



ONTARIO PORK



2023 Ontario Pork Corporate Profile

**RESPECTING TRADITION,
EMBRACING PROGRESS**

RESPECTING TRADITION, EMBRACING PROGRESS





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MESSAGE FROM THE BOARD CHAIR

Moving Our Industry forward and Reaching Landmark Achievements

As I write my address for this corporate profile, I reflect on my journey with the Ontario Pork Board of Directors. Thirteen years on the Board, with the last three as the Board Chair, have been both a privilege and a profound learning experience.

2023 was marked with significant challenges across our industry. Many producers struggled with economic pressures, experienced low hog prices, and were looking for new processing partners to offset the capacity shortfall in Quebec. These are the realities of our cyclical industry, but I remain optimistic about the future as pork continues to remain a staple for many households around the world.

As a farmer and as Board Chair, I've witnessed firsthand the depth of the work carried out by Ontario Pork on behalf of its members, pork producers, and the broader industry. My time on the Board highlighted how critical it is that farmers are represented in discussions with policymakers when decisions are being made about our livelihoods.

Our efforts have been focused on advocating for members and the broader industry, adapting to the rapidly evolving landscape. Last year, Board members represented pork producers at government roundtables, meetings with policymakers, and presentations to the parliamentary committees at both provincial and federal levels. These discussions have covered critical topics such as risk management, farmland severance, animal care, and environment.

The Board of Directors remained a guiding force, providing consistent oversight and strategic direction to the leadership team. Despite the hurdles we faced, I am proud to report

that our strategic plan, now in its final year, has achieved significant milestones. This plan, underpinned by our commitment to supporting Ontario's pork producers and advancing our industry, has been instrumental in ensuring that our concerns are represented effectively in policy discussions.

The Board also reflected on the value Ontario Pork delivers to producers. A continued commitment to strengthening emergency preparedness, enhancing risk management, addressing processing capacity issues, developing solutions to benchmark our carbon footprint, and building a larger demand for pork, will be critical to Ontario Pork's plans for 2024 and beyond.

A landmark achievement was the completion of our state-of-the-art research centre built in partnership with the University of Guelph and the Ontario Ministry of Agriculture, Food and Rural Affairs. This facility is a testament to our commitment to innovation and improvement in pork production. It was strategically funded through Ontario Pork's reserves to create long-term benefits for the industry such as boosting its competitiveness, supporting its success and attracting the brightest minds to move it forward.

We have also taken significant steps in strengthening our governance structure. The introduction of the new board and committee recruitment strategy has infused fresh ideas and perspectives, crucial for our industry's growth and adaptability. Our focus on succession planning is a strategic approach to ensure Ontario Pork is well-equipped to navigate future challenges.

Looking forward, I am filled with hope. Ontario's pork producers' ability to adapt and innovate will play a crucial role in keeping our industry competitive in the world market. Here in Ontario, we have a competitive advantage including our land base, an abundant supply of water, an efficient transportation infrastructure and highly skilled people with the know-how to produce pork in a sustainable and efficient way. In order to grow our industry sustainably we must develop more processing capacity close to home.

I extend my sincere gratitude to my fellow Board members, whose commitment and insight have been invaluable. I am immensely grateful to my family for always supporting me through the good times and the bad and allowing me to dedicate my time to serving on the Board.

Thank you to all Ontario Pork's members for the opportunity to serve as your Chair. It's been a remarkable journey, one where we've not only weathered the storm but also positioned our industry for greater success into the future.



John de Bruyn, Chair

MESSAGE FROM THE GENERAL MANAGER



Navigating Obstacles and Maximizing Value

This corporate profile provides an overview of Ontario Pork's key achievements, during what was a challenging year for the pork industry. Now in the third year of the business plan, Ontario Pork maintained its focus on having two-way communication with members, delivering programs, and strategically using its financial reserves to maximize value for pork producers in key areas.

The last year saw significant challenges for the pork industry as producers experienced difficult market conditions and low hog prices. The situation in Quebec, which led to a search for new markets for hogs, underscored the hard work and expertise of Ontario Pork's Marketing Division. The Division's efforts to link producers to processors and redirect hogs to alternative markets demonstrated a strong commitment to supporting members in every possible way.

Collaboration with provincial government and other groups has been instrumental in addressing a wide range of issues, including provincial animal welfare through the Provincial Animal Welfare Services Act, business risk management, land use policy, carbon tax removal on agriculture fuels, and African swine fever preparedness to name a few. To advocate for policies that support producers, Ontario Pork provided written input into more than 20 government consultations. These efforts are not just about finding the right solution; it's about finding solutions that work for everyone.

Ontario Pork's staff support Board members with relevant information and resources in areas that include economics, trade, environment, processing capacity, research, and labour, ensuring their decisions are well-informed and impactful. Staff expertise, combined with rigorous research and engagement with Ontario Pork's members makes our advocacy work stronger.

In pursuit of doing more with less, we continued to seek efficiencies in every aspect of our operations. Through instrumental in-house expertise that we were able to develop, it allowed us to further stretch our resources without compromising goals.

Our communication with consumers has been enhanced through new platforms, such as 'Ontario Pork News' that features short videos highlighting the vital role Ontario's pork producers play in their communities. These stories not only showcase our industry's relatability but also reinforces the trust consumers place in us. Our use of social media to connect with members, stakeholders, and consumers has further enhanced this trust and understanding of our industry.

Ontario Pork's issue management efforts have been essential to delivering value to producers, supporting them through various on-farm challenges and safeguarding against overregulation and red tape. Our ability to use established relationships in critical situations has been invaluable, allowing us to provide specific, targeted support to producers. Our approach to resolving issues always aims to simplify processes and support producers every step of the way.

Board succession planning has been one of the central themes this year. Engaging people and making them aware of the sheer range of issues the pork industry faces is an ongoing challenge. We are focused on preparing future leaders who are committed to the industry's progression and ensuring a sustainable future for upcoming generations. Producer engagement remains a priority as we cultivate new industry leaders and advocates through such activities as leadership training and Pig Mobile education events.

Emergency planning and response have been a significant area of our work. With a comprehensive toolkit and efficient processes, the industry is now better equipped to manage disease outbreaks and other emergencies. While this has resulted in real outcomes, we see opportunity to strengthen capacity and resources as we move forward in building a robust emergency response. We continue to consult with industry experts to tap into industry resources, ensuring we are equipped to face any challenge. The on-farm emergency planning project has been delivered to more than 650 pork producers, thanks to continued government funding support.

