



ONTARIO PORK

## Tips: Being a Hambassador & Representing Ontario Pork

*First, thank you. The work you're doing here matters a lot. For many of the people you meet today this may be the first time they see a live pig or meet a farmer or someone who works in agriculture. The impression you make will shape their impression of the entire industry. But, no pressure.*

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### Your main job is to talk to people about pigs and farming.

#### KNOW YOUR AUDIENCE

- Your guests don't need to leave as experts in swine health and nutrition – but they want to feel good about farming and food.
- Be warm and approachable.
- Look for people with questions and start conversations.
- Keep answers simple, truthful and positive.
- Give the reason behind the practice you might be asked about. (Farrowing crates keep piglets safe, etc.)

#### KEEP IT POSITIVE

- Being transparent doesn't mean sharing every technical detail.
- Keep things simple, straightforward and real – but avoid graphic or gory descriptions.
- Be engaged. Attend to personal matters – cell phone calls, meals, etc. – away from the booth.

#### SHARE YOUR ENTHUSIASM

- This is your chance to tell your story!
- If you really love what you do, let it show. Pigs farming is hard work, but there are rewards, too.
- Talk about why you do what you do, and your favourite parts of the business.

#### A FEW TIPS FOR STARTING CONVERSATIONS

- Have a few handy facts ready, for example:
  - Did you know that piglets only weigh about 3 pounds when they're born – but weigh about 300 pounds by the time they are six months old?
  - Did you know that a sow is pregnant for 3 months, 3 weeks and 3 days?
  - (Check our [educational videos](#) or [Pork and Pigs brochure](#) for more!)

#### IF YOU DON'T KNOW, DON'T FAKE IT

- Credibility is important. Don't get caught making up an answer. If you don't know, say so.
- Offer to take contact information and have someone follow up.

#### BE FRIENDLY, BUT STAY ALERT

- You're going to run into all kinds of people – from families who are curious to learn more about pigs, to people with legitimate questions and concerns about pigs, farming practices and pork.
- Some may not eat pork for personal or religious reasons but are still interested in learning more about the work you do. You're not here to change beliefs, just to share what you do.
- There's also a chance you could run into individuals or groups whose main goal is to end all animal agriculture. Assume they are recording and trying to capture words or reactions that further their cause. See the "About Activism" section on page 3 for more.



## Key messages

You may get questions about issues or events people hear about on the news or online. Below are some high-level talking points. If you do not know the answer to a question, take down the person's question and contact information and advise them that someone from Ontario Pork will be happy to follow up.

### AFRICAN SWINE FEVER (ASF)

- African Swine Fever currently affects Asia, small pockets of Europe, Haiti and the Dominican Republic. It is not present in mainland North America.
- While the disease is potentially devastating to pig herds, there is no risk to human health.
- Ontario Pork is working with partner organizations in the province and across the country to educate producers and members of the public about reducing the risk of ASF transmission, as well as developing plans to quickly contain and eliminate any possible outbreak.

### MEAT AND CLIMATE CHANGE

- Farmers depend on healthy soil and water. Minimizing environmental impacts of farming ensures a sustainable future. Climate change is not a theoretical challenge for farmers. It impacts the crops they grow, the facilities they use to protect their animals and the plant and animal diseases they face.
- Huge strides are being made in tackling climate change as farmers are continuously improving the efficiency and environmental sustainability of our production, reducing greenhouse gas emissions by adopting innovative health and husbandry practices, adapting tools that support sustainable and environmentally responsible production and utilizing less resources.
- For every kilogram of pork produced today, farmers use 40% LESS water, 33% LESS feed and 59% LESS land than 50 years ago.

### MARKETS AND TRADE

- Between 50 and 70% of Ontario's pork product is exported
- Pork producers rely on open borders and access to international markets.
- We are working closely with our provincial and federal governments to monitor the China situation. We remain hopeful that a resolution that satisfies all parties occurs soon.
- High standards of animal care and food quality mean that Canadian pork is in high demand in discerning countries including Japan.

### ACTIVISM

- Farmers respect peaceful public protest and personal choice.
- There is a clear line between peaceful protest and illegal activism that infringes on the rights of others.



## About animal rights activism at public events

Animal rights activists believe that animals not be raised for food. Some are opposed to any form of animal ownership. Public protests and displays are a way to draw attention, sympathy – and donations – to their cause. Assume that all interactions are being recorded and will be shared on social media. Your “witty response” might just put more money in their pockets.

### 5 THINGS YOU NEED TO KNOW

1. Minimize the disruption – **make this boring** for anyone filming, and invisible to anyone not involved.
2. Human and animal safety are our priorities.
3. Respect our shared rights. Peaceful protest is OK. Vandalism, theft and harassment are NOT.
4. Remain calm and professional. Do not engage in debates or conversations with protestors. Quietly discourage others from engaging.
5. Assume ALL interactions are being recorded and will be edited and shared. Act accordingly.

### WHO TO CALL

- Record the details – time, location, descriptions, etc. Report any concerns or interactions to event organizers, security and/ or Ontario Pork staff.
- Call Stacey Ash at 519-820-3119 or Frank Wood at 519-830-2678
- Email Stacey at [stacey.ash@ontariopork.on.ca](mailto:stacey.ash@ontariopork.on.ca) or Frank at [frank.wood@ontariopork.on.ca](mailto:frank.wood@ontariopork.on.ca)

### OTHER RECOMMENDATIONS

- **Always be professional** in handling and loading/unloading animals.
- **Follow all regulations**, recommendations and guidelines.
- **Do not interact or speak with activists**, whether they are protesting or filming/photographing.
- Behave in a professional manner and **don't react to their actions**.
- If you notice anyone filming, taking pictures, asking questions, or acting suspiciously, **gather as much information as possible**, including:
  - time and location of the incident
  - vehicle descriptions (type and colour), plate numbers
  - description of individuals (or photos), incident and any additional information.
- Ensure phone, text and email conversations are private. **Be aware of your surroundings**.
- Law breaking activities (trespass, vandalism, threats/personal) should be **reported to police**.