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Working together to build a stronger Pork Industry for Ontario

OPIC Staff

- Lori Moser, Managing Director
- Sue Shafer, Human Resources Project Coordinator
- Jane Carpenter, Swine Disease Control Project Coordinator
- Donna Kaczmarczyk, Administrative Support

AUTUMN 2010

OPIC News

Keeping you connected to OPIC

10 Years of OPIC Leadership

Current Directors

Stuart De Vries, Chair	(2005)
Janet Schell, Past Chair	(2004)
Rob McDougall, Vice Chair	(2006)
Dennis Crone, Treasurer	(2005)
Eric Schwindt, Secretary	(2007)
Brad Zantingh	(2007)
Dan Cohoe	(2007)
Teresa Van Raay	(2009)
Dave Clark	(2009)
Steve Thomas	(2010)
Dave Hartney	(2010)
Martin Misener, Ex Officio – OSHAB	(2010)

Past Directors

George Charbonneau	(1999/2000 – 2004/2005)
Paul Reeds	(1999/2000 – 2001/2002)
John Bowman	(1999/2000 – 2001/2002)
Harry Stam	(1999/2000 – 2001/2002)
Andrew Fenton	(1999/2000 – 2003/2004)
Richard Smelski	(1999/2000 – 2005/2006)
Dan Cohoe	(1999/2000 – 2005/2006)
John Aldermen	(1999/2000 – 2005/2006)
Joanne Selves	(1999/2000 – 2007/2008)
Cliff Knip	(2001/2002 – 2003/2004)
Mary Lou McCutcheon	(2001/2002 – 2003/2004)
Tom Reidy	(2003/2004 – 2006/2007)
John Rheume	(2003/2004 – 2009/2010)
Joe Dales	(2003/2004 – 2007/2008)
Ernie Sanford	(2004/2005 – 2007/2008)
Phil Anwender	(2005/2006 – 2007/2008)
Greg Haskett	(2007/2008 – 2008/2009)
Steve Johns	(2001/2002 – 2009/2010)
Gilbert Vanden Heuvel	(2004/2005 – 2009/2010)

Getting to know the OPIC Chair

-Stuart De Vries



Why did you accept the role of OPIC Chair?

I like OPIC as it is quite unique: on our volunteer Board of Directors and our committees, we have seen people who are volunteering their time to work together moving the industry forward. Sometimes, this includes sitting down with competitors too. If you look around at most other industries both here in Canada and around the world, you start to truly appreciate the uniquely collaborative efforts of OPIC.

Also, I have been with OPIC since 2005 and am interested in serving my industry. Lastly, as a graduate of the 2-year Advanced Agricultural Leadership Program (AALP), this gives the opportunity to use some of the skills I learned.

Why do you see OPIC as an important organization?

- In the past few years, OPIC is becoming a “go-to” organization in the industry to collaborate with on projects/events, and to tackle new activities on their own.
- There are a lot of issues that cross many sectors of our industry, including: producers, input suppliers, processors, service providers, and everything in between
- A number of these existing and new projects are very wide in scope and thus, are simply out of the traditional mandates of both OPPMB and OMAFRA.
- OSHAB, Human Resources, and now/recently Biosecurity & Emergency Preparedness, are all involving a multi-sectored approach to working together to tackle and provide working (& workable) solutions within our industry as an entirety.

What do you hope to accomplish in your term as OPIC Chair?

For my role as OPIC chair, I hope to maintain the solid work that is already being done in our current projects, and help to ensure a great base/start to our long-term Biosecurity & Emergency Preparedness projects. Personally, I see these recent new projects as building on the work that has been done in the past, and solidifying the “coming of age” for our organization.

What are the five things that you wish everyone knew about OPIC?

1. We aim to represent the industry as a whole: where possible, this is from the farm to the counter – and pretty much everything in between.
2. We continue to grow in responsibilities each year.
3. That occasionally, government organizations are coming to OPIC to work with as a partner.
4. We have lots of great networking, stimulating discussions, and lots of fun.
5. We could use additional representation from the production/farm sector.

What do you do when you are not being the OPIC Chair?

On a personal note: Most of my time away from work is spent being with my young family. This mostly involves lots of fun stuff like playing with my three young sons. In addition, I enjoy reading and staying up to date on current events.

Why would you encourage people to become a member of OPIC?

OPIC is full of what I like to call: “industry keepers”. Although almost all of OPIC’s meetings and committees are from our volunteers, OPIC has something truly unique in that lots of people from different walks of life and different disciplines/expertise’s can and do come to sit to work together to provide input and solutions so that we can develop true win-win outcomes (while learning a lot from each other at the same time). Plus, we have fun doing it!



The Ontario Swine Health Advisory Board

Advancing industry communication and increasing awareness about PRRS and the control and elimination tools that are available.