Understanding the critical role of technology in today's ever-evolving environment, we are committed to continuously upgrading and strengthening our information systems. Ontario Pork is working on addressing every aspect of the cybersecurity incident that the organization experienced last November, focusing on immediate systems rebuild to restore the operational functionality. At the same time, efforts continue to determine and implement long-term IT strategy.

Ontario Pork has and will continue to place great focus on delivering value to its members and stay committed to the vision of fostering a vibrant business environment for producers. Each new day offers us a chance to work together, pursue new opportunities for the industry and improve on the past. Together, we will navigate the challenges, always striving to be a step ahead in safeguarding and advancing the Ontario pork industry.

A handwritten signature in black ink, appearing to read 'Ken Ovington', written over a light blue background.

Ken Ovington, General Manager

INDUSTRY OVERVIEW



Advocating for the Pork Industry

LED BY PRODUCERS AND FOUNDED IN 1946, ONTARIO PORK IS THE VOICE AND PROUD ADVOCATE FOR THE PROVINCE'S PORK PRODUCERS. WE STRIVE TO BE A LEADER ACROSS THE AGRICULTURE INDUSTRY.

We take pride in our strong commitment to sustainable growth, delivering effective government representation, expanding research initiatives that improve areas of animal care and environmental sustainability, while consistently growing the Ontario Pork brand and the reputation of producers and their products.



Our Mission

Foster a vibrant business environment for producers



Our Values

Integrity and honesty in all we do

Excellence in performance and innovation

Accountability for our actions

Leadership and partnership with producers and industry stakeholders to achieve common goals

Courage in our communications

Commitment to the success of pork producers and industry



Our Vision

Strong producer confidence and public trust in the pork industry

WHO IS
ONTARIO PORK



Working on Behalf of Pork Producers

Ontario Pork's Board of Directors Focus on:

- ✓ Strategic policy development
- ✓ Advocating across a wide variety of issues that impact Ontario's pork industry and producers' viability
- ✓ Maintaining government relations
- ✓ Helping advance the sector

The Board of Directors is responsible for guiding and monitoring Ontario Pork on behalf of its members, pork producers. The Board is also responsible for strategic policy development and advocacy across a wide variety of policy issues that impact the industry and producers.



BOARD OF DIRECTORS AND SENIOR LEADERSHIP

Ontario Pork Board of Directors



John de Bruyn
Chair, Oxford, Zone 4



Tara Terpstra
Vice Chair, Huron, Zone 2



Maaïke Campbell
Lambton, Zone 1



Mike Mitchell
Middlesex Zone 1



Tanya Terpstra
Perth Zone 2



Eric Schwindt
Waterloo Zone 3



Arno Schober
Simcoe/York, Zone 3



Bruce Hudson
Ottawa Valley, Zone 5

Ontario Pork Senior Staff



Ken Ovington
General Manager



Julie Kuiack
Manager, Communications and Consumer Marketing



Blair Cressman
Director, Ontario Pork Marketing Division



Frank Wood
Director, Industry and Member Services



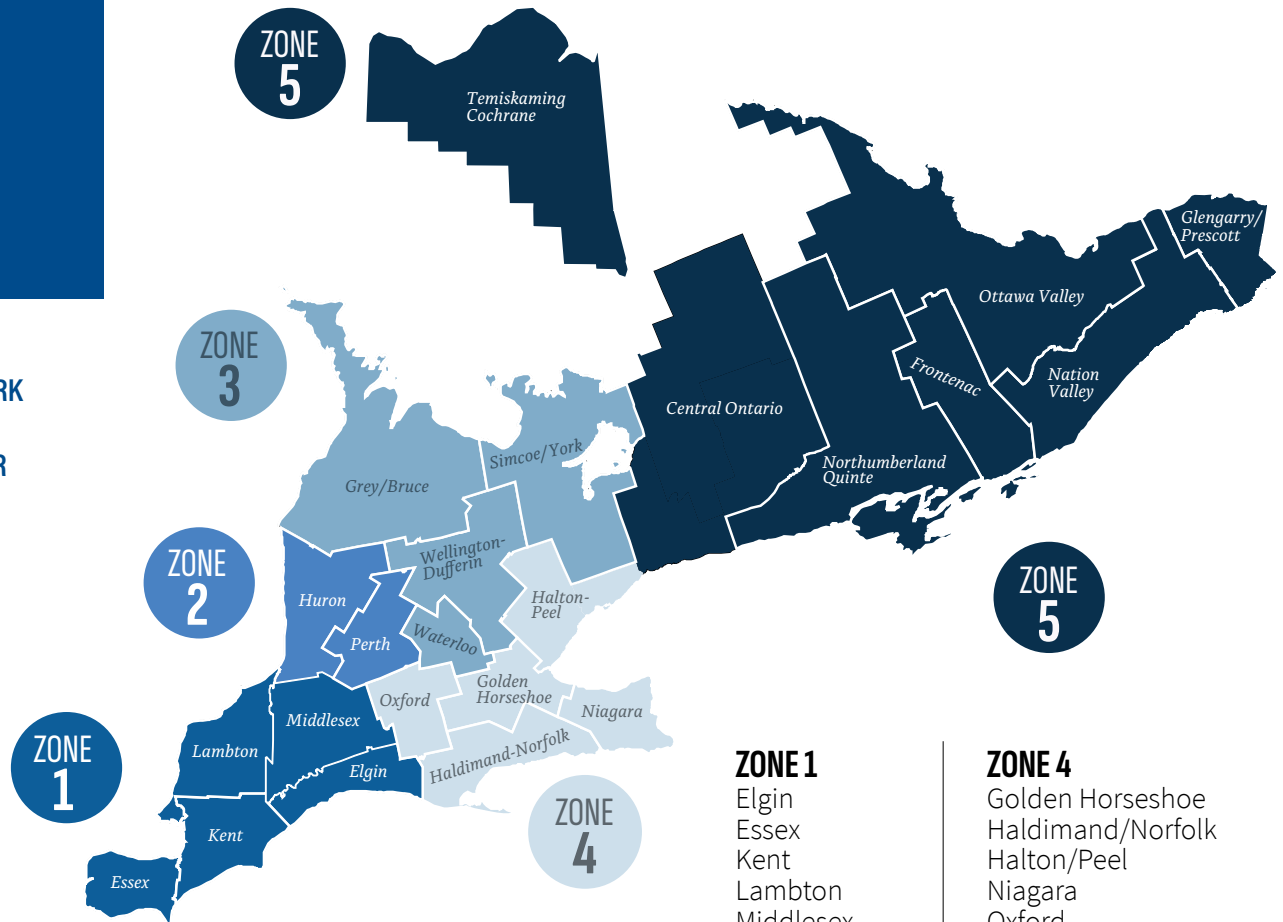
Jim Weir
Director, Finance and Administration

GOVERNANCE STRUCTURE

ONTARIO PORK'S GOVERNANCE STRUCTURE IS BASED ON DELEGATE REPRESENTATION FROM PORK PRODUCING ZONES WITHIN ONTARIO. IN EACH OF THESE ZONES, DELEGATES ARE RESPONSIBLE FOR ELECTING BOARD MEMBERS TO SERVE ON THE ONTARIO PORK BOARD OF DIRECTORS.

