

Promotions, promotions! It has been a busy few weeks of promoting BC Pork with all sorts of efforts from BC Pork, Johnston's & Lepp Farm Market all jointly working to bring awareness to the consumer of our farms and our products.

This issue is dedicated to those efforts. Enjoy the images of these very exciting events!

Spring in the Valley

The thaw is underway which brings with it the usual cautions around potential flood in the Fraser Valley. Tom Droppo, Swine Specialist at the Ministry of Agriculture, is keeping BC Pork apprised of conditions.

Hog farmers are in the moderate, or blue, zone so there is no immediate threat. However, this is a good time to review your emergency preparedness plans, or create them, and ensure that you have the right insurance coverage in place. As has been the case for many years, we hope this period passes without event, but being prepared and knowing your options is always a good idea.



If you would like to keep an eye on the status of river levels, please visit the Ministry of Agriculture website at:

<http://www.agf.gov.bc.ca/emergency/Flood/flood.html>

Please contact the BC Pork office or Tom Droppo if you have further questions.

In this issue:

- **Spring in the Valley**—the annual melt is on and with it the annual flood watch and related precautions.
- **National Biosecurity Training** comes to BC
- **Grillz Gone Wild**
- **Pork on the Grill at Lepp Farm Market**

Your industry representatives:

BC Hog Marketing Commission

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

BC Pork Producers Association

Chair	Jack DeWit
Directors	Chad Goertzen
	Rolf Soth



Implementation of the National Biosecurity Training Program in BC

BC was ahead of the game with the introduction of our provincial BC Pork Biosecurity Program 3 years ago. Since that time, the Canadian Swine Health Board has developed the National Swine Farm – Level Biosecurity Standard (<http://biosecurity.swinehealth.ca/>) and a User Guide (<http://biosecurity.swinehealth.ca/biosecurity-user-guide/>), parts of which should look familiar as many protocols were provided by the BC program.

The program has been introduced throughout pig producing areas in Canada during the past year. It includes attending a half day seminar on the standard, completing a self assessment (of the individual barn's biosecurity practices) then coming up with, in conjunction with a swine veterinarian, a plan to improve two areas.

Since we have already addressed many of the biosecurity risks in our program, BC has a modified implementation program. BC Pork has printed binders for the producers with a description of biosecurity best management practices for each risk area and includes the self assessment form relating to that area. We are asking producers to review the area, complete the form to the extent possible before the farm visit. One of the swine veterinarians (Drs. Chris Byra or Josh Waddington) will visit the farm, review the completed self assessment form and present a shortened version of the seminar addressing areas not well covered by the BC Biosecurity Program. Together the producer and vet will identify two areas to improve and develop a plan for the improvement. In the Peace River area, Dr. Brian Terrane will provide the service.

To compensate the producers for their time including completing the self-assessment and for veterinary costs, the farm will be provided with \$650 plus \$500 to cover the veterinary bill.

The binders are being mailed to the farms and you will be contacted by one of the vets during the next 4 months. The visit will be combined with the CQA/ACA visit where feasible.

If you have any questions call Dr. Byra at 604-316-6974.



Canadian Swine
Health Board

Conseil canadien
de la santé porcine

This project is an initiative of the Canadian Swine Health Board. Financing was made possible by Agriculture and Agri-food Canada. www.swinehealth.ca

Ce projet est une initiative du Conseil canadien de la santé porcine. Le financement est rendu possible grâce à Agriculture et Agroalimentaire Canada. www.santeporcine.ca

LEPP FARM MARKET **BC pork**
Proudly Grown Close to Home
Present
Brian Misko of
House of Q

LEPP FARM MARKET
BC PORK PRESENTS
PORK ON THE GRILL
BBQ CLASS WITH CHEF BRIAN MISKO

Saturday,
May 5th
7PM
\$67/ea

IT'S TIME TO FIRE UP
YOUR BARBEQUE!

BBQ PORK RECIPES INCLUDE:

- slow-smoked & competition quality ribs
- maple & mustard pork tenderloin
- beer brined pork chops
- hand rolled sausages
- bacon baklava

Classes fill up quickly!
Call 604.851.5377 to register.

Show us your best pig call and get \$10.00 off the class price or win your seat.
For contest details, visit:
facebook.com/leppfarmmarket

PROUDLY
PRESENTED BY
BC PORK

33955 Clayburn Rd. Abbotsford, BC | leppfarmmarket.com | 604.851.5377
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Collage of photos from the three barbecue Fridays featuring BC Pork.

During the campaign we had 200 radio ads and much, much more in mentions and exposure for BC Pork.

There is more consumer awareness of BC Pork and our logo than ever before!



BC Hog Marketing Commission BC Pork Producers Association

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www.bcpork.ca

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.