

Board Highlights: March 3-4, 2026

Canada Pork Presentation

The Board welcomed Canada Pork representatives Hans Kristensen and Dave Thompson for a discussion on current developments and priorities. The discussion highlighted Canada Pork's focus on market development and diversification, including efforts to expand opportunities in Asia, Central America and Mexico and reduce long-term reliance on the U.S. market. The organization continues to promote the Canadian pork brand internationally through trade shows and government-supported missions, while also pursuing additional government funding to support export market development. Canada Pork also outlined its consumer-focused domestic marketing strategy, including the digital "Pick Pork" campaign. Early metrics show strong consumer engagement, supported by increasing use of consumer data to guide marketing decisions. Looking ahead to 2026–27, Canada Pork's priorities include strengthening collaboration with provincial pork organizations, advancing the Verified Canadian Pork Program, and continuing to build Canada's reputation internationally for food safety, traceability, quality, and food security.

Ontario Swine Conference and Ontario Pork Annual General Meeting

The Ontario Swine Conference will take place March 24–25, 2025, at the Sheraton Fallsview Hotel in Niagara Falls. The conference program will feature sessions on production innovation, economics, animal health and welfare, trade, and practical farm management strategies. Full program details are available on the conference website: <https://ontarioswineconference.ca/>

Ontario Pork will hold its Annual General Meeting (AGM) at 9:00 a.m. on March 25 during the conference. The AGM is open to producers and industry participants and will include updates on Ontario Pork's activities and initiatives over the past year, presentation of the financial and audit reports, an update from the Canadian Pork Council, and elections for an at-large Board position. For questions regarding the Ontario Pork AGM, contact [Ontario Pork](#).

2026 Zone Meetings and Elections Update

The Board of Directors discussed outcomes and the feedback from producer meetings held by Ontario Pork in February 2026. Over 180 producers attended the meetings. As per 403/10 regulation, elections were held in zones 1 and 5 this year for the purpose of electing delegates and Board members. Within the zone election process, 26 delegates and 2 Board members were acclaimed (zone 1 Board member: Karen Sanders; zone 5: Bruce Hudson). Elections for one at-large Board positions will be held at the Ontario Pork annual general meeting. The deadline for delegates to submit their nominations to Ontario Pork is March 15, 2026.

Swine Innovation Porc Update

The Board received an update from Daniel Ramage, General Manager of Swine Innovation Porc (SIP) and the organization activities and ongoing national research initiatives. SIP coordinates research and knowledge transfer for the Canadian swine sector. Daniel highlighted the economic impact of the Swine Research Cluster (2010–2023), noting approximately \$50 million invested in research supporting priorities such as animal health, welfare, nutrition, product quality, and environmental sustainability, generating an estimated 30% return on investment. The current Swine Research Cluster 4 represents a \$20.16 million program, including \$10.63 million from Agriculture and Agri-Food Canada (AAFC) and \$9.53 million from

producers and industry partners. SIP noted that the Pork Promotion and Research Agency (PPRA) has helped strengthen the industry's ability to leverage federal research funding. Daniel also noted current challenges, including increasing industry funding requirements and a changing research landscape as some agricultural research centres close and public investment in agricultural research and development declines.

Research Update

The Board of Directors approved funding recommendations for six research projects that the Research Proposal Review Committee had reviewed and recommended for funding at its meeting on March 3, 2026:

- Enhancing manure application sustainability with the 360Rain system in a corn-soybean rotation
- Identification of infertile gilts to reduce costs in breeding-farms using a vaginal microbiome-driven fertility predictor
- SWINESAFE: Field validation of disinfectant reliability and biosecurity practices in Ontario swine transport and facilities
- Examination of refinement of on-farm euthanasia in nursery pigs: impacts on welfare and producer experience
- Uncovering hidden drivers of sow removal with advanced epidemiological methods
- Developing a bivalent vaccine for porcine epidemic diarrhea virus (PEDV) and porcine deltacoronavirus (PDCoV)