Ontario Pork's members complement this work through direct grassroots input into policy development participating in advisory groups, resolution process and policy day conferences.

After two years of member consultations on how to better represent producers' interests, and receiving government's approval, Ontario Regulation 403/10 came into force on September 29, 2023.



ZONE 1

- Elgin
- Essex
- Kent
- Lambton
- Middlesex

ZONE 2

- Huron
- Perth

ZONE 3

- Grey/Bruce
- Waterloo
- Wellington
- Simcoe/York

ZONE 4

- Golden Horseshoe
- Haldimand/Norfolk
- Halton/Peel
- Niagara
- Oxford

ZONE 5

- Central Ontario
- Frontenac
- Glengarry-Prescott
- Nation Valley
- Northumberland-Quinte
- Ottawa Valley
- Timiskaming/Cochrane

Main changes include:

- ✓ Holding elections for delegate and Board positions within the zone election process
- ✓ Changing the zone structure from four to five zones and realigning the number of Board members per zone based on the size of the pork industry in each region.
- ✓ Opening vacant delegate positions to all producers in the zone and vacant Board positions to all delegates in the province
- ✓ Including three at-large Board positions in the Board composition

Elections for Ontario Pork's delegate and Board member positions will be conducted in February 2024 in all five zones.



COMMITTEES AND ADVISORY GROUPS

Ontario Pork offers many opportunities for producers to get involved and actively contribute to strengthening the pork industry, through:

- ✓ Participating in focus groups to help Ontario Pork in piloting and refining new initiatives
- ✓ Joining Ontario Pork’s committees or advisory groups dedicated to specific issues that impact the industry.
- ✓ Engaging in advocacy efforts to support the industry’s growth and competitiveness.
- ✓ Contributing to public awareness campaigns that showcase the industry’s contributions to society, dispel misconceptions, and highlight the importance of supporting local producers.
- ✓ Getting involved in developing industry standards and certifications to ensure quality, safety, and consistency across products and services.
- ✓ Serving as a delegate to Ontario Pork to input into policy discussions.
- ✓ Becoming an Ontario Pork Board member to govern the organization and develop the industry strategy.

Board Standing Committees

Audit

Mike Mitchell (*Chair*)
 Bruce Hudson
 Maaike Campbell
 John de Bruyn (*Ex-officio*)

Resolutions

Bruce Hudson (*Chair*)
 Tanya Terpstra
 Phil Van Raay
 Alec Boekhoven
 Todd Malcolm
 Tara Terpstra (*Ex-officio*)

Advisory groups and committees bring together the practical knowledge of producers and the technical expertise from staff and industry to generate innovative ideas. The Board establishes ad-hoc committees within these three standing advisory groups – Risk Management, Research, and Industry Strategy – to develop solutions for a specific issue.

Board Ad-Hoc Committees

Research Proposal Review

Arno Schober (*Chair*)
 Maaike Campbell
 Tara Terpstra
 John Otten
 Craig Hulshof
 Cassie Van Engelen
 Laura Eastwood

Research Priority Setting

Arno Schober (*Chair*)
 Maaike Campbell
 John Van Engelen
 Ben Pennings
 Dave Dykstra
 Tara Terpstra (*Ex-officio*)

Labour Committee

Arno Schober (*Chair*)
 Tanya Terpstra
 Maaike Campbell
 Karen Sanders
 Graham Learn
 Marsha Chambers
 Pauline Zwiers

Production Insurance and Risk Management Program Committee

Tanya Terpstra (*Chair*)
 Eric Schwindt
 Bruce Hudson
 James Reesor
 Dave de Vries
 Wouter Van Leeuwen
 John de Bruyn (*Ex-officio*)

GET INVOLVED

For more information or to get involved contact Olga Klashtorny at olga.klashtorny@ontariopork.on.ca

LEADERSHIP DEVELOPMENT

THE ONTARIO PORK LEADERSHIP TRAINING PROGRAM IS LOOKING FOR INDIVIDUALS WHO ARE EAGER TO MAKE A POSITIVE IMPACT IN OUR INDUSTRY AND WILLING TO EMBRACE NEW CHALLENGES AND OPPORTUNITIES.

The program helps build leadership skills in policy development, advocacy, governance, and communications. Participants work in a collaborative learning environment, where participants network with like-minded individuals.

Among the activities the leadership program offers is a value-chain tour featuring a processing plant, retail stores and restaurants where Ontario Pork is sold.

By sharing these experiences, participants build meaningful connections, and develop skills in a supportive and encouraging environment to become future leaders.



“An overall fantastic program! I highly recommend it to others as it has helped me see what goes on at Ontario Pork and learn about our industry.”



Future Leaders in the Pork Industry

with Erin Kollman, Perth County Pork Producer

“AS I TAKE ON MORE OF A LEADERSHIP ROLE ON OUR FARM, OUR FRIENDS ARE STARTING TO DO THE SAME ON NEIGHBOURING FARMS,” SAYS THIRD GENERATION PORK FARMER ERIN KOLLMAN.

Erin is among a growing number of future leaders in the pork industry.

“The success of our industry depends on young producers getting involved, whether that’s joining a committee, the board or a local association.”

Erin and her husband Kyle, along with their two sons, work alongside her parents in a large wean to finish operation in Perth County.

“It’s a lot of fun having the kids in the barn. I remember being a kid and just loving it. I hope they fall in love with it like we did.”



After taking on more of a management role on her family farm, Erin decided it was important to complete the Ontario Pork Leadership Training Program.

“I really, enjoyed it! I liked the tours we went on and seeing how the pigs go from our farm to the packaging plant, to grocery stores and to restaurants or someone’s kitchen.”

She says the program was an excellent learning opportunity to help her become a better leader.

“I highly recommend it for anyone who is working with staff, and it’s neat to learn different leadership styles, and how other aspects of the industry operate.”

Erin’s goal is to have a positive impact on more policies and initiatives. She says the leadership program has given her the skills needed to do be the leader she aspires to be.

