health and environmental sustainability is unwavering.

We extend our gratitude to all those who have contributed to our success during a challenging year. Together, we will continue to advance the Canadian pork industry and make a positive impact on our nation's agriculture sector. We look forward to the opportunities and challenges that lie ahead.



# LETTER FROM THE AGRICULTURE MINISTER

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As Canada's Minister of Agriculture and Agri-Food, I am deeply appreciative of the tremendous contributions and accomplishments made by the Canadian Pork Council and its members over the past year, so it is with great pleasure that I congratulate you and the industry in CPC's 2022-2023 annual report.

The Canadian pork industry plays a vitally important role in Canada's agricultural landscape, contributing significantly to our economy, food security and rural communities. The CPC's commitment to excellence, sustainability and innovation has allowed our pork sector to thrive even in the face of some difficult challenges, including market fluctuations and ongoing public health concerns.

In the past year, the sector has demonstrated remarkable resilience and adaptability, responding to the evolving needs of consumers, and ensuring the continued prosperity of Canadian producers. Your dedication to animal health, welfare and biosecurity measures reflect our shared commitment to responsible and sustainable agricultural practices.

I commend the CPC for its efforts in strengthening trade relationships and expanding market access for Canada's world-class pork products both domestically and internationally. Your work in trade discussions, and commitment to maintaining access to global markets have played an important role in showcasing Canadian pork to consumers worldwide. These initiatives have not only boosted our exports but have also solidified Canada's reputation as a trusted and reliable supplier of high-quality pork.

We recognize the importance of a vibrant and competitive Canadian pork industry, and remain steadfast in supporting its growth and development. We will continue to work alongside you and all stakeholders to address challenges, enhance competitiveness and seize emerging opportunities.

I would like to express my sincere appreciation to the leadership, staff and members of the CPC for your dedication, hard work and contributions to Canada's agriculture and agri-food sector. I am confident the CPC will continue to be an essential partner in advancing our shared goals and ensuring the prosperity of Canadian pork producers. I look forward to the opportunities and achievements the coming year will bring for the agriculture industry.

Sincerely,

The Honourable Lawrence MacAulay  
Minister of Agriculture and Agri-Food  
Government of Canada



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## LETTER FROM OUR CHAIR

Dear members and stakeholders,

I am delighted to present the Canadian Pork Council's (CPC) annual report for the 2022-2023 fiscal year. It is with great pride that I reflect on the accomplishments, challenges and progress made by our industry over the past year, my first year as Chair since my election in January of this year.

In the face of unprecedented global circumstances, our Canadian pork industry has demonstrated remarkable resilience and adaptability. Despite the ongoing COVID-19 pandemic and its myriad of challenges, our members, partners and stakeholders have remained steadfast in their commitment to the success of the CPC.

One of the key highlights of this year has been our continued dedication to sustainability and environmental stewardship. The CPC has worked tirelessly to implement sustainable practices and reduce our environmental footprint. Our industry is committed to advancing technologies and practices that minimize waste, reduce greenhouse gas emissions and ensure long-term sustainability of our operations.

Market access remains a paramount concern for our industry, and the CPC has been at the forefront of advocating for fair and open trade. We are pleased to report progress in securing new markets and expanding existing ones for Canadian pork products. Our efforts to build strong international relationships have not only opened doors for our producers but have also contributed to the global recognition of the high-quality standards that define Canadian pork.

The health and welfare of our animals remain central to our mission. In this regard, we have continued to collaborate with experts in animal care and welfare to ensure that our industry upholds the highest standards in the treatment of our animals. Ethical and responsible animal husbandry practices are at the heart of our operations.

Our organization has finished a strategic planning exercise to set a direction for our actions in the coming years. As we move forward, we acknowledge the unwavering dedication and hard work of our members, producers, staff and partners in this process. Your commitment to excellence gives our organization a robust structure, one capable of balancing our long-term objectives even in the face of our industry's long-term challenges.

Looking to the future, the CPC remains dedicated to promoting innovation, sustainability and the well-being of our industry. We will continue to advocate for policies that support our producers and ensure a thriving Canadian pork sector.

A note of appreciation, as well, for Rick Bergmann and board members past and present – your contribution to the industry has been exemplary, and on behalf of this year's board, I want to thank you for your service. Rick Bergmann, in particular, should be noted for the eight years he gave to this industry as chair – thank you, Rick. Thank you for your ongoing support and dedication to our shared vision. I look forward to the exciting opportunities and challenges that the upcoming year will bring.

Sincerely,



René Roy  
Chair  
Canadian Pork Council



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# LETTER FROM OUR EXECUTIVE DIRECTOR

Dear members and stakeholders,

I am pleased to present to you the Canadian Pork Council's (CPC) 2022-2023 annual report. This report marks a significant milestone in our journey toward realizing our vision:

**“Canadian pork producers leading the world in product quality, food safety and demand within a thriving and sustainable Canadian pork industry.”**

The past year has been pivotal for our organization as we have set the stage for a dynamic future while solidifying our position as a leading advocate for the Canadian pork industry. Our strategic direction has been reinvigorated, and we have undertaken significant efforts to strengthen our team, laying the foundation for a more impactful future. While this journey is ongoing, I am excited to share some highlights of our progress.

First and foremost, I would like to express my heartfelt appreciation to our members, partners and stakeholders for their unwavering support and commitment to the Canadian pork industry. Your trust in us has been the driving force behind our progress, and we are truly grateful for your continued collaboration.

## **Rebuilding the team**

Over the past year, we have focused on rebuilding our team to better serve our members and stakeholders. In addition to my start in December 2022, we have also welcomed two more recent employees to our organization who have joined us on our mission to strengthen the Canadian pork industry:

Darcie Pentillier, Communications Advisor, brings a wealth of experience in crafting effective communication strategies. Her innovative ideas and dedication to our cause will help us connect with our stakeholders, from farmers to consumers, in more profound ways.

