

Board Highlights: September 17, 2025

2025 Policy Day

Ontario Pork held its annual Policy Day on September 16, 2025, bringing together delegates, presidents, and secretaries from local pork producers' associations across the province. The event served as a forum for producers to share perspectives, debate resolutions, and provide direct input into Ontario Pork's work. The Board presented the new 2025–2030 Strategic Plan and asked for producer feedback on three areas critical to moving the strategy into action: the resolution process, agricultural education, and approaches to producer engagement. Discussions emphasized the need to strengthen the resolution process by offering multiple tools and channels, including digital platforms, focus groups and other touchpoints; to expand agricultural education through consistent training, resources, messaging, and outreach; and to ensure fair, meaningful opportunities for producers to participate in Ontario Pork events and policy discussions.

Delegates also debated resolutions on topics such as cooking temperatures and inspection inconsistencies. In addition, producers raised questions about the Temporary Foreign Worker program, noting the unique year-round labour needs of the pork sector. Participants further highlighted the importance of effective communication to connect with consumers and promote Ontario pork.

At its September 17 meeting, the Board reflected on the feedback from Policy Day. Input from delegates will help guide the implementation of the new strategic plan and ensure Ontario Pork remains aligned with producer needs and priorities.

2025-2030 Strategic Plan

The Ontario Pork Board of Directors has approved the 2025–2030 Strategic Plan, following its presentation to delegates at Policy Day on September 16, 2025.

Developed through producer input, Board discussions, and risk assessments, the plan provides a roadmap to guide Ontario Pork's work over the next five years. It reaffirms Ontario Pork's mission to represent producers by mitigating risk and shaping policy, with a vision of a strong sector led by producers, supported by partnerships, and grounded in public trust.

Highlights include: clarifying Ontario Pork's five core responsibilities (advocacy, engagement, services, promotion, research), and setting strategic intents that focus on solution-oriented advocacy, deeper producer engagement, streamlined programs, stronger consumer confidence in Ontario pork, and investment in research and knowledge transfer. All priorities are linked to a structured risk assessment addressing animal health, processing capacity, trade, and economic factors.

With the strategic plan approved, staff will now develop a business plan to translate these priorities into concrete actions and success measures. Ontario Pork thanks all producers whose input shaped a plan that reflects both the challenges and opportunities facing the industry.

Government Relations Key Areas

The Board of Directors reviewed Ontario Pork's fall 2025 government relations priorities. These will guide discussions with federal and provincial officials. Key provincial priorities include expanding processing capacity, addressing inspection inconsistencies under PAWS and meat inspection, securing support in the event of ASF market interruptions, and advancing initiatives related to tariffs, agriculture education, S-CAP access, and interprovincial trade. At the federal level, priorities include favourable outcomes from the CUSMA review, tariff relief, ASF preparedness, continued access to the Temporary Foreign Worker program, and alignment of Canadian pork cooking temperatures with U.S. standards. Board members provided input on the proposed approach, reinforcing the importance of clear, evidence-based messaging as Ontario Pork advances these priorities with government.