“If we don’t speak up then things will get missed and our industry won’t get the attention it deserves. If you have a voice and you want to share it, don’t be scared to speak up.”



“I highly recommend it for anyone who is working with staff, and it’s neat to learn different leadership styles, and how other aspects of the industry operate.”

**GET
INVOLVED**

**For more information contact
Olga Klashtorny at olga.klashtorny@ontariopork.on.ca**

**TO LEARN
MORE**



PRODUCER ENGAGEMENT

Representation Through Listening

ONTARIO PORK ACTIVELY ENGAGES WITH PRODUCERS AND STAKEHOLDERS THROUGHOUT THE VALUE CHAIN TO FORMULATE MESSAGING AND POLICIES.

Whether it's a local producer meeting, Policy Day, or the Annual General Meeting, the feedback from producers is what drives our mission to foster a vibrant business environment for producers.



AGM. Marion Myers



AGM. Minister Thompson



AGM. Ron and Sharon Douglas



AGM



AGM



AGM



Producer Meeting



Big Bug Day



Hambassador Training



Hambassador Training



CNE. Pig Mobile



Ontario Pork Congress (OPC) booth



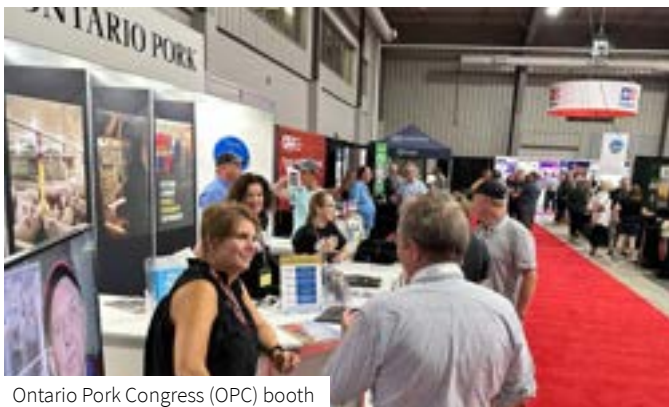
Presidents and Secretaries



London Swine Conference (LSC)



Policy Day



Ontario Pork Congress (OPC) booth



Policy Day



London Swine Conference (LSC)

GOVERNMENT RELATIONS AND POLICY

TO ENSURE A STRONG AND COMPETITIVE INDUSTRY, ONTARIO PORK CONTINUES TO BUILD RELATIONSHIPS ACROSS ALL LEVELS OF GOVERNMENT.

As advocates for producers, we are working to develop and enhance policies by informing government representatives of priority areas such as processing capacity, emergency preparedness, labour, trade, animal health, risk management, research, climate change and the environment.



Board members and staff engaged in more than 200 in-person meetings, webinars, letter writing campaigns and other communication efforts to provide valuable information and pork sector positions in consultations with government representatives. Ontario Pork ensured pork producers had a say in:

- ✓ **Farmland protection:** Part of a group of agricultural organizations that successfully advocated for the protection of farmland under the proposed Provincial Planning Statement.
- ✓ **Expand processing capacity:** Efforts continued to establish new processing capacity here at home to reduce the current reliance on processing plants located in other provinces and in the United States.
- ✓ **Carbon tax removal on agricultural fuels:** Joined other commodity groups to strongly urge the federal government to remove the carbon tax on fuels used for agricultural purposes.
- ✓ **Enhance emergency preparedness:** Advocated for programs, tools and funding to support the industry in a crisis that protects animal welfare, industry infrastructure, and producer and employee mental health.
- ✓ **Increase risk management programs funding:** Continued to work for an increase in funding to the Risk Management Program.
- ✓ **Science-based environmental policies:** Stressed the importance of government working with farmers to create sustainable farming policies.
- ✓ **Promoting Ontario pork and enhancing government relations through international trade:** Board members joined Ontario's trade mission to Japan and Vietnam to promote province's pork industry in foreign markets.



Visit ontariopork.on.ca/Communications/Public-Policy
to learn more about Ontario Pork's policy work and government submissions.

**TO LEARN
MORE**



INDUSTRY COLLABORATION

King Charles Coronation Event

To help build the reputation of pork producers as leaders in agriculture, Ontario Pork delivered an impressive service at the Taste of Ontario food pavilion at Queen's Park in celebration of the Coronation of His Majesty King Charles III.

Board members along with staff and volunteers served over 10,000 pulled pork sandwiches to Toronto consumers, who enjoyed more than 1,800 pounds of Ontario-raised pork shoulder.



Board Chair John de Bruyn received a Certificate of Appreciation from Premier Doug Ford who applauded the efforts of everyone for serving Ontario-produced food on this momentous occasion.

DID YOU KNOW?

The 'Taste of Ontario' food pavilion showcased delicious, nutritious, and affordable Ontario pork products.

TO LEARN MORE



Veterinary sharps collection at Ontario Pork Congress

After a four-year hiatus and thanks to participating sponsors, Ontario Pork's Industry and Member Services (IMSV) sharps collection returned. 36 boxes (each containing six to eight 2L containers) of sharps were collected. This program ensures the safe and responsible disposal of sharps and contributes to the well-being of industry professionals and the environment.



Growing for Future Generational Success

with TJ and Jocelyn Klopp, Huron County Pork Producers

JUST A THREE-MINUTE DRIVE WEST OF ZURICH, YOU'LL FIND CEDAR VILLA FARMS, A MIXED FARMING OPERATION NOW ENTERING SEVEN GENERATIONS OF FAMILY OWNERSHIP.



“Past generations focused on Angus beef,” said Huron County pork producer TJ Klopp. “When my dad Paul started farming, he decided he wanted pigs, so growing up, we started with 50 sows, farrow to finish.”

TJ and his wife Jocelyn have taken their love for agriculture and the family farm to new heights, recently built a new barn, housing 3500 sows, while still selling cattle and cash cropping.

“I really love the challenge of growing the

business,” said TJ. “We went with the loose sow housing, it was costly yes, but it’s the way the industry is going, so we adapted.”

Jocelyn who manages the sow barn says the building is equipped with the latest RFID feeding systems.

“Its become harder to find employees, so going automatic was key,” said Jocelyn Klopp. “We have the Nedap Feeding System, it really has modernized our farm.”



“We get a great sense of pride knowing that what we do is not only feeding our community, our province but also our country and the world.”

Jocelyn says while the expansion has added many responsibilities, knowing their farm is feeding so many people makes all the extra work worthwhile.

“We get a great sense of pride knowing that what we do is not only feeding our community, our province but also our country and the world.”

