

BC Pork *Newsletter*

BCFACC Workshop

Pork continues to offer the laptop computer and program "Training Toolbox for Pig Production". Registered producers may borrow it (at no cost) by contacting Dr Chris Byra. The information covers all aspects of hog production and those already using it have given it high marks.

BC Pork Logo Launched

The BC Pork logo (Proudly Grown - Close to Home) was publicly launched at a media event on May 17th.



Geraldine Auston, Jack Dewit, Chad Goertzen and MLA John van Dongen addressed the group and several registered producers were in attendance to support the initiative.

Thirty five (35) BC newspapers carried pictures and articles

of the launch and highlighted "Proudly Grown - Close to Home".

The media message emphasized the attributes of the BC hog and pork industry noting that BC hog farmers and families are unique and local.

The message continued - To ensure top quality pork products, food safety and sound animal care practices, BC hog farmers participate in a number of programs, both provincial and national. For many years BC pork farmers have followed Agriculture & Agri-Food Canada's Recommended Code of Practice for the Care & Handling of Pigs, participated in the Canadian Pork Council's Animal Care Assessment (ACA) as well as the Canadian Quality Assurance (CQA) program. In BC, the Production Protocol Enhancement Plan sets new standards in a range of production areas.



MLA John van Dongen addresses the BC Pork logo launch event

HST Referendum

The introduction of the HST in BC was estimated to save BC Producers \$15 million annually and to reduce paperwork.

Given the controversy surrounding the introduction of the HST, the provincial government agreed to put the issue to a referendum to decide whether to retain the HST or return to the former dual GST / PST system. The Government has promised to abide by the results of the referendum.

Farm groups, lead by the BC Agriculture Council (the BC Pork Producers Association is a member of the Council) are urging all

Producers to become involved in the public forums and discussions leading to the referendum. BCAC has also partnered with 37 other BC business associations to form the "Smart Tax Alliance" which has been designated as the official "No" proponent in support of retaining the HST.

For information on location and times of the public forums, go to: <http://www.hstpublicforums.ca>

Elections BC will be conducting the vote by mail. Ballots will be mailed in mid June, to every British Columbian of voting age, and must be returned by July 22nd.

New USDA Guidelines for Pork Cooking Temperatures

The U.S. Department of Agriculture now recommends that pork can be consumed safely when cooked to 145 Fahrenheit (63 C).

The new recommended temperature is a significant 15 degrees F less than what was previously recommended

and typically will yield a finished product that is pinker in color.

The revised recommendation applies to pork whole-muscle cuts, such as loin, chops and roasts. Pork cooked to this temperature will be juicy and tender.

Consumer Decisions on Buying Pork

According to the (US) National Pork Promotion & Research Board, consumers devote more time making a meat purchase decision than any other food purchase decision. Consumers do not seek assistance in those decisions and are influenced most by advertising and price.

Accordingly, the more consumers go into a store thinking about buying pork, the more competitively pork is priced and the more "friendly" pork is to buy, the more pork will be bought, the board concluded.

The BC Pork logo "Proudly Grown - Close to Home" fits well with those findings as it highlights pork with a friendly message.

BC HOG MARKETING COMMISSION

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