

BC Pork *Newsletter*

George Leroux Re-Appointed Commission Chair

The Provincial Cabinet has re-appointed George Leroux as Chair of the BC Hog Marketing Commission. The announcement was made by FIRB representatives at the July 27th meeting with BC Pork. The Chair's new term extends to July 31 2012.

Industry Organizations

The Association and the Commission are continuing a review of the respective roles and responsibilities. The goal is identify the most effective structures that deliver services to producers at an affordable and equitable cost.

It is intended that the results of the review will be shared with Registered Producers in a general meeting this fall.



Market Promotion Report Geraldine Auston

BC Pork Brand - Development, Launch & Awareness

Over the past year the BC Pork has been busy with the first stages of developing and educating producers, retailers, chefs and consumers on the new identity of BC pork products. The "BC Pork Proudly Grown, Close to Home" brand is more than recognition of local BC product. Our brand is about our farmers, how they farm—awareness and consideration of their environment, needs of their animals and of supplying high quality, safe food to our neighbours.

A number of projects have been completed, are underway, or are long-term and ongoing. An example of these are detailed below:

Identity Development/Branding

A logo/brand, website, banner stand, product labels & meat 'pin' cards and logo/signage for farm vehicles have been produced and are in use. The retail labels and meat 'pin' cards are in use in specialty markets and meat shops in the lower mainland. To date we have distributed over 15,000 labels to be put on product at the retail level so consumers can quickly identify that they are purchasing BC product and supporting their neighbouring farms.

(Continued on Page 3)



New Programs to Encourage BMP & Innovation

The “Growing Forward” program has funding for pilot programs to encourage the introduction of “vegetative buffers” along water courses. Funding can cover up to 100% of the costs for pilot programs. Interested producers should contact BC Pork for more information.

The Investment Agriculture Foundation of BC has received an additional \$1.5 million for new programs that encourage innovation. There are two components to the program - small projects requiring up to \$25,000 and large projects with

funding up to \$250,000. Individuals or organizations can apply for funding for adaptive or applied research; development or demonstration of innovative technologies, processes or products; or projects that support the adoption of a product, process or technological innovation.

BC Pork is considering an application that could expedite the industry’s “differentiation” strategy.

For more information contact BC Pork or the IAF of BC.

Alternatives for Dead Animal Disposal

An HIDF program, addressing the disposal of dead animals is being offered to Registered Producers. The Fund invites producers to develop and implement an on-farm disposal system and will pay up to 50% of the costs of the system.

Currently Fraser Valley producers are dependent upon the Westcoast Reduction program.

A review of disposal systems in other jurisdictions was undertaken and

possible alternatives, including incineration and composting, were identified. Copies of the study are available on request by contacting the BCHMC / BCPPA offices.

This program is available to all registered producers in BC regardless of location.

BC Pork believes the existence of viable alternatives would be beneficial to the industry.

BC Marketing Numbers - Jan 1 to June 30

Year	Market Hogs (no. of head)	Round Hogs (no. of head)
2011	59,207	16,568
2010	79,450	16,914
2009	69,120	17,000

**BC HOG
MARKETING
COMMISSION**

Chair George Leroux
Vice Chair Ron Boes
Members

Scott Doerksen
Mike Soth

**BC PORK
PRODUCERS
ASSOCIATION**

Chair Jack DeWit

Directors
Chad Goertzen
Rolf Soth

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Market Promotion Report - Continued

Awareness/Promotional activities

Our programme, like our industry is a small one. However, in a short period of time we have been able to build awareness and support of the BC Pork brand and have renewed interest in pork and particularly in sourcing local BC pork products. One of our focuses are chefs and the foodservice industry in BC. A couple of examples of work with this market are:

BC Foodservice Expo

BC Pork has been present at the largest foodservice event in BC for the last two years. By sponsoring the cooking events, we ensure BC pork products are in use at this event. Our sponsorship of the Jr Chefs “Hot Competition” has enabled us to get the creative juices going of a dozen of our up and coming chefs, with sensational results. This year BC pork was also the ‘mystery’ ingredient in our version of the iron chef competition and the chef of the year won with his unique BC pork dish.

48th Annual Canadian Culinary Federation (CCFCC) Conference, Vancouver, June 2011

BC Pork was a sponsor at this annual conference which attracts chefs from not only all over Canada, but also the US and other parts of the world. It will be the largest culinary event in North America this year. It was a great opportunity to highlight local BC pork to our chefs at what is essentially the Olympics of food.

Media

We have been fortunate to attract some media attention over the past year, some examples of this include:

- Edible Vancouver, Fall 2010—BC Pork Feature on farmers and new brand
- BC Chefs Quarterly, Winter 2011—BC Pork Feature on farmers and new brand
- Country Life in BC—August 2010 & June 2011, Feature on new BC Pork Brand
- AgriDigest—August 2010, Feature on new BC Pork Brand
- Anna & Kristina’s ‘The Grocery Bags’ episode on pork, January 2011
- Revelstoke Current—Feature on BC Pork
- Pinnacle Hotel at the Pier YouTube BC Pork Recipe
- House of Q—Global TV pork barbecue segment on July 7
- May 2011 Public BC Pork Brand Launch - the public launch of our logo attracted a high degree of interest and resulted in provincial coverage of our new brand in over 50 local newspapers with a reader-reach of over 1.8 million BC readers/consumers.