Despite fluctuating markets, TJ is hopeful they’ve laid the groundwork so the Klopp farming name will continue on.

“We have three kids, so we’re trying to leave something for the next generation, I want them to have everything in place to make it work in the future, as that’s what my ancestors did for me.”

RESEARCH & INNOVATION

Grand Opening of the Ontario Swine Research Centre

ONTARIO PORK PROUDLY CELEBRATED THE GRAND OPENING OF THE NEW \$20-MILLION ONTARIO SWINE RESEARCH CENTRE IN ELORA.

The state-of-the-art facility will enhance the province's capacity for research, innovation and the development of new technology, while helping attract cutting-edge research to advance Ontario's pork sector.

The new facility was built through investments from the Government of Ontario, the Agricultural Research Institute of Ontario (ARIO) and Ontario's pork industry.

This facility will accommodate research in diverse disciplines, including nutrition, animal health and welfare, production economics, consumer-oriented research, environmental factors, genetics/genomics, nutrient management and reproduction.



TO LEARN
MORE



Leading Research for Future Generations

with Lee-Anne Huber, Animal Sciences Professor - University of Guelph

INVESTING IN RESEARCH AND INNOVATION REMAINS A CRITICAL ELEMENT FOR THE FUTURE PROGRESS OF THE PORK INDUSTRY. "I CAN'T EMPHASIZE ENOUGH HOW IMPORTANT RESEARCH IS," SAYS LEE- ANNE HUBER, A PROFESSOR AT THE UNIVERSITY OF GUELPH.

Lee-Anne who grew up on a pig farm, is regarded as one of the leading researchers in swine nutrition. She takes great pride in knowing the work being done at the Ontario Swine Research Centre is leading to improved outcomes for pork producers.

"When conducting research, we have to consider that the livelihood of producers is at stake," says Lee-Anne. "We really want to feed pigs as efficiently and as inexpensively as possible, because we know the profit margins are so narrow."

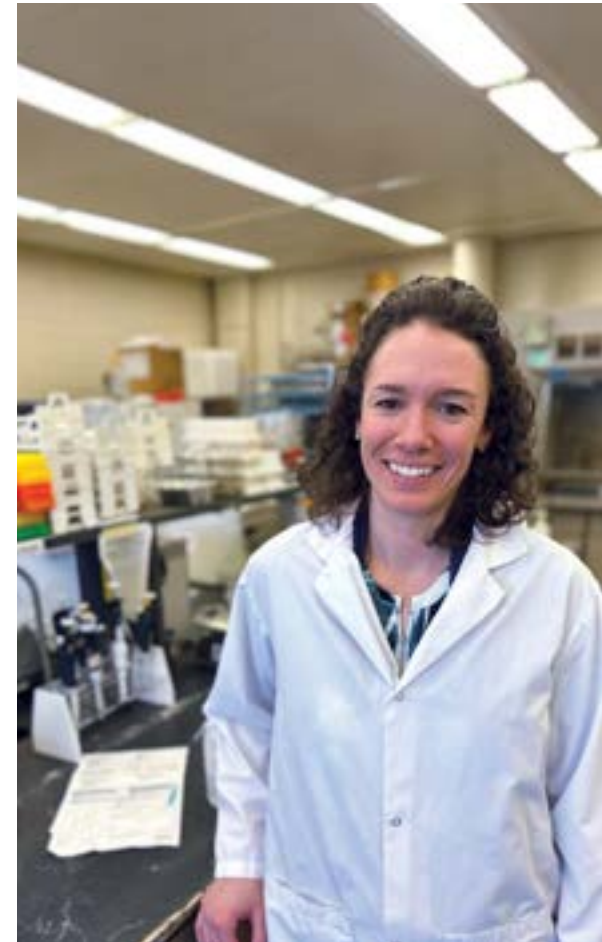
Among the projects Lee-Anne is working on with research students, she is leading research that examines how much nitrogen, amino acids and protein are in feed. They then will determine how many of those building blocks are present in sow milk.

"Farmers might not see it, but data that we generate at the University is then integrated into feeding programs on farms and leading to improved growth."

Lee-Anne says the investment from Ontario Pork through research dollars to the University and into building the new Swine Research Centre, is something that will have a lasting impact on the pork industry for future generations.

"That market hog research fee, we can match it with federal and provincial funds and get two, three, four times the dollar value of what Ontario Pork is contributing, so that seed money from OP makes a massive difference in our research outcomes."

"Farmers might not see it, but data that we generate at the University is then integrated into feeding programs on farms and leading to improved growth."



DISEASE PREVENTION

Anticipating and managing disease risks

THROUGH INCREASED COLLABORATION, COORDINATION AND COMMUNICATION, ONTARIO PORK WORKS DILIGENTLY WITH PARTNERS ACROSS THE PORK INDUSTRY TO REDUCE AND MITIGATE THE RISK OF ANIMAL DISEASES. WE ARE COMMITTED TO ENSURING HEALTHY HERDS AND FOOD SAFETY ARE LEADING PRIORITIES.

The implementation of the Ontario Swine Incident Command Centre (OSICC) has improved the industry's ability to respond to large scale incidents in a coordinated, collaborative manner.

United efforts are essential to develop tools and resources to strengthen our defenses and to prepare a robust response plan in the event of a foreign animal disease.



DID YOU KNOW?

- ✓ Through funding from Agriculture and Agri-Food Canada (AAFC), Ontario Pork employed eight additional staff to complete On-Farm Emergency Response Plans for more than 650 premises. These plans cover large scale depopulation and disposal options should the need arise.



The On-Farm Emergency Response Planning Guide is an all-in-one handbook covering a variety of potential emergencies, detailing the steps to take and a list of key contacts.

ARE YOU READY IF AN EMERGENCY HITS YOUR FARM?

Email emergplans@ontariopork.on.ca to book a time to meet with one of our planners.



What is SHARC?

