

BC Pork *Newsletter*

Scott Doerksen Re-elected to the Commission

Commissioner Scott Doerksen was elected by acclamation for a further two year. Scott, and brother Jerry, own Benlo Farms, a farrow to finish operation in Abbotsford.

Canadian Pork Consumption

Canadians continued to consume an average of 22 kgs of pork each in 2011, about the same number as 2010. This is good news for the industry as consumer prices rose an average of 8% on a year over year basis, meaning that higher prices did not significantly deter consumption.

With consumer prices of pork predicted to increase in 2012, the industry may have to increase its promotion programs to ensure consumption remains at acceptable levels.



2011 BC PORK CONGRESS

Approximately 40 producers and other interested industry stakeholders attended the 2011 BC Pork Congress.

The morning was spent with Lee Whittington and Dr. Jennifer Brown both with the Prairie Swine Centre in Saskatchewan. Lee shared information about the hog industry and the research work being conducted at the Prairie Swine Centre. Jennifer provided information regarding the work done between stalls and group sow housing. She addressed the major concerns about group housing and presented options of making it work. Jennifer also shared with the group the recently completed study undertaken regarding the transport effects of hogs from the farm to the processor. Issues addressed included pig welfare and meat quality during summer vs. winter transport and also between compartments within the truck.

The afternoon sessions focussed on Value Chains and how to help our industry advance.

Ben Woolley with Sunterra Farms shared his company's introduction, challenges and successes regarding production, processing and at the retail level.

Dr. Cathy Templeton with Synergy Swine Inc., took us through her work with an industry group in Ontario who raise and market 8,000 hogs per week using a vertically coordinated system.

Bill Henderson with the Investment Agriculture Foundation of BC presented steps on how to create a value chain and provided samples of a variety of organizational infrastructure types. The pros and cons of each type were addressed.

The day concluded with discussion and questions regarding value chain services.

Pig Trace

While some delays have occurred in setting up systems, PigTrace Canada (on behalf of the CPC) continues to work towards meeting the expected January 2013 implementation of the new federal regulations. Provincial producer organizations will be responsible for completing the registration of

premise ID's; allocating slaughter tattoo numbers; providing producer outreach, education and support services; assisting with the verification and correction of provincial data; and, submitting financial reporting data to support reimbursement of costs.

“COOL” Ruling

A WTO Panel has ruled against the US Country of Origin regulations (known as “COOL”). The decision comes after years of work by the Canadian Pork Council and strikes down elements of the U.S. legislation as it applies to imported livestock.

Implemented in 2008, COOL required packers to track the origin of the meat from production to retail. As a result, administrative costs rose on both sides of the border and soon trade to Canada’s largest foreign market weakened. Paired up with the lingering effects of the bovine spongiform encephalopathy crisis, H1N1 and weak pricing, cattle exports dropped 23 per cent and hog exports dropped 36 per cent from 2007 to 2009.

The Canadian Pork Council said the regulations cost the industry millions, while the cattle industry lost \$400 million annually thanks to COOL, the Canadian Cattlemen’s Association reports.

While the Panel decision may be subject to review by the WTO Appellate Body, CPC will be working with like-minded groups in the U.S. to find a meaningful solution without further litigation. “There has been considerable damage to our exports – for no reason”, said CPC President Jurgen Preugschas. “The North American hog industry is highly specialized, and was very integrated before COOL. We need to try to get back to normal as soon as possible.”

Results of the Association Special General Meeting

President Jack DeWit explained that the meeting was called to determine the organizational structures that best serve the BC Pork industry, providing programs and services that benefit producers.

Association Directors had met previously to develop recommendations which were presented to the meeting by Director Chad Goertzen. Directors recommended that the Commission be continued as a vehicle to provide equitable funding for industry programs but that it be operated at minimal costs. The Association should continue to represent producers and to be the program delivery agent.

After discussion, the meeting endorsed the recommendations to continue the Commission and the Association as currently structured with the the roles and functions as described.

The next steps include reporting the Association’s recommendations to the FIRB and to the Commission followed by decisions by those two bodies.

BC HOG MARKETING COMMISSION

Chair George Leroux
Vice Chair Ron Boes
Members
Scott Doerksen
Mike Soth

BC PORK PRODUCERS ASSOCIATION

Chair Jack DeWit
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