Preparing for a disease emergency

OPIC has received funding to develop a disease emergency preparedness and response system for the Ontario pork industry. The project will be conducted in collaboration with Ontario Pork. This is the next step following the completion of a successful gap analysis of the biosecurity and emergency response capabilities of the industry in 2009.

The project includes five major activities:

- Establishing an emergency operations centre and making it operational
- Developing an online tool that lets farmers design their own on-farm emergency response plans
- Creating biosecurity and emergency preparedness tools for use within the pork supply chain
- Defining the traceability parameters needed to support effective emergency response
- Testing the effectiveness of the response system through a disease emergency simulation in the spring/summer of 2011

For more information, please contact Lori Moser at lori.moser@rogers.com.

Funding for this project has been provided by Agriculture and Agri-Food Canada through the Canadian Agricultural Adaptation Program (CAAP). In Ontario, this program is delivered by the Agricultural Adaptation Council.

Find out more about the CAAP program online at www.agr.gc.ca/caap.

OPIC Welcomes Dr. Jane Carpenter



Dr. Jane Carpenter joined the OPIC Team in March 2010 as the OSHAB Swine Disease Control Project Coordinator.

She brings with her more than 20 years of experience in the swine industry, including the veterinary pharmaceutical industry. Dr Carpenter has worked in a number of roles in the industry including:

- Director of Professional/Technical services for Wyeth Animal Health
- Sales & technical service representative for Wallenstein Feed & Supply Ltd.
- Swine veterinarian – Carpenter Veterinary Services
- Producer & vice president of the hog division for Cold Springs Farm Ltd.

Dr. Carpenter is a board certified swine veterinarian with the American Board of Veterinary Practitioners.

Visit the OPIC website at www.opic.on.ca

Niagara Peninsula Selected for Swine Disease Control and Elimination Pilot Program

By Lilian Schaer

A control and elimination pilot project for Porcine Reproductive and Respiratory Syndrome (PRRS) will be run by the Ontario Swine Health Advisory Board (OSHAB) in the Niagara Peninsula region this fall.

“PRRS has been causing heavy financial losses in the hog industry and we’ve been working hard at fighting this virus,” says Doug MacDougald, a swine veterinarian and Chair of OSHAB. “This project is a major step forward in our efforts to control and ultimately eliminate this disease from our herds.”

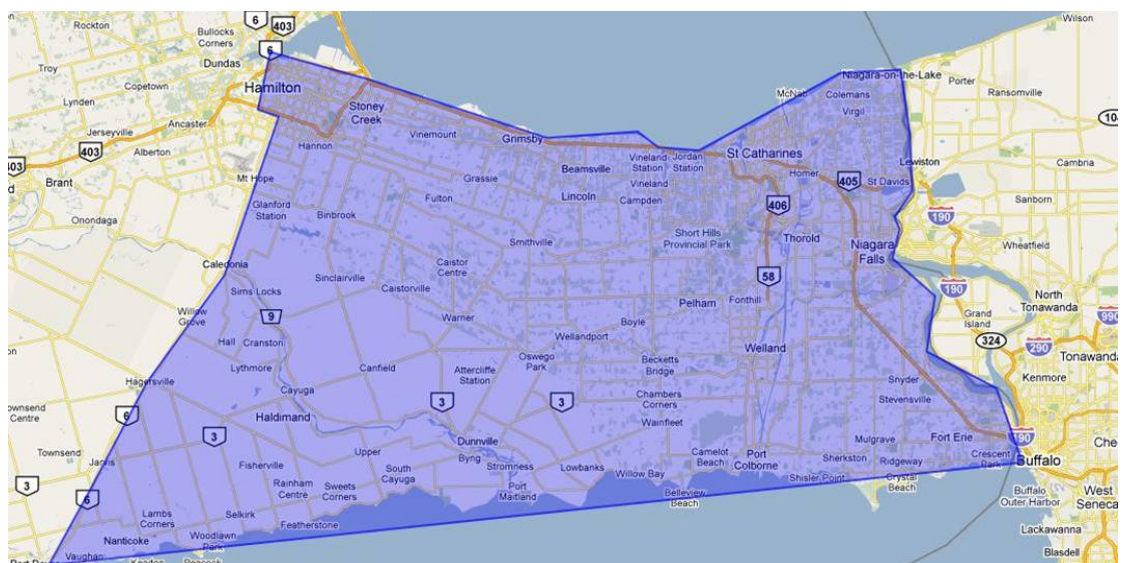
This two year trial is building on the positive results of several similar trials currently underway in the United States, where the virus has been partially and in some cases completely eliminated. The Niagara Peninsula region was chosen for the project because it has a moderate sized pig population, and farmers and industry service providers eager to adopt a collaborative approach to fighting the disease and who have shown excellent support of the project to date. The trial’s control area is bordered by Highway 6 from Hamilton to Port Dover in the west, the Lake Erie shore to the south, the Niagara River to the east and Lake Ontario to the north.