SHARC
SWINE
HEALTH
AREA
REGIONAL
CONTROL

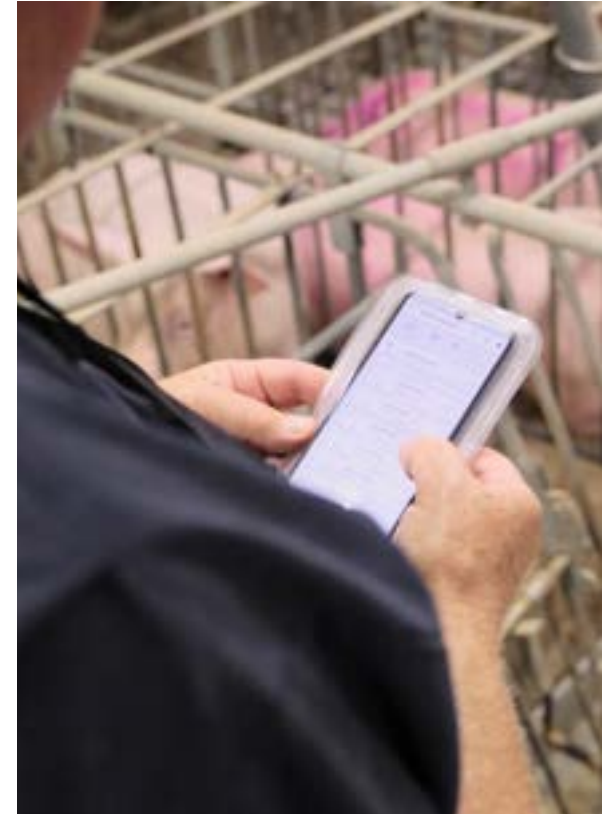
Swine Health Area Regional Control (SHARC) is a voluntary risk management tool for producers and their veterinarians to improve control and elimination of PRRS, PED and PDCoV.

Why should I enroll?

- ✓ Improves ability to control, contain and eliminate swine diseases.
- ✓ Health status updates are emailed to you when a new disease has been identified.
- ✓ Member-only access to disease mapping tools, including radius mapping, leads to better decision making.

FOR MORE INFORMATION & HOW TO ENROLL IN SHARC VISIT

<https://swinehealtharc.ca>



DID YOU KNOW?

- ✓ Ontario Pork collaborated in a federal-provincial tabletop exercise designed to establish a learning environment for current emergency response plans, policies and procedures related to an African Swine Fever (ASF) outbreak in Ontario. Through greater communication across industry, the effectiveness and ability to respond to potential outbreaks has increased.

EDUCATION AND COMMUNITY OUTREACH

2023 WAS THE FIRST FULL YEAR WITH THE NEW PIG MOBILE, WHERE VOLUNTEERS LENT THEIR VOICE AS HAMBASSADORS.

PIG MOBILE EVENTS 2023

Total Estimated Attendance:
2,534,052

STUDENTS	HAMBASSADORS	FAMILIES
4,836	95	18

TOTAL EVENTS: 15


6 EDUCATION EVENTS	4 WITH ORIGINAL PIG MOBILE	11 WITH NEW & IMPROVED PIG MOBILE
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FAIRS, EVENTS
AND CLASSROOMS
THAT RECEIVED
EDUCATIONAL RESOURCES

57

**Total
educational
resources used
in 2023**

116,000







It also marked the passing of the torch from Ron and Sharon Douglas to Ontario Pork as its caretakers. The success of the Pig Mobile would not be possible without the time, effort and support from producers and industry members.



Updates to the Pig Mobile include:

- ✓ 360° turn-around farrowing crate
- ✓ automatic ventilation controls

The new Pig Mobile has provided the opportunity for transparent conversations with consumers on how animals are raised.



A Farming Family Dedicated to Agriculture

with John and Kathleen Homan, Niagara Region Pork Producers

WHEN IT COMES TO AGRICULTURE EDUCATION, THE PIG MOBILE CONTINUES TO BE A SHINING EXAMPLE OF HOW IMPORTANT IT IS TO INTERACT WITH CONSUMERS, WHILE PROVIDING VALUABLE INSIGHT ABOUT THE PORK INDUSTRY.

“The Pig Mobile is a great learning tool and it’s really vital, as over time we’ve lost the connection between consumers,” says fourth generation farmer Kathleen Homan.

Kathleen and her dad John were among 18 family groups who proudly served as Ontario Pork Ambassadors, which reflects the intergenerational aspect of the Ontario pork industry.

“This is a great opportunity to really give a face to our industry,” says third generation pork farmer John Homan, “With Kathleen here we can show the public there is a younger generation that loves working with animals.”

The Homans farm is a farrow to finish operation which also provides breeding stock for Topigs Norsvin. Located in the Niagara Region, the family farm started through John’s grandfather.

“My grandfather came from the Netherlands in the early 50’s and ended up here in Wainfleet,” says John. “Our dad loved farming, he taught us well, that’s the nice thing about working with family is you know someone always has your back.”

At 20 years old, Kathleen has shown a great love for agriculture, proudly operating her own farmgate store, selling products the Homans raise.

“It’s really amazing to be part of that grander theme of growing a product and selling it,” says Kathleen. “When consumers ask you questions, it makes it a really rewarding experience.”

According to Kathleen, there is no price you can put on generational farming knowledge.

“My Grandfather will tell us things that his dad told him. That knowledge goes way back. To be able to talk to the people who saw the whole thing grow is really something.”



According to John, family run farms hold a special connection to the products they raise, which is why the Homans take great pride in the food they produce.



“It’s really amazing to be part of that grander theme of growing a product and selling it.”

“It’s our signature on that product, our face, our reputation they are dealing with, so there’s extra care there.”

As for if their family farm will stay in the Homan name? “We would love to see the family farm continue, maybe it’s Kathleen or maybe it’s Dirk’s kids, there’s definitely a space for them.”

For now, Kathleen says she’s content with growing her small business. “I’d love to see my little store take me places, but yes I do want to stay involved on the farm.”

