

# BC Pork *Newsletter*

## Management and Administration Changes at BC Pork

Jack Wessel and Dianne Driessen have informed Association President Jack Dewit and Commission Chair George Leroux that they will not be seeking a renewal of their current services contract when it expires on March 31 2012.

Jack W said he is looking to retire while Dianne D has been appointed as the General Manager of the BC Cranberry Marketing Commission effective in the spring of 2012. That post is expected to be a full time position.

The Association and Commission Boards will soon look at options for new management and administrative services, ensuring a smooth transition to a new team.

## PigTrace Canada

PigTrace Canada continues to move towards the planned 2013 implementation date. In the meantime it has released a "Manifest" for interim use by producers. Copies of the manifest can be obtained at [www.pigtrace.ca](http://www.pigtrace.ca) under Documents and Resources.

The manifest has been created as a writeable PDF which allows users to save and print the document as necessary. Fields which will be required by proposed regulations are highlighted so producers know what information will be necessary in order to achieve full compliance.

Although proposed swine traceability regulations will require the necessary information to accompany pig shipments when moving swine and/or swine carcasses, use of the PigTrace Canada manifest is not mandatory.

Existing commercial manifests may continue to be used as long as they fulfill all requirements. PigTrace recommends that you review your document to ensure that all necessary data is being captured for your own ease in record keeping.

Traceability will be mandated by the Canadian Food Inspection Agency and the PigTrace program has been approved by the Canadian Pork Council.

There are three pillars of traceability:

- ◆ Identification of farms
- ◆ Identification of animals
- ◆ Tracking movement of animals

The Canadian government has provided \$7 million to help set up the PigTrace program, offices and staff. Offices are located in Winnipeg Manitoba.

## Canadian Pork Promotion

Plans are being developed through the CPC and with the co-operation and participation of the Meat Council for a new Canada wide program that will highlight pork for Canadian consumers. The new programs will inform consumers about the quality and differentiation of Canadian pork, and will be tied to

a program that identifies Canadian pork at the retail counter.

Cuts, and preparation methods in other countries are being reviewed with the expectation that it will result in new pork products being introduced into the Canadian market.



## Flu Update

As flu season is here again, the media is again featuring a few stories about "swine flu". The US reports 12 instances of human infections with a new flu virus H3N2 which MAY have originated in pigs and jumped to humans but half of the cases had no documented contact with pigs.

Twelve cases may not seem like much, but it is enough to get some public attention and may have helped prompt the CFIA to urge farmers and farm workers to get this year's seasonal flu shot to reduce the risk of transmission of influenza viruses between livestock and humans.

The Canadian Swine Health Board (CSHB) earlier this year also urged producers and farm workers to get the vaccine, but has no legal authority to require vaccinations. CSHB Executive Director Robert Harding said there is some resistance among farmers to getting vaccinated. A pilot program in Prince Edward Island found that about 30 per cent of farmers and workers got the shot on their own and another 20 per cent accepted it when it was offered on site, he said.

"There is resistance in all parts of the population to getting vaccinations," said Harding. "Farmers are no different."

## Hamstrung

New Regulations passed by the Queensland (Australia) state government require pork producers to install illuminated exit signs on pig pen doors along with a prominently displayed written evacuation procedure.

Pork Producer, Darryl Stewart, said while he has complied with the regulation, the biggest difficulty he's having is teaching the pigs to read the signs and the procedures document. He said that as an extra precaution he's planning to train the four most intelligent pigs as fire fighters.

## HIDF Report

Total costs of the HIDF programs for 2011 was just over \$80,000. Producers pay half of the costs with the HIDF Fund paying the other half.

The biggest HIDF component continues to be the dead animal recycling program, costing \$56,000, followed by the CQA program at

\$8,500. Other components include BC's share of national promotion programs, two local market development programs and Sharps removal.

The HIDF fund balance is just over \$500,000 and the Advisory Committee will be meeting shortly to map out its 2012 plans.

## BC HOG MARKETING COMMISSION

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

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## BC PORK PRODUCERS ASSOCIATION

Chair Jack DeWit

Directors  
Chad Goertzen  
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