Monica Granados, Manager of Public Affairs, is an advocate for sustainable agriculture and has an exceptional track record of driving positive change through strategic engagement. Her deep understanding of policy development and government relations will be invaluable as we work toward a regulatory environment that fosters growth, innovation and sustainability in our sector.

As we move forward, Darcie and Monica will be instrumental in driving progress in our three priority areas: Producer competitiveness, animal care and health, and sector development. Together with our outstanding, existing staff, they will help us navigate the evolving landscape of the pork industry and advocate for the interests of Canadian pork producers with renewed vigor.

## **Strategic vision**

In the past year, we have also made significant strides in our strategic vision. At the heart of our renewed strategic vision is a firm commitment to producer competitiveness, animal care and health, and sector development.

**Producer competitiveness:** We are actively working to provide our producers with the tools, resources and knowledge required to thrive in an increasingly competitive global marketplace.





Animal care and health: Ensuring the well-being of our animals is not just a responsibility but a core value. We continue to champion advancements in animal care and health practices.

Sector development: The future of the Canadian pork industry relies on innovation and growth. We are committed to fostering a thriving and sustainable pork sector through strategic development initiatives.

Our commitment to these priorities remains unwavering as we believe they are the cornerstones of a vibrant and prosperous Canadian pork industry. We will continue to work tirelessly to ensure our industry not only meets but exceeds the expectations of consumers and stakeholders.

### **Looking ahead**

As we navigate the ever-evolving landscape of the pork industry, it is imperative we remain adaptable and responsive to change. The challenges we face are multifaceted, from market dynamics to global health concerns, but I firmly believe that with the dedication of our team, the support of our stakeholders and the resilience of our industry, we are well-equipped to overcome them. The CPC will continue to be a leading voice in advocating for our sector's interests, forging partnerships and driving innovation.

In closing, I would like to express my sincere gratitude to our members, partners and stakeholders for their commitment to our shared vision. Together, we are forging a path toward a stronger, more sustainable Canadian pork industry. Your unwavering support is the cornerstone of our success, and we look forward to continuing this collaborative journey in the years to come.

Thank you for your continued support and trust in the Canadian Pork Council.

Sincerely,

A handwritten signature in black ink, appearing to read "Stephen Heckbert". The signature is fluid and cursive, with the first name "Stephen" being more prominent than the last name "Heckbert".

Stephen Heckbert

Executive Director

Canadian Pork Council

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# WHO WE ARE

In 1966, Canadian pork producers established the Canadian Swine Council (CSC) to pioneer a cutting-edge pork grading system. This pivotal moment highlighted the need for a cohesive national entity dedicated to the pork sector. Over time, the CSC, subsequently renamed the Canadian Pork Council (CPC), has expanded its scope, shouldering additional policy and program responsibilities.

Today, the CPC is the national voice for pork producers in Canada. A federation of nine provincial pork organizations representing 7,000 farms, the organization plays a leadership role in achieving and maintaining a dynamic and prosperous Canadian pork sector. The CPC serves its membership through national and international advocacy efforts as well as through the development and implementation of initiatives, such as food safety, animal care and health, traceability, environment and sustainability, international trade and nutrition. Thanks to our steadfast leadership, the Canadian pork industry now stands proudly among the world's elite.





# ADVOCACY AND COMMUNICATIONS

The past year has been a challenging one for the industry, and our communications and advocacy efforts have been reflective of those challenges.

From announcements about processing capacity to efforts undertaken to defend the industry in new trade agreements, CPC has worked to increase the industry's visibility in the minds of consumers and policy makers through external communications efforts and through targeted, coordinated advocacy efforts.

Firstly, we have worked hard this year to improve our relationships with all of our partners in the industry, from provincial pork organizations to our fellow industry associations. Those efforts will be ongoing, but we are more aligned than we have been, and that alignment will bear more fruit as we work to maximize resources across the sector on behalf of producers.

Secondly, we've faced a wide variety of files this year, including:

**Trade** – we've been working with government on increasing the number of zoning agreements around the world, an effort to ensure markets remain accessible should we ever encounter ASF or other foreign-animal diseases. We have also advocated quite emphatically for ongoing free, fair and open trade agreements, especially as it relates to the UK's ascension to the CPTPP and the ensuring bilateral agreements.

We have also been working on files related to our largest trading partner, as issues related to Prop 12, Question 3 and voluntary country of origin labelling have also caused confusion in the trading relationship with our most integrated partner. These discussions continue, and we'll continue to advance producers' interests in trade files nationally and internationally.

**Advocacy** – in 2023, we've had several committee appearances before Parliament related to biosecurity, trade, and other files. We are working hard to increase the sector's visibility, including hosting a successful event in early June during Ottawa's Ribfest, which takes place steps from Parliament Hill.

We have had open conversations with the Minister's office and we have been working hard to advance our sector with all parties nationally. Those efforts continue this October with our first ever Hill Day, where producers from across the country gather to discuss important issues with their local MPs and with cabinet ministers.

**Communication** – we have worked diligently to improve our communications this year with both provincial pork organization and with producers. We have been significantly more active on social media, and we have also participated more effectively in media outreach and in positioning ourselves more effectively as an industry spokesperson.

Obviously, some of the industry's recent challenges were the focus of some stories, but we have positioned the sector as poised for long-term growth and as a source of economic potential for Canada, and we will continue to do so.





# PRODUCER PROFILES



## **Introduce yourself.**

Hi I'm Toby Tschetter. Chair of Saskatchewan Pork Development Board and a pork producer from Northeast Saskatchewan for the last 30 years.

## **What led you to becoming a pork producer?**

Growing up on a mixed farm, and working with several livestock sectors, I became interested in hogs more than the other livestock species. This led me to work in this industry and work my way up the ladder.

## **Are there any differences between your farm today and the one you grew up on?**

There are a ton of differences. The economics of scale have largely changed. Technology has advanced. Business models have changed. Automation has become the norm. HACCP programs have been introduced. Outside pork production has all but been eliminated. Social media in everything we do. Slaughter weights have increased. The list goes on.