TO LEARN MORE

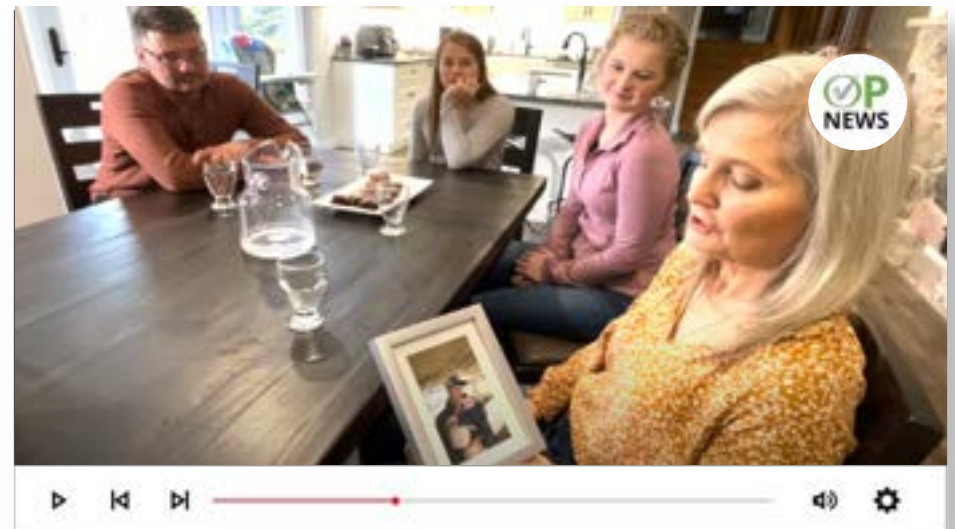
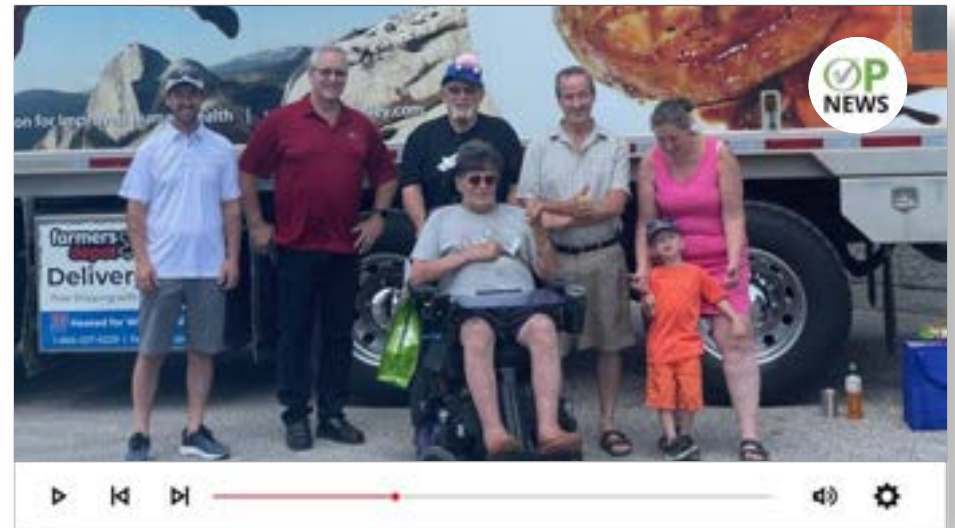


ONTARIO PORK NEWS

Giving a Voice to our Supply Chain Heroes

WITH A GOAL TO SHINE A POSITIVE LIGHT ON THE AGRICULTURE COMMUNITY AND GIVE A VOICE TO OUR SUPPLY CHAIN HEROES, THIS SUMMER WE LAUNCHED OUR VERY OWN NEWS CHANNEL CALLED ONTARIO PORK NEWS (OP NEWS).

Featuring thought-provoking and untold human-interest stories, OP News focuses on the work of farmers to butchers, chefs to restaurant owners, truckers to veterinarians, nutritionists to processors and others who work in our industry and are helping feed Ontario and the world.



Each story is posted on our YouTube channel <https://www.youtube.com/@ontarioporknews> and shared across our social media accounts.



To date our Ontario Pork News stories have been viewed more than

3.61
MILLION TIMES

GET INVOLVED

If you have an agriculture-related story you'd like to share to be featured on OP news, please email news@ontariopork.on.ca.

TO LEARN MORE



THE WHOLE HOG MORE THAN A RECIPE BOOK

TO CELEBRATE CANADA'S AGRICULTURE DAY, ONTARIO PORK LAUNCHED THE WHOLE HOG.

The 200-page book is a collection of pork recipes, stories and tips gathered from people who work across the pork industry, telling a unique story of those who are bringing high-quality pork to the people of Ontario and the world.

Proceeds from the sale of the book go to support Feed Ontario. The Whole Hog book is available for sale at over 15 select Ontario Pork retail partner locations and can also be ordered online at: <https://shop.ontariopork.on.ca>

DID YOU KNOW?

2023 marked the 10-year anniversary of the Ontario Pork Friends of the Food Bank partnership with Feed Ontario, previously known as the Ontario Association of Food Banks. **To date Ontario Pork and its members have proudly donated over 299,267 pounds of pork through the Feed Ontario Program.**



"I purchased this book in September and was so impressed that I ordered a second one to give as a Christmas present."

Darlene F. from Toronto

"Just received my book which is beautiful and anxious to try the rub and love the apron too. Thank you so much and so happy a portion goes to the foodbank."

Dale L. from Ottawa

"I saw The Whole Hog book on BT this morning - it looks amazing! I bought 2."

Jessica S. from Burlington

"Ours arrived today, and the stories are fantastic too! And the final recipe is pigtails! Yay!"

Heron D. from London

"Tomorrow is my birthday and I feel like you have graced me with the best gift ever. I'm so grateful for the people who shared their recipes. I'm going to cook the tenderloin."

Christine F. from Port Hope



TO LEARN
MORE



CONSUMER CAMPAIGNS

Professional Chefs Cooking with Ontario Pork

Through the creation of partnerships with Chef Emily Richards and Chef Darryl Fletcher, consumers saw delicious Ontario pork dishes cooked on live television. These segments were watched by tens of thousands of viewers across the country on Citytv's Breakfast Television, CHCH's Morning Live, and CTV Kitchener's News at Noon.



Another new initiative saw Ontario Pork brand partner Chef Jason Waschkowski take part in a live cooking segment of Ontario pork products in front of dozens of fairgoers at the West Niagara Agriculture Society Fair.

**TO LEARN
MORE**



Partnership with Toronto FC

As part of the three-year sponsorship agreement with the Toronto FC, Ontario Pork's logo was showcased on large billboards along the Gardiner Expressway and within the Exhibition Place grounds in Toronto, while delicious pork products continued to be a fan favourite at the stadium concession stands.

As a thank you, pork producers, their families, and employees were able to purchase discounted tickets for a day away from the farm to watch the TFC play at BMO Field on Canada Day.



CAMPAIGNS AND BRAND & REPUTATION

THROUGH TARGETED SOCIAL MEDIA AND DEDICATED ADVERTISING EFFORTS, ONTARIO PORK HAS BECOME THE MAIN RESOURCE FOR ONTARIAN'S PORK COOKING NEEDS. NEARLY 3 OUT OF EVERY 4 PEOPLE WHO SEARCHED FOR PORK RECIPES OR TIPS FOR COOKING PORK WERE SHOWN ONTARIO PORK MESSAGING.



