

BC Pork *Newsletter*

Future Role for the Commission

The Commission is responding to the Farm Industry Review Boards directive regarding its role, structure and voting. Joint Association Director and Commission meetings are underway addressing these parameters and it is expected that recommendations for producers consideration will be developed and circulated shortly.

CPC and Animal Care

The CPC is looking for producer testimonials to help promote and raise awareness of the Animal Care Assessment Program. If you would like to provide a testimonial regarding the implementation of the program on your farm, please forward your comments to Dianne.



BC Pork Logo Promoted

The official launch of the BC Pork Brand will be held on the afternoon of May 17th. After the soft launch of the new logo last August this event is intended to spur further interest in BC pork products, BC Producers, and build support from local consumers for our brand and products.

BC Pork has teamed with the culinary program at the University of the Fraser Valley to create special BC pork samplings and have invited agriculture, food and mainstream media to the event. As well, local and provincial government representatives, BC Pork Producers Association Directors, BC Hog Marketing Commission Commissioners, industry partners and those farmers who are participating in market development projects, will be in attendance. The timing of this event coincides with producers' accomplishments regarding the standards established by the Production Protocol Enhancement Plan and the idea that the BC Pork, ***Proudly Grown Close to Home*** brand is more than an identifier of product source. BC Pork ***Proudly Grown Close to Home*** is about how BC producers farm, where they farm, and the special nature of the products.

Our goal for the event is to highlight the BC Pork logo, explain what it means and leave everyone with a positive impression of BC Pork Producers and BC pork products.

Markets

Over the past six weeks US live hog prices have climbed by 15 to 20 dollars per hundred kilograms but a strong Canadian dollar has restrained Canadian pork prices.

H@ms Marketing Services general manager Perry Mohr notes prices to producers in the U.S. are now at record levels. He stated that the challenge facing producers is that almost on a daily basis profitability is impacted by rising feed grain prices.

It's also a cool wet spring, and seeding both in Canada and the USA, is delayed. The delay could pressure feed grain prices as the prospects of good yields diminish.

There may also be a strong demand for ethanol production from the corn crop as prices of a barrel of crude oil surge past \$100 and US prices at the pumps for automotive fuel reach \$4/gallon.

Transportation ?



How many live pigs can you fit on the back on a motorcycle?

In southeast Asia it's more than a dozen.

Hog Breeding Herd

Statistics Canada reported recently: "The hog breeding herd appears to have stabilized after a steady decline that began in the second quarter of 2007 and continued up to the first quarter of 2010. As of April 1, 2011, sow inventory remained virtually unchanged at 1.3 million head, down only 0.2% from a year earlier, and down 5.1% from the same date in

2009. In addition, farmers anticipated no significant changes in the number of sows expected to farrow during the second and third quarters of 2011." Meanwhile BC's first quarter marketings were 28,331 market hogs and 7,911 round hogs. The comparable 2010 numbers were 41,389 and 8,312.

PPEP Standards Achieved & Payments Completed

With the exception of a few questions to be resolved by Board decisions, the PPEP program is completed. Twenty four (24) producers achieved the Level 1 standards and sixteen (16) producers achieved Levels 2 and 3 standards. Producer payments under the program were \$547,253 on Level 1; \$327,523 on Level 2 and \$264,420 on Level 3. Additionally \$117,594 has been reserved for producers who may return to the industry after the HFTP "down" period and who may then achieve the PPEP standards.

There have been other costs related to biosecurity and some PPEP funds will also be used for the new 3 year Association program lead by Dr Chris Byra.

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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