## **What kind of operation do you have and what is the size of it?**

Our operation started out as a new build 390 sows farrow to wean in 1995. In 1997 we added a finisher operation marketing about 8000 market hogs/year. In 2018 we depopulated and cleaned and renovated our barn. We now run a 6600 space contract grower operation.

## **What is your favourite part of being a pork producer?**

When I started out my favourite part was working in breeding to gestation. Now it is being involved

in the industry outside the barn door.

## **What is the most challenging part of being a pork producer?**

Economics. Units have become so large, human resources are challenging. Social media has become scary. If your expertise is livestock, and not digital, look out.

## **What advice do you have for anyone interested in joining the sector?**

A passion for livestock is a great asset. Get involved in the industry and get to know the industry beyond the barn door. There is a whole pork value chain from farm to fork that extends beyond the farm gate.

## **How do you see your role in the community?**

I see myself as one link in the food chain. The first one and a very critical link. I feel a sense of pride that we produce food, serving a very basic need to a human population, although rarely acknowledged, but critically important.

## **Introduce yourself.**

My name is Paul Larsen and I farm with my son Micah in the community of Belfast in Prince Edward Island.

## **What led you to becoming a pork producer?**

I have been farming full time since 1984 and we always had pigs as part of our family farm, even back when my grandfather came from Denmark in 1928. So, I think that interest to become a pork producer came from a young age working with my dad and having that constant exposure to hog production.

## **Are there any differences between your farm now and your farm when you were a kid?**

Our farm changed over time from being a mixed farm with a cow calf component to strictly swine in the late 1990's. We now grow most of our own feed and over time soybeans were also introduced into the crop rotation. For many years we milled feed rations for some 70 other farms, but now only mix for our own farm.

## **What kind of operation do you have and what is the size of it?**

We operate a 135-sow farrow-to-finish farm. Approximately 1000 hogs are sold into the local market with the remainder being sold to a slaughter facility in Quebec. We also grow 665 acres of barley, winter wheat and soybeans in a three-year rotation. We roast our own soybeans and produce all our own hog rations on farm.

## **What is your favourite part of being a pork producer?**

I really enjoy having our own sows and seeing the genetic advancements being made. I know people can get excited by a new kitten or puppy, but they don't even come close to litter of new piglets, this is something that I never grow tired of. We get a lot of feedback from the local market, and it is very rewarding to have people tell us what they like about our pork.

## **What is the most challenging part of being a pork producer?**

One of the greatest challenges I see on our farm has been the cost of

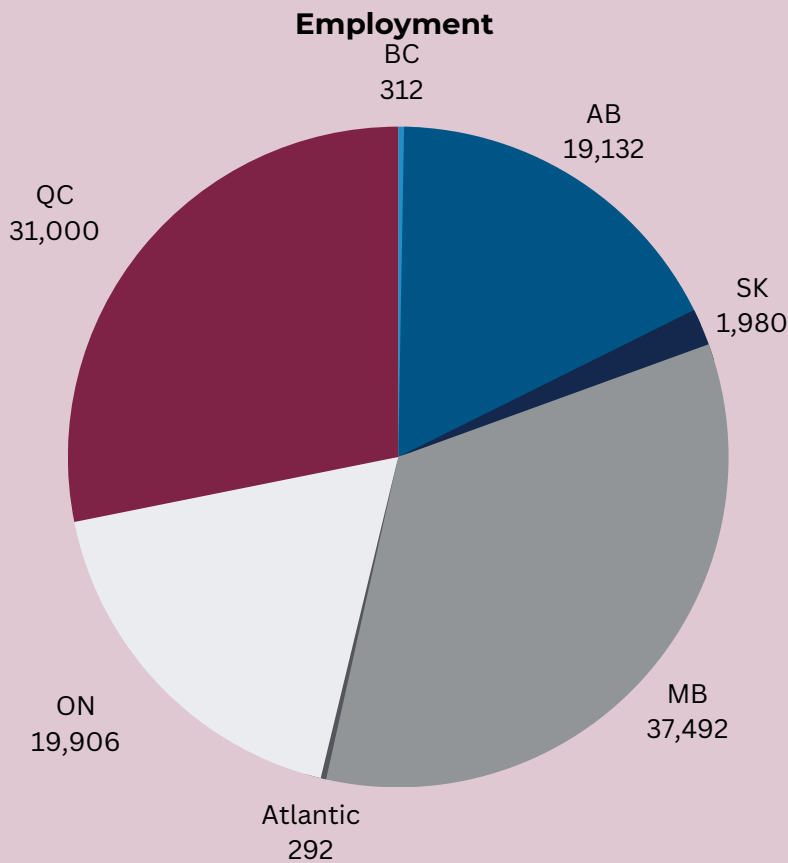


producing crops over the last three years with fertilizer and seed far above normal levels. We utilize all our manure, and this has been very helpful. Climate change has also been challenging with extended period of drought or constant moisture over many weeks.

## **How do you see your role in the community?**

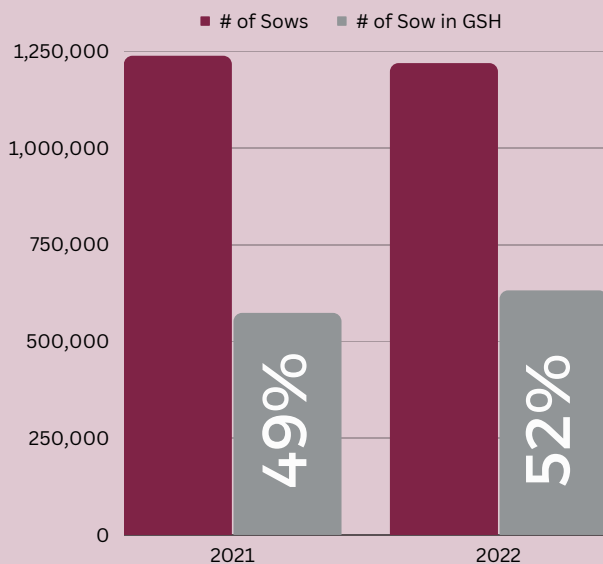
We have good neighbors which we rent land from, and they appreciate having us in the community. We work hard to be good stewards of the resources around us and that leaves a positive feeling in the minds of our local residents.

