

Board Highlights: September 18, 2024

2024 Policy Day

Ontario Pork held its annual Policy Day on September 17, 2024, and this year's event. Producers from across the province came together to discuss the organization's key mandates, including advocacy, member engagement, research, product promotion, industry sustainability, and consumer marketing. The day was filled with open and interactive discussions, with members sharing their insights, concerns, and priorities.

One of the key takeaways from the day was the importance of focusing on practical, on-farm solutions, particularly in the areas of research and national programs. Participants had great conversations about promoting pork. Sharing stories, educating the public, and using social media were mentioned as key ways to connect with consumers and showcase the industry. Producers also emphasized the need for strong advocacy and ongoing, two-way communication to keep the industry moving forward.

The feedback gathered during Policy Day will play a critical role in Ontario Pork's upcoming strategic planning sessions, guiding the organization's priorities for the next three to five years. The Board is committed to using this input to ensure that Ontario Pork remains aligned with the needs of producers and continues to deliver value across the industry. Stay tuned for more updates as the Board of Directors moves into the strategic planning phase and work together to shape the future of the industry.

Temporary Foreign Workers Program Update

The Board of Directors was briefed on recent changes to the Temporary Foreign Worker (TFW) program, including new restrictions on hiring low-wage TFWs in areas with unemployment rates of 6% or higher (with some exemptions) and a reduced contract length from two years to one. Staff are monitoring these changes and will provide updates as more details emerge. Upcoming federal consultations will address key areas like housing, work permits, transportation, and wages. Ontario Pork will stay engaged in the consultation process, responding to the proposed changes, and highlighting the important role of the TFW program in the swine sector.

2025 Ontario Swine Conference Planning

Plans for the 2025 Ontario Swine Conference are well underway. The conference will be held on March 25-26, 2025, in London. This event, jointly organized by Ontario Pork and the London Swine Conference, aims to bring together producers, industry experts, and stakeholders to discuss the latest trends, research, and innovations in the swine sector. The planning committee is currently finalizing the program, focusing on a lineup of engaging speakers and interactive sessions that will provide valuable insights for attendees. The conference will also feature networking opportunities and discussions on key industry topics, including animal welfare, market trends, and sustainable practices. Further details, including registration information, will be shared in the coming months.