The idea behind the project is to identify the PRRS status of all the herds within the designated control region and then work to control and eliminate the virus in that area. The trial will also focus on building awareness of on-farm biosecurity measures and encouraging information sharing within the industry. In addition to reducing financial losses, effective PRRS control and elimination is essential to keep Ontario hog farmers on a level playing field with their counterparts in the United States.

“Our swine industry is heavily integrated with the United States, so it is important that we keep up with developments that are happening south of the border,” says MacDougald. “Maintaining our competitiveness and our market access are critical cornerstones to the future success of our industry.”

OSHAB hopes to launch a second trial program in the Dundalk/Dufferin County area in 2011, once funding has been secured. The Ontario PRRS control and elimination project is funded by the Ontario Ministry of Agriculture, Food and Rural Affairs, Ontario Pork Research Fund, the Animal Health Strategic Initiative, and OSHAB through financial and in-kind support from the industry. Funding for supporting biosecurity projects has been provided by the Canadian Swine Health Board.

For more information on the project, please contact Dr. Jane Carpenter at jcarpenter7@cogeco.ca.



HOG JOG 2010

Hog Jog 2010 was a huge success!

A record setting 451 runners, along with our Sponsors and Friends, helped raise \$42,500 for the Stratford General Hospital Foundation.

All pledges from the 2010 Hog Jog were donated to The Stratford General Hospital Foundation – to be used specifically for the purchase of life-saving cardiac equipment for the new emergency unit.

This contribution to The Stratford General Hospital Foundation was made in honour of Dr. George Charbonneau and his wife, Ann Coyle. George, a founding director of OPIC and a respected swine veterinary practitioner, utilized the emergency unit of the Stratford Hospital when he suffered a heart attack. Ann, who works in the veterinary practice and as active member of the Hog Jog Planning Committee, is very grateful for the services of their local hospital.



Hospital staff had an opportunity to showcase the defibrillator, specialized ECG machine and heart monitor, some of the cardiac equipment purchased from Hog Jog proceeds. Pictured from left to right; Jim LeSouder, Bill Preston, Anne Campbell, Shirley Veenendaal, Ken Haworth, Lori Moser –OPIC Managing Director, Dan Kane -Hog Jog Committee member, Joanne Selves -Hog Jog Co-Chair, Ann Coyle –Hog Jog Honourary Co-Chair.

OPIC Hog Jog 2010 Raises \$42,500 for Stratford General Hospital Cardiac Equipment



Fun had by all at 10th Annual OPIC Golf Day

Many things have changed for OPIC in the past 10 years but OPIC Golf Day has remained a constant.

OPIC Golf Day came to be in 2001 when Bruce Winkler, an avid OPIC Supporter decided to implement it as a way to raise funds to help OPIC in their mission to Build A Stronger Pork Industry for Ontario. Ten years later and it is still going strong!

Winkler was not only the driving force behind getting OPIC Golf Day started but was one of the key organizers up until 2009 when he relocated to Alberta to take a job as Manager, Field Services and Quality Assurance for Alberta Pork. When asked about missing Golf Day, Winkler responded, "I am sad to miss this great event but am sure that it will continue to be a great fund raiser for OPIC and fun networking day for the Ontario Pork Industry."

120 Golfers took part in this year's event and over \$10,000 was raised to help OPIC continue to leverage funds for new projects, do research and provide feedback, training and networking opportunities to all members of the Ontario Pork Industry.

"It's a fun day and a great fund raiser," says OPIC Managing Director, Lori Moser. "We are very grateful to our Golf Day Sponsors and Participants for their on-going support of this event."

The 11th Annual Golf Day will be held at the St. Marys Golf and Country Club in June 2011. The date will be announced soon.

Golf Day Sponsors...Thank you!

Dinner

Jaken Livestock Services

Lunch

CIBC

Floradale Feed Mill

Ontario Swine Improvement

Paragon Farms

PIC Canada Ltd.

Premier Quality Genetics

Recognized

L.V. Lomas Ltd.

Quality Meats

Holes

Alliance Genetics

Daco Animal Health/Masterfeeds

Elanco Animal Health

Intervet Schering-Plough Animal Health

Maple Leaf Consumer Foods

Maximum Swine

Parks Livestock

PIC Canada Ltd.

Pfizer

Vétoquinol

Shared Holes

Alltech

Shur-Gain, Nutreco Canada Inc.



The Ontario Pork Industry Council: "Working Together to Build a Stronger Pork Industry for Ontario"

Visit the OPIC website at www.opic.on.ca

VOLUNTEER of the YEAR -2010



Dr. Gaylan Josephson receives the OPIC Volunteer of the Year Award from OSHAB Chair Dr. Doug MacDougald.