# ECONOMIC IMPACT

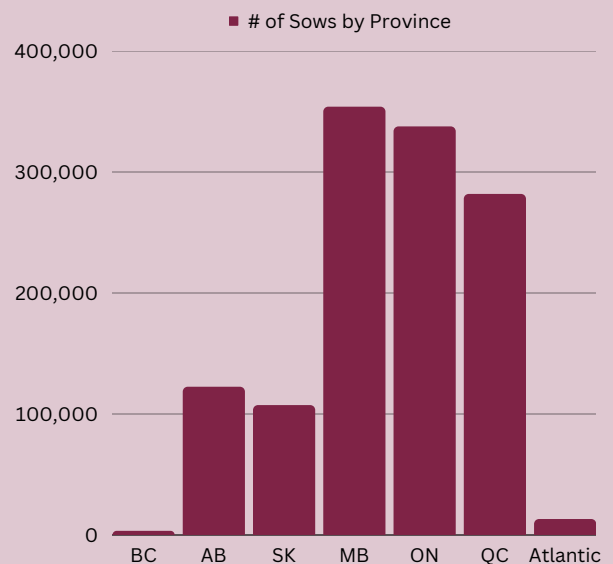


Pork production in Canada supports more than 100,000 hardworking farmers, producers, processors and related industries, providing a stable source of employment and income for communities across the country.

## Conversion to Group Sow Housing



## Sow Production by Province



# ANIMAL HEALTH

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## Animal Health Initiative

We play an integral role in enhancing animal health and welfare in Canada through our partnerships with federal and provincial governments, industry stakeholders and our involvement in Animal Health Canada (AHC). As a member of AHC, we contribute to the development of a cohesive, functional and responsive system for animal health and welfare in our country. Our collaborative efforts with AHC include key files, such as:

- Emergency Preparedness and Response
- Surveillance and Disease Monitoring
- Biosecurity
- Animal Welfare and Codes of Practice
- One Health
- Antimicrobial Use, Resistance and Stewardship
- Canadian Livestock Transport

## Strengthening Collaboration

As the national voice for pork producers in Canada, we encourage collaboration by hosting monthly swine health calls with provincial pork organizations and regular meetings with the Canadian Association of Swine Veterinarians (CASV). We support the Canadian Swine Health Intelligence Network (CSHIN) through partnerships with CASV and the Canadian Animal Health Surveillance System, ensuring efficient reporting on swine health activities in Canada. Our dedication to animal health and welfare remains unwavering.

## African Swine Fever (ASF) Preparedness and Response

One of our commitments to ASF preparedness and response includes active participation and leadership in the ASF Executive Management Board (EMB). In its third year of operation, the ASF EMB unites federal, provincial and territorial governments with industry representatives to elevate Canada's preparedness and response through activities outlined in the ASF Pan Canadian Action Plan. Ongoing initiatives include:

- Wild Pig Suppression and Eradication
- CanSpotASF Early Detection Program
- ASF-Free Compartmentalization Program
- ASF IPP Coordination

## Veterinary Pharmaceuticals

Access to veterinary products is crucial to support animal health, welfare and international competitiveness. We lead the Canadian Animal Feed and Health Products Engagement Committee (CAFHPEC), facilitating dialogue between government, regulated parties and stakeholders on matters, such as livestock feed and veterinary products. Our initiatives include:

- Autogenous vaccines and antimicrobial use
- Veterinary health products (VHP) in feed
- Round table for better access to veterinary products





# ON-FARM PROGRAMS

The past four years have been a transitional period for CPC's On Farm Programs, with the end of CQA | ACA and the launch of the PigSAFE | PigCARE (PS|PC) Programs and the new Canadian Pork Excellence platform. Our Canadian Pork Excellence platform, which is made up of PigSAFE, PigCARE and PigTRACE, links directly to our international Verified Canadian Pork (VCP) brand, a brand trusted globally as a symbol of Canadian quality.

Our goal is to ensure on-farm programs reflect the remarkable work of producers and meet domestic and global consumer demand.

## PigSAFE | PigCARE (PS|PC) Programs

As of January 2023, the PS|PC Programs have successfully fulfilled the criteria outlined in Technical Review Part 1 of the CFIA Food Safety Recognition Program (FSRP).

In May 2023, we submitted the PS|PC Management System Manual to CFIA for assessment, aiming to meet the administrative criteria for Technical Review Part 2. Following our submission, we engaged in discussions with CFIA to review the evaluation results.

We continue to work with producers to ensure the value of these programs is communicated to consumers and regulators in a way that increases value for the farm.

Since its initial release in 2018, the PS|PC Producer Manual underwent its first significant update in 2023. Producers now have the option to access the most recent version of the Producer Manual online through the CPC website, or they can obtain a hard copy through their provincial organization.

## Code of Practice Review - 2024

This year marks the launch of the 10-year code review process, a process in line with our commitment to partnership and collaboration with the National Farm Animal Care Council. Later this year, we will establish a dedicated Code Technical Committee to supervise and prepare for the code committee review.

We will work closely with provincial pork organizations and other partners through this process, ensuring open communication and transparency at all times. This commitment ensures producer insights are incorporated into the process.

Producers have until 2029 to convert to group sow housing to meet the program requirements.

## Canadian Swine Biosecurity Guideline Development

The Biosecurity Committee has been diligently working for the past three years to create the Canadian Swine Biosecurity Guideline. The guideline includes two main components:

1. Best practices, and
2. Benchmarks, divided into:
  - a. External Biosecurity Benchmark;
  - b. Internal Biosecurity Benchmark, and
  - c. Containment Biosecurity Benchmark.