NUMBERS *Tell The Story*

Targeted online & social ads viewed by consumers

20.3M
TIMES



Website traffic doubled yet again

1.29M
VISITS IN 2023



FACEBOOK FOLLOWERS



INCREASED BY 131%

Ontario Pork messaging is now visible on

73%
of searches related to pork in Ontario



INSTAGRAM FOLLOWERS



INCREASED BY 5%



CONSUMER NEWSLETTER SUBSCRIBERS



INCREASED BY 52%

This surge in digital traffic means more eyes have been directed to locally raised pork and the important work our producers do.

We are building a strong domestic market. Every click and every website visit are potential customers, and these efforts are bringing them closer to Ontario-raised pork as a great, affordable option to feed their family.



RETAIL & FOOD SERVICE BRANDING GROWTH

**Continuing
to Grow
the Brand**

MORE THAN
410

RETAIL AND
RESTAURANT PARTNERS
*are carrying
the Ontario Pork Logo*



MORE THAN
1.8 MILLION
PACKAGE LABELS
used in 2023



CAMPAIGNS AND BRAND & REPUTATION

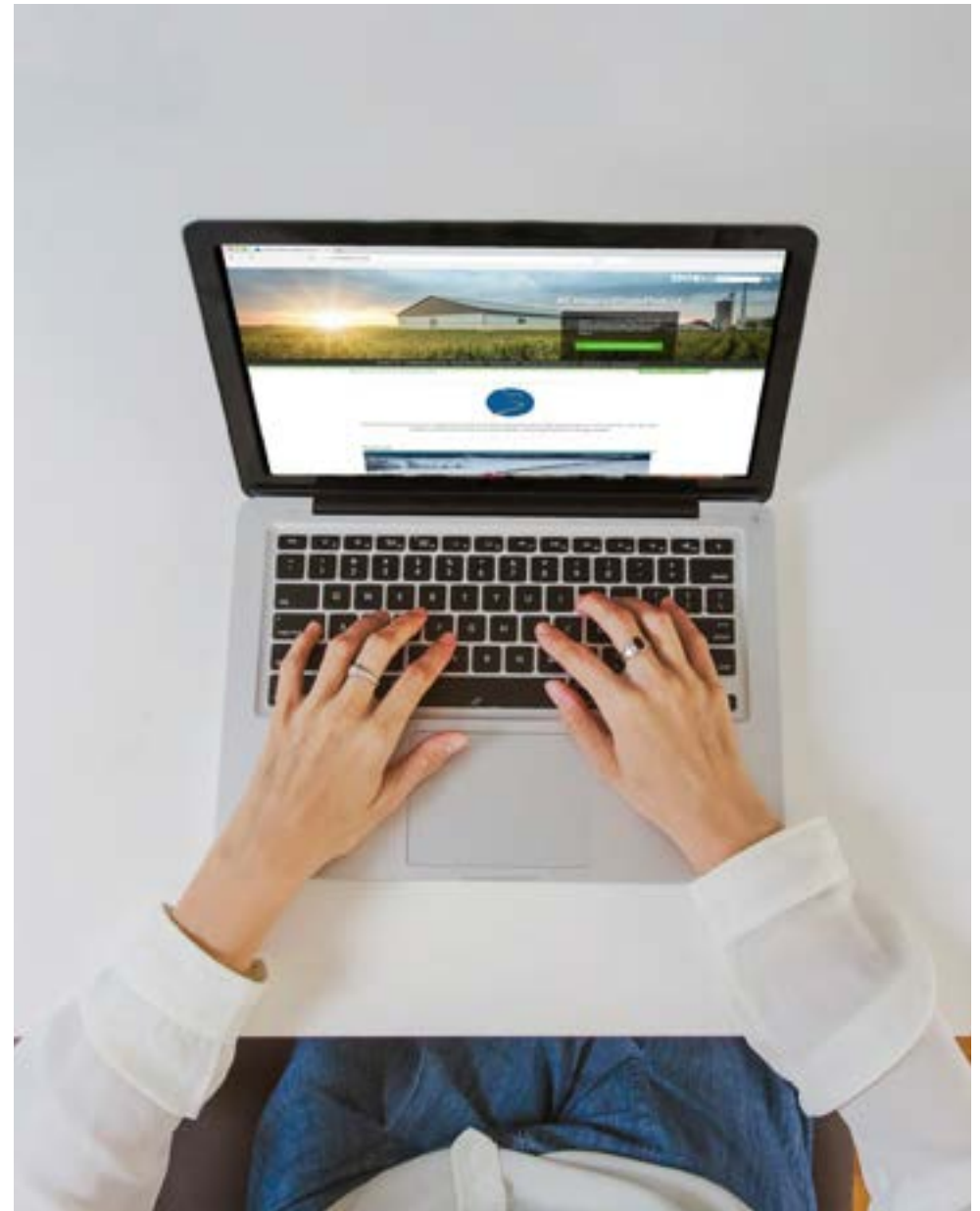
SAFEGUARDING TOMORROW

THE IMPORTANCE OF CYBER SECURITY IN AGRICULTURE CANNOT BE OVERSTATED. FROM INDIVIDUALS TO AGRI-FOOD BUSINESSES, TO GOVERNMENTS, WE ARE ALL POTENTIAL TARGETS FOR CYBERCRIME.

The incident Ontario Pork experienced in November serves as a strong reminder that no entity is exempt and emphasizes the importance of proactive cybersecurity measures.

Cyber Safety Tips

- ✓ Use tools called Virtual Private Networks (VPNs) to keep your internet connections private.
- ✓ Be cautious of phishing emails. Check sender email addresses carefully and avoid clicking on unverified links.
- ✓ Use strong passwords of at least 12 characters; never reuse passwords for multiple accounts.
- ✓ Keep important and sensitive information in a safe place, with both online and physical backups.
- ✓ Add an extra layer of security by using two-factor authentication (2FA) whenever possible.
- ✓ Avoid using public, unsecured Wi-Fi networks
- ✓ Ensure your systems are up to date with regular security upgrades and audits.
- ✓ Don't share important details online, like your address or phone number, especially with people you don't know or on websites that seem suspicious.



AS A RESULT OF THE CYBERSECURITY INCIDENT THE FINANCIAL STATEMENT SECTION OF THIS CORPORATE PROFILE IS DELAYED AND WILL BE MAILED OUT SEPARATELY.



INDUSTRY STATS

ONTARIO PORK REPRESENTS:
1,919 PORK FARMS
THAT MARKET **5,832,535 HOGS**
IN ONTARIO



\$1.34 BILLION
GDP

\$3.51 BILLION
ECONOMIC OUTPUT

18,347
JOBS (FULL-TIME EQUIVALENT)



Industry  @ontarioporknews | Consumer    @ontariopork

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ONTARIO PORK