Dr. Gaylan Josephson was named the 2010 Volunteer of the Year at the OPIC Annual General Meeting in April. This award was started in 2009 as a way to recognize the volunteers that make OPIC and OSHAB possible.

Dr. Josephson, or 'Doc Jo' as he was known to his students when he taught at Centralia College of Agricultural Technology and the University of Guelph has been a very active member of OPIC's sub-organization OSHAB (the Ontario Swine Health Advisory Board) which was established to help tackle PRRS and other Swine Diseases.

Long time colleague and current chair of OSHAB, Dr. Doug MacDougald presented the award to Josephson, who was the first chair of the Board. MacDougald spoke to the crowd about Dr. Josephson's many contributions and said that "he has led this industry with disease diagnostics."

A very surprised Josephson said, "I am very honoured to receive this award. It has been my pleasure to be a part of this great organization."

CAREERS PROMOTION

In 2006, the Ontario Pork Industry Council identified a need for Careers Promotion and Human Resources Training for the Ontario Pork Industry.

To address the Careers Promotion part of this, OPIC HR Project Coordinator, Sue Shafer has been attending Career Symposia and events around the province to tell people about all of the wonderful career options provided by this industry. Most recently, she was at the International Plowing Match in St. Thomas. Shown here are some young people doing careers activities at the OPIC Booth.



Funding for this project was provided in part by Agriculture and Agri-Food Canada through the Agricultural Adaptation Council's Growing Capacity Initiative

Special Interest Meeting

Presented by: Ontario Pork Industry Council



Options for Marketing Pigs in Ontario & The Future of Hog Processing Capacity

November 23, 2010 ~ Arden Park Hotel in Stratford
\$15 registration fee for OPIC Members ~ \$25 registration fee for Non-members
Registration at 6:30 p.m. ~ Starts at 7:00 p.m.

\$25 Fee includes 2011 OPIC Membership for Producers
Pay at the Door ~ No pre-registration required

Examining New Hog Marketing Opportunities in Ontario & What's Ahead for the Ontario Hog Processing Industry?

Big Bug Day 2010

Presented by: Ontario Swine Health Advisory Board



Join us December 1, 2010 in Stratford to:

- Learn about PRRSV Transmission Myths and Realities
- Hear about the progression of the PRRS Elimination Project in the Niagara Peninsula
- Get updated about other OSHAB Projects that are working on advancing biosecurity for the Ontario Pork Industry
- Get motivated by Dr. Mark DeVolder –USA 2010 ‘Top 5 Speaker’ - Change Management
- Participate in the Great PRRS Debate
 - **what are the key opinions of industry experts?
 - **let us know your opinions

December 1, 2010 ~ Arden Park Hotel in Stratford
\$25 registration fee, FREE for producers, hot lunch included with registration.
Registration at 9:30 a.m. ~ Program 10 a.m. to 3:30 p.m.

Register with Linda Dillon, Clinton OMAFRA Resource Centre
Tel: 519-482-3333 Fax: 519-482-5031 Email: linda.dillon@ontario.ca
Pre-registration required by Friday, Nov 26

~~~~~Thanks to the 2010 OPIC Sponsors~~~~~

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eBiz Professionals  
Elanco Animal Health  
Famme & Co.  
Gallant Custom Laboratories Inc.  
George Morris Centre  
Intervet Schering Plough Animal Health  
Jaken Livestock Services Inc.

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Shur-Gain, Nutreco Canada Inc.  
Southwest Ontario Veterinary Services  
Total Swine Genetics  
Wallenstein Feed & Supply  
Wallinga  
Zantingh Direct Inc.

OPIC Project Funding Kindly Provided By:



Agriculture and  
Agri-Food Canada

Agriculture et  
Agroalimentaire Canada

~~~~~Thanks to the OSHAB Sponsors~~~~~

2009 Big Bug Day Sponsors

Gold:

Boehringer Ingelheim (Canada)
Pfizer Animal Health

Silver:

Bio Agri Mix LP
Elanco Animal Health
Intervet Schering-Plough Animal Health
Jaken Livestock Services
PIC
Shur-Gain, Nutreco Canada Inc.

Bronze:

Agribrands Purina Canada
Gallant Custom Laboratories
Merial Canada
United Nutrients Corp.
Vétoquinol
Vista Villa Genetics
Wallenstein Feed & Supply

OSHAB Project Funding Kindly Provided By:

Canadian Swine Health Board
Ontario Ministry of Agriculture, Food and Rural Affairs
Animal Health Strategic Investment
Ontario Pork Research Fund

Developed with the financial and in kind support of OSHAB industry partners