In the last three years, we have successfully finalized the initial draft of the External, Internal and Containment Biosecurity Benchmarks. In 2022-2023, the External Biosecurity Benchmark underwent a pilot testing phase that involved the participation of 900 farms.

This comprehensive approach ensures a thorough resource for the swine industry, including best practices and measurable benchmarks for enhanced biosecurity on-farm. The objective is to launch the Canadian Swine Biosecurity Guideline in the autumn of 2024.

## Compartmentalization Program

After an intensive four-year effort, we are pleased to announce the completion of the ASF-Free Compartmentalization Program Standard and Framework, in collaboration with CFIA. It will be available on the CFIA website in October 2023. We expect the release to generate discussions and engagement with trading partners for future collaboration.

Looking forward, we plan to assemble a new working group, in addition to the Compartment Operator Program (COP), to discuss program requirements for associated facilities, such as truck washes, slaughter establishments, and feed mills. This underscores our commitment to maintaining the highest standards in ASF-Free Compartmentalization.

# ON-FARM PROGRAMS

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## PigTRACE Update

### Data management and industry intelligence

We regularly deploy advanced analyses of traceability data to understand pig flows in preparation for potential disease response events. We work in collaboration with provincial pork offices and federal-provincial departments to build an informed community, while – at the same time – conducting database privacy and performance audits to ensure the CPE national database is secure and operating optimally.

### Expanding the PigTRACE ear tag product line

We distributed a request for proposal to livestock ear tag manufacturers in June 2023 to initiate the process of introducing additional ear tag products. The final manufacturer proposals, with test and trial results, are expected by April 2024. The CPC and provincial members will decide what products to recommend to CFIA for approval under the Regulations.

### Working towards practical program requirements for PigTRACE

Since 2015, the CPC and provincial members have attempted to work with CFIA to address impractical requirements, such as pig identification at assembly yards. In March 2023, CFIA proposed amendments to the federal Health of Animals Regulations, which would mandate full traceability for all livestock species and gives the pork sector the opportunity to improve PigTRACE program requirements.

From April to May 2023, we worked with our provincial members and other key members of industry to submit formal comments in response to CFIA's proposed changes to improve program requirements. CFIA is currently reviewing the comments from all livestock sectors and is expected to respond by mid-2024.



# PRODUCER PROFILES

## **Introduce yourself.**

I'm Tanya Terpstra, along with my husband Darryl and our family, I'm the primary producer and Owner Operator of Tanda Farms which is situated in Perth County, just north of Stratford, Ontario.

## **What led you to becoming a pork producer?**

Darryl, the oldest of six siblings, grew up on a dairy farm. During a conversation when we were engaged, we made the decision to venture into the hog farming industry in 1997.

## **Are there any differences between your farm now and your farm when you were a kid?**

Yes, I grew up on a cash crop farm with a few pigs when I was very young. Both of my parents also held off-farm jobs to support our farm and family. My husband, Darryl, on the other hand, grew up on a dairy farm. His mom was an RN but soon, after having a couple of children, became a full-time mom and actively engaged in the daily farm operations of the dairy

dairy farm as well. This upbringing instilled in me the belief that one needed to be capable of farming while also working off the farm.

## **How long have you been a part of the industry?**

I have been part of the industry for 26 years.

## **What kind of operation do you have and what is the size of it?**

We began with a 600-farrow-to-wean operation, and over time, we've expanded into 3000-sow herd. Our operation spans from farrow to finisher, and we also engage in sales of early weans as well as the sale of some growing pigs.

## **What is your favourite part of being a pork producer?**

Our favorite aspect of the pork industry is the flexibility it offers for farming alongside our family. It allows us to instill strong work ethics in our children while still prioritizing our family values and spending quality time together.



## **What is the most challenging part of being a pork producer?**

The most challenging aspect is dealing with the volatile markets, ever-changing prices, and the unpredictability of income. These factors not only affect our farm but also impact our family since they are actively involved. It can be quite stressful, and it's essential to separate the two - to ensure that we maintain a clear distinction between family and business. We strive not to let the pressures of the business constantly intertwine with our family life.



## **Introduce yourself.**

My name is Rick Prejet, and I'm part of a group that manages three pig farming operations, Porcherie du Onze, Porcherie Notre Dame, and Porcherie La Montagne, located in Notre Dame de Lourdes, MB. My son Johnny is now the General Manager while my son Matt works on site.

## **What led you to become a pork producer?**

I've always been involved in agriculture, and within our community, I explored various commodities before deciding on hogs in 1989.

## **Are there any differences between your farm now and your farm when you were a kid?**

There are significant differences, mainly in the scale and size of farms. We've had to specialize and focus on management. The farm I grew up on had a mix of dairy, chickens, and hogs.

## **What kind of operation do you have and what is the size of it?**

When we started, my wife and I had a 150 sow farrow-to-wean operation. In 1994, we formed the group that eventually scaled to a 5000 sows farrow-to finish operation, including genetic, a feed mill, and trucking.

## **What is your favorite part of being a pork producer?**

- I enjoy the freedom of being self-employed and working with the animals. I have a deep fondness for pigs. Additionally, working with others in the industry, including our group and staff, is rewarding.

## **What is the most challenging part of being a pork producer?**

One of the most challenging aspects is dealing with numerous variables beyond our control. We also face government regulations and border and trade issues. Managing production costs is another significant challenge.

## **What advice do you have for anyone interested in joining the sector?**

My advice would be to have a solid business plan and do your homework. Surround yourself with a good team, and don't hesitate to seek help from industry experts. There are many knowledgeable people willing to assist.

## **How do you see your role in the community?**

Our role in the community is to boost the local economy, create employment opportunities, and support community initiatives. We contribute to various community projects, including donations to the clinic, hospital, and arenas.



