



July 2012

## BC Pork Newsletter

BC Hog Marketing Commission  
BC Pork Producers Association

### Welcome to Gary Rolston, Newly Appointed BC Hog Marketing Commission Chair

I would like to welcome Gary Rolston as the newly appointed Chair of the BC Hog Marketing Commission. Gary attended the July BC Pork combined organization meeting in July and was able to meet the boards and get a 'taste' of what is going on in the hog industry. Gary comes to us with varied agriculture experience and looks forward to being able to meet with all of you over time.

Gary is Professional Agrologist with 30 years' experience in the agriculture industry. For the first 7 years after university, he worked in farm land property management in Alberta and the Fraser Valley. A position as the District Agriculturist with the BC Ministry of Agriculture took him to Comox in 1987. Since 1997, his company, From the Ground Up, has been providing consulting services to the agricultural industry in South Coastal BC. His work is in two main areas, business planning and beneficial re-use of waste products.



Gary has a Bachelor of Science in Agricultural Economics from UBC (1981) and a Diploma in Urban Land Economics from UBC (1986).

Before starting university Gary, who was raised on a ranch in the Okanagan Valley, worked for 2 years at Borsato Meats (now Britco) in Langley .

Gary has served for several years on the Board of Directors of the Comox Valley Economic Development Society, Pentlatch Seafoods, the Komoks First Nations Economic Development Corporation and Community Futures Strathcona.

I look forward to working with Gary to represent the hog producers in BC.

Welcome to the BC Pork community, Gary!

### Thank you, George!

George Leroux wraps up his term as Chair of the BC Hog Marketing Commission today.

It is well known that George worked with the hog producers during a difficult organizational transition, as well as through very difficult economic times for our industry.

We thank him for his efforts and wish him well in all of his projects, of which I know there are many!

Thanks and best wishes to you George.

### BC Pork Congress

Thursday, November 1, 2012

Details coming soon.

Mark your Calendars!

### Your industry representatives:

#### BC Hog Marketing Commission

Chair	Gary Rolston
Vice Chair	Ron Boes
Members	Scott Doerksen Mike Soth

#### BC Pork Producers Association

Chair	Jack DeWit
Directors	Chad Goertzen Rolf Soth

## **Government of Canada Seeking Comments on Proposed Pig Traceability Regulations**

OTTAWA, July 16, 2012: The Government of Canada is further strengthening Canada's livestock sector by proposing new regulations that would make traceability mandatory for pigs. An enhanced traceability system for swine would help protect the health of Canadians and the national herd, and could contribute to the reopening of export markets in the event of an animal disease outbreak.

After working with a broad range of stakeholders, including swine industry associations, provinces and territories, and other federal departments, the Canadian Food Inspection Agency (CFIA) is proposing regulations that would require custodians of pigs to:

- identify all farmed pigs and farmed wild boars using approved methods; and
- record and report all movements of pigs from birth or import, to slaughter or export.

In Canada, mandatory identification systems are already in place in the cattle, bison and sheep sectors. The proposed regulations would bring national consistency in the pig sector and build on what is already in place in some provinces. For example, Alberta enhanced its capacity to track animals from farm-to-slaughter in 2011 with the launch of the Alberta Swine Traceability System.

Recently, the Government of Canada introduced the *Safe Food for Canadians Act*. If accepted, the Act would strengthen and modernize Canada's food safety system, including elements of livestock traceability.

The proposed regulations are being introduced through an amendment to the *Health of Animals Regulations*, which has been published in *Canada Gazette*, Part I, for public comment. Comments will be accepted until August 13, 2012.

More information is available on the [CFIA website](#) or the [Canada Gazette website](#). Comments can be sent to [trace.consultation@inspection.gc.ca](mailto:trace.consultation@inspection.gc.ca). For more information on traceability in Canada, visit [www.inspection.gc.ca/traceability](http://www.inspection.gc.ca/traceability).

### **Animal health expert slams media over antibiotic report**

In the wake of a national poll conducted by Consumer Reports that found that a majority of Americans want their supermarkets to sell antibiotic-free meat, associations representing poultry, meat and related animal agricultural groups have decried the findings and defended the industry's use of antibiotics.

Consumers Union, the public policy and advocacy arm of Consumer Reports, has been using the report - "Meat On Drugs: The Overuse of Antibiotics in Food Animals and What Supermarkets and Consumers Can Do to Stop It" - to support a new advocacy campaign urging supermarkets to sell only meat raised without antibiotics.

For more: <http://www.meatingplace.com/Industry/News/Details/34742>

### **Social Media Allows Swine Veterinarians to Share Information on Disease Threats**

The establishment of a new national communications network for swine veterinarians is expected to speed up the response to health threats within the Canadian swine industry. To address gaps identified in the national surveillance needs within the Canadian swine industry the Canadian Swine Health Board initiated the development of the Canadian Swine Health Intelligence Network. Project Manager Dr. Chris Byra, with Greenbelt Swine Veterinary Services, one of a group of companies involved in the initiative, explains the network uses social media to allow swine veterinarians across the country to communicate regularly and share information on new disease threats. For more: <http://www.farmscape.ca/f2ShowScript.aspx?i=23994&q=Social+Media+Allows+Swine+Veterinarians+to+Share+Information+on+Disease+Threats>

## **World on Fire: Doomsday movie shot in Abbotsford—Saar Bank Farms in Oregon?**



In mid-July the Vanderlinde family farm was 'relocated' to Oregon while it was transformed into the site of a volcanic eruption, as the TV action mini-series *World on Fire* was being filmed there. It will remain to be seen if they realise that the BC Pork logos are on the back of the vehicle or if we will get free publicity when this mini-series airs.!

The Vanderlinde corn field looked like a disaster scene, with a fire truck, ambulance, Humvee, soldiers, paramedics, firefighters, and a massive crane raising and lowering a futuristic orb, as smoke drifted across the scene.

Thanks to Magdalene for sharing their exciting story!

*World on Fire* is being shot by Reunion Pictures of North Vancouver in a two-episode package for television. The four-hour miniseries is being produced by U.S.-based Sonar Entertainment. Assistant location manager David Tamkin said Reunion did a considerable amount of shooting in downtown Chilliwack earlier in the month.

Location scouts chose the Abbotsford farm because they liked the classic big red barn on site, and the mountain views provided the right backdrop for a volcano movie.

The movie is set in small-town Oregon, where an oil drilling company taps into a vein of compressed magma and sets off a chain reaction of volcanic eruptions. The "save the world" scenes were being shot in Abbotsford, with the pod containing the hero geologist lowered by crane down into the heart of the volcano.

The effects crew was also to detonate an explosion to create a geyser effect that was to send debris 90 feet into the air. Meanwhile, smoke machines were simulating volcanic ash drifting across the scenes.

– With files from the Chilliwack Progress

### **BC Hog Marketing Commission**

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**Do you have any questions or comments for us? Ideas for our next newsletter?**

**We would love to hear from you!**

**Give us a ring or send us an email.**