# ENVIRONMENT

## SHAPING THE NATIONAL ENVIRONMENT AND SUSTAINABLE AGRICULTURE POLICY

The Canadian Pork Council helps tell the incredibly positive story about the industry and its role in shaping the national discussion around sustainability and agriculture.

### **i. Sustainable Agriculture Strategy (SAS)**

We actively contribute to shaping the Sustainable Agriculture Strategy (SAS) as a member of the SAS Advisory Committee. This committee promotes collaboration, transparency and information sharing during the development of the SAS. We also participate in sub-working group committees focused on soil health, fertilizer use, climate change mitigation, adaptation and resilience. The strategy remains in progress and a draft document can be expected in 2024.

### **ii. Fertilizer Emission Reduction Targets**

We played a significant role in consultations to help develop an approach to achieve Canada's fertilizer emission reduction target of 30 per cent from 2020 levels by 2030. Following these consultations, the government opted not to enforce mandatory reductions in fertilizer use on Canadian farms. Instead, it will support voluntary measures for producers to reduce emissions without compromising crop yield growth.

### **iii. Federal Sustainable Development Strategy (FSDS)**

We participated in and contributed to the draft FSDS, a vital initiative funded by the Government of Canada to promote environmental sustainability and responsible governance. We addressed the need for a holistic national sustainable strategy that integrates economic, environmental and social aspects to enhance the well-being of agricultural producers, aligning with future food security objectives.

### **iv. Path to 2050: Transforming Canada's Farm and Food Production Systems**

To align with Canada's commitment to net-zero targets, Agriculture and Agri-Food Canada's (AAFC) Science and Technology Branch (STB) hosted a Virtual Transformative Science Consultations: Path to 2050 – Transforming Canada's Farm and Food Production Systems. We participated in these discussions, highlighting barriers related to data availability, financial support and strategic cross-compliance in the agricultural sector, critical to a smooth transition towards sustainability.

### **v. Methane Strategy**

A consultation process sought input on reducing the agricultural sector's footprint. We emphasized the need for research to understand and mitigate methane emissions from livestock and manure, exploring alternative feed additives and methane capture methods tailored to Canadian conditions. We highlighted the importance of funding and incentives for farmers to adopt methane-reducing technologies, such as anaerobic digesters, which can convert methane from manure into energy.

# ENVIRONMENT

## vii. Conservation Action Plan - Species at Risk in the Agricultural Sector

This action plan aims to identify opportunities, threats and enabling conditions to enhance species and ecosystem recovery across Canada. We emphasized the importance of simplifying language in action and implementation plans, analyzing barriers to adopting conservation measures and identifying socio-economic determinants for adopting integrated pest management approaches under varying conditions.

### ENVIRONMENTAL PROJECT PROGRAM PLANS

We have developed a comprehensive program plan for environment and sustainability that focuses on capacity building, best management practices and awareness raising. These plans aim to:

- Identify barriers to knowledge and capacities
- Identify interventions for ongoing improvement
- Develop abilities for performing tasks, achieving results, identifying problems and finding solutions
- Promote institutional and industry efforts towards sustainability

Steps taken include needs assessment, stakeholder engagement, objective identification, action programs, result frameworks, monitoring and evaluation and risk mitigation.

### ENVIRONMENT SCAN AND GAP ANALYSIS

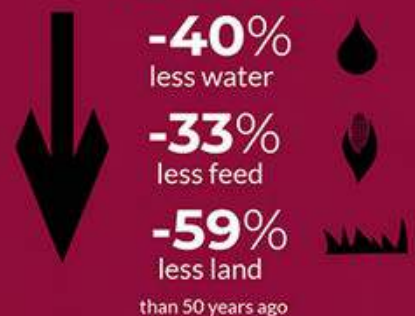
We partnered with Groupe AGÉCO to conduct an environment scan of national and provincial data related to GHG emissions and energy measurements in the pork industry. Recommendations for data harmonization and management schemes were made to inform future industry-led agri-environmental policies, support sustainability metrics, benchmarking plans and climate change adaptation in the Canadian hog sector.

## FUN FACTS

ENVIRONMENT AND SUSTAINABILITY

1. Canada's pork industry is known for its efficiency, with a lower carbon footprint per kilogram of pork produced than the global average, emitting 4.43 kg CO<sub>2</sub> eq per 1 kg of Canadian pork.
2. Pigs have a low feed conversion ratio (FCR), requiring less feed to produce a unit of meat compared to beef. This translates to more diversified feed options, reduced cropland use and fewer inputs overall, making pigs low-emission animals.
3. Pork has a lower water footprint than beef as pigs require less water for drinking and feed production. This results in approximately 30 per cent less water consumption compared to beef, influenced by feed production, animal husbandry and processing.

For every kg of pork produced today, farmers use



# Key Nutrients in Pork

Percent of daily value provided by pork based on a 3-ounce serving

50%

**Thiamin.** Thiamin helps convert food into energy, regulate appetite and maintain the normal function of the nervous system, heart and muscles.

46%

**Protein.** Protein helps increase muscle mass, support bone health, boost metabolism and lower blood pressure.

34%

**Niacin.** Niacin is important for the normal function of many enzymes in the body and involved in metabolism and energy production.

30%

**Vitamin B6.** Vitamin B6 plays a critical role in reducing fatigue and supporting the immune system.

## Pork and Women

Iron, zinc and vitamin B12 are provided by animal-sourced foods (i.e., pork) and have important health and developmental functions during key life stages, such as pregnancy and lactation, childhood, adolescence and older age.

Health Canada reports 25% of girls 14 to 18 years old and nearly 30% of women of child-bearing age have inadequate intakes of iron. Pork can increase your iron intake and support your overall health and well-being.

Approximately 20% of Canadian women between the ages 18 and 50 years old are iron deficient. Pork is a great source of iron and can help support women's health.

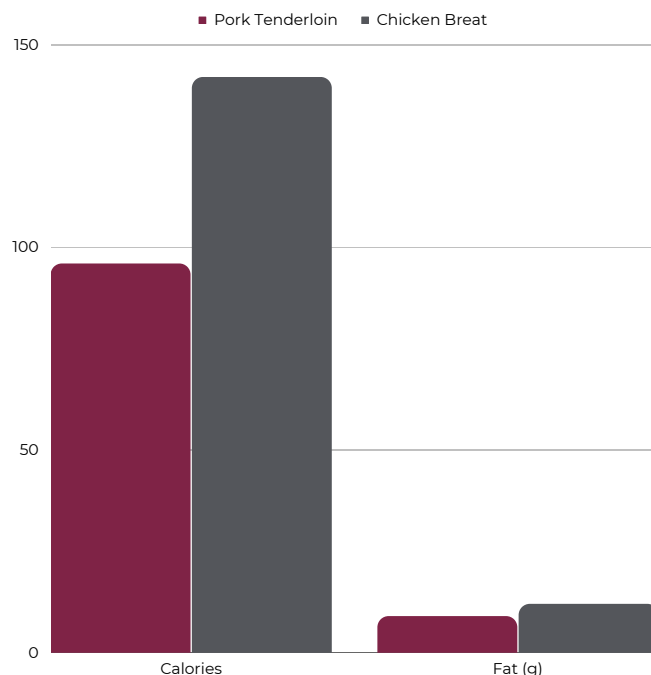
## Quick Facts

Pork is a single ingredient, naturally nutrient-dense protein food that plays a powerful role in nourishing Canadians.

Nutrient rich foods, like pork, are important for mental health.

Pork contains all nine essential amino acids necessary for your body's growth and maintenance.

**Let's compare 3 ounces of cooked pork tenderloin to the same amount of cooked chicken breast...**



DID YOU KNOW ?

Today's pork has about 16% less fat and 27% less saturated fat as compared to 30 years ago.



A large white bowl filled with a meal consisting of three meatballs on wooden skewers, a serving of white rice, steamed broccoli, sliced cucumbers, cherry tomatoes, and shredded carrots. In the background, there are fresh ingredients: a bunch of cilantro, a lime wedge, and a bowl of more meatballs with vegetables.

### **INGREDIENTS**

- 2 lbs. ground pork
- 1 teaspoon of fine salt
- ½ teaspoon black pepper
- 2 teaspoons onion powder
- 2 teaspoons garlic powder
- 2 teaspoons sweet paprika
- 1 teaspoon thyme dried
- 1 teaspoon ground coriander
- 1 teaspoon ground cumin

### **INSTRUCTIONS**

1. Preheat your oven to 400 degrees F. Line a large rimmed baking sheet with parchment paper or foil.
2. In a large bowl, use your clean hands to mix together all the ingredients.
3. Shape the mixture into 32 meatballs, each weighing about 1 oz (30 grams). It's easier to shape the meatballs if your hands are wet.
4. Arrange the meatballs in a single layer on the prepared baking sheet.
5. Bake them until browned and cooked through, for about 15 minutes.

Serve your meatballs with whole grains and vegetables for a well balanced meal.

We recommend serving with rice or barley with vegetables such as, cucumber, tomatoes, avocados, carrots, broccoli, onions and seeds for a quick and healthy weekday meal packed with vitamins, protein and minerals essential to a well balanced and healthy diet.

# PRODUCER PROFILES



## **Introduce yourself.**

We are Sacha Bentall and Tyler McNaughton, along with our two daughters we run Cutter Ranch at Fort Steele, British Columbia.

## **What led you to becoming a pork producer?**

We founded Cutter Ranch in 2008 with a small sheep flock, selling only via direct to consumer. Raising a small amount of pigs was a low-cost investment and a rapid way to deliver more products to our customers. So in 2010 we “imported” our first sows and boar to found our swine herd.

## **Are there any differences between your farm now and your farm when you were a kid?**

Growing up on a dairy farm in the 80's, Tyler can cite many differences between the farms then and now, but two stand out.

Human and animal safety. Many unnecessary risks were taken on farms, not because of negligence but simply because of cultural farm practices at the time. There are certain risks we simply don't take now while using tools like grain bins and machinery. In all aspects of our operation, protecting our children and ourselves is paramount. Farms now are very sophisticated when it comes to animal comfort, handling and care. Culturally, we now have a far better notion of how to care for our animals quietly and safely. We also have much better tools for health care and diagnostics. This has positive implications for the quality of life for our animals, in addition to greater economic returns.

## **What is the most challenging part of being a pork producer?**

We founded Cutter Ranch with the explicit intention of having the means to support ourselves while raising our girls on the farm. Any farmer today knows how challenging it is to be a ‘present’ parent and run a good business at the same time. While we feel we are doing our best, the biggest challenge of being a pork producer is continually finding and maintaining that balance.

## **What kind of operation do you have and what is the size of it?**

Since 2010 we have grown and evolved our swine operation from a small farrow to finish, to now only a finisher operation of up wards of 1000 head per year and growing. While this might seem like a rounding error for some swine operations, it is a particular advantage for Cutter Ranch. Since our product is niche marketed, it allows us to command a premium for our product and otherwise continue to thrive as a small farm in an increasingly challenging industry.

## **How do you see your role in the community?**

We both serve on the boards for our local organizations. At this moment along the arc of our farming career, our time is focused on being a viable farm enterprise that will contribute economically well into the future. However, raising our daughters to be good members of the community with great optimism about the future, is the greatest role we play in the community.

## **Introduce yourself.**

My name is Sébastien! I'm 38 years old and a pork producer from Quebec. I own my farm with my wife, Anne-Josée Bourque. I'm also the 1st vice-chair of Les Éleveurs de porcs du Québec.

## **How long have you been a part of the industry?**

I grew up on a hog farm, so I've been in the industry my whole life, but knew I wanted to be a pork producer since I was 10 years old. I purchased the barn from my parents, the original owners, in 2013. One day, I hope my children take over the operation and continue our family business.

## **Are there any differences between your farm now and your farm when you were a kid?**

Our farm is very different now from

the one I grew up on. When I was kid, the farm was a farrow-to-finish barn with only 150 sows. Since then, we have expanded our operation to a multisite farrow-to-wean production system with one barn housing 1,300 sow and the other housing 3,200 sows. We have also modernized our operation since purchasing it from my parents.

## **What is your favourite part of being a pork producer?**

My favourite part of being a pig farmer is connecting with the animals everyday. I like interacting with the animals, spending time in their pens and watching them grow.

## **What is the most challenging part of being a pork producer?**

The most challenging part of being a pork producer is pork production is constantly evolving. You must be



able to adapt quickly and always remain up to date on new developments and changes to the production standards.

## **How do you see your role in the community?**

I see my role in my community as an ambassador for pork production.



# COMMUNITY INVOLVEMENT

The Ontario pork industry has a long history of supporting Feed Ontario.

As a farmers' organization, we value food's importance in community support. Our "Donate a Hog" program, originally founded by pork producer Paul Mistele in 1998, has been rebranded as the "Friends of the Food Bank, Ontario Pork Program" to better serve our community.

The Friends of the Food Bank program, funded by Ontario Pork with \$40,000 annually, encourages industry matching donations. These funds buy ground pork for distribution to thousands of provincial food bank visitors annually.



PEI Hog Commodity Marketing Board has Sponsored the Chef' Table Fall Flavours Featuring Island Pork. Renowned Chefs from the Atlantic provinces curate a unique dining experience, complemented by the spa's thermal baths and saunas. The evening features an exquisite eight-course menu paired with carefully selected wine, beer and cocktail pairings, creating a harmonious blend of flavors.

Manitoba hog farmers donate over two tonnes of pork to local food banks each year. In 2023, Manitoba Pork committed \$150,000 over three years to Harvest Manitoba, to supply 15-20 food banks with freezers and ground pork to help provide essential nutrition for community members in need.

We also supports education and learning initiatives by providing ongoing funding to Agriculture in the Classroom - Manitoba, as well as free curriculum-linked resources.





# COMMUNITY INVOLVEMENT

We provide fresh pork products to 60 schools in British Columbia with culinary arts programs. Aspiring chefs have the opportunity to create dishes using locally sourced pork, which is then made available at the school cafeteria on the same day. Attached is a thank-you note from the previous year. This initiative is known as "Take a Bite of BC" and is overseen by Ag in the Classroom.



The Éleveurs de porcs du Québec entered into a partnership with the Montreal Alouettes, a professional football team that values home-grown talent. For the duration of the season, Québec pork became the official meat of the Alouettes. Fans were able to sample the shredded pork poutine available at stadium food counters at the Percival-Molson stadium; a great way to showcase local pork and reach a varied target audience, including young people.

Sask Pork's "The Whole Hog Youth Ambassador Program" annually selects a Saskatchewan ambassador with an agricultural background to educate young people about the pork industry. The Youth Ambassador's main role is creating educational videos, addressing consumer questions and offering behind-the-scenes insights about the hog industry in Saskatchewan. They also engage in public events to raise awareness and provide a youthful perspective, making the industry more relatable and understandable to the public.



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# OUR PARTNERS



## PORK PROMOTION - RESEARCH AGENCY

The Canadian Pork Promotion - Research Agency (PPRA) administers the Pork Import Levy; a mandatory levy collected on imported hogs and pork products throughout Canada to fund research and marketing activities on behalf of the entire industry. The creation of the Canadian Pork Promotion - Research Agency started in 2010, which included talks with government and stakeholders across Canada to bring alignment throughout the pork sector. In December of 2020, the Agency was granted its Proclamation which officially announced the establishment of this new Promotion and Research Agency. This led to the foundational work that allowed the Agency to develop its Levies Order and get the authority to start collecting levies on import under the Farm Products Agencies Act.

By working with service providers such as Canada Pork and Swine Innovation Pork, the Agency ensures that import levy dollars are invested into research, market development and promotion programs that deliver measurable value to the pork industry as a whole. Import levy dollars are invested into generic pork programs that do not bear the Canadian Pork brand mark, such as nutrition, generic promotion and research, culinary skills, with the ultimate goal of increasing pork's profile.

**PPRA**

## SWINE INNOVATION PORC

Swine Innovation Porc (SIP) is a not-for-profit organization that facilitates and coordinates research and development as well as knowledge transfer for the Canadian pork industry. Since 2010, SIP has facilitated three national swine research and development programs that encompass over 50 projects, more than 100 researchers and \$51 million of investment in the swine sector. By supporting research to enhance profitability and sustainability, the organization - whose members include the CPC and eight provincial pork organizations - remains on the cutting edge of the ever-changing pork industry.



Swine Innovation Porc



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# OUR PARTNERS

## CANADA PORK

Canada Pork is the domestic and global market intelligence and promotional organization for the Canadian pork industry. Established in 1991 by the Canadian Meat Council (pork processors & meat trading companies) and the Canadian Pork Council (7 000 commercial hog producers).

The organization serves the interests of its industry members; producers, processing plants, trading companies, provincial associations and other key industries and government organizations to promote Canadian pork at home and around the world.

Canada Pork has local experts located across different offices in Canada, Japan and China to improve the access, awareness and growth of the Canadian pork industry.



## CANADIAN MEAT COUNCIL

The meat industry is the largest component of Canada's food processing sector. With annual sales surpassing \$35 billion and red meat exports at \$9.5 billion, over 194,000 jobs were supported by Canada's red meat supply chain in both rural and urban locations from coast to coast.

Founded more than a century ago, CMC represents Canada's federally licensed meat packers, meat processors and suppliers of good and services to the meat industry.

CMC provides evidence-based advocacy on behalf of its members and works to secure and improve Canada's global meat competitiveness. CMC also promotes a balanced diet producing 1.9 billion tons of nutritious and sustainable Canadian meat to domestic and international food supply chains.





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