

Embracing a Sustainable Future

acting locally, thinking globally



In Brief

2011



Pork is the most popular meat on the planet, and Manitoba farmers produce some of the planet's best pork. Customers in 30-plus countries seem to agree. The world may be our market, but this province is where we live and farm. With that in mind, Manitoba Pork has mapped out a strong vision for long-term sustainability to share with Manitobans. We call it *Embracing a Sustainable Future*.

Shared Responsibility and Understanding; Prevention; Conservation and Enhancement; Rehabilitation and Reclamation; and Global Responsibility – in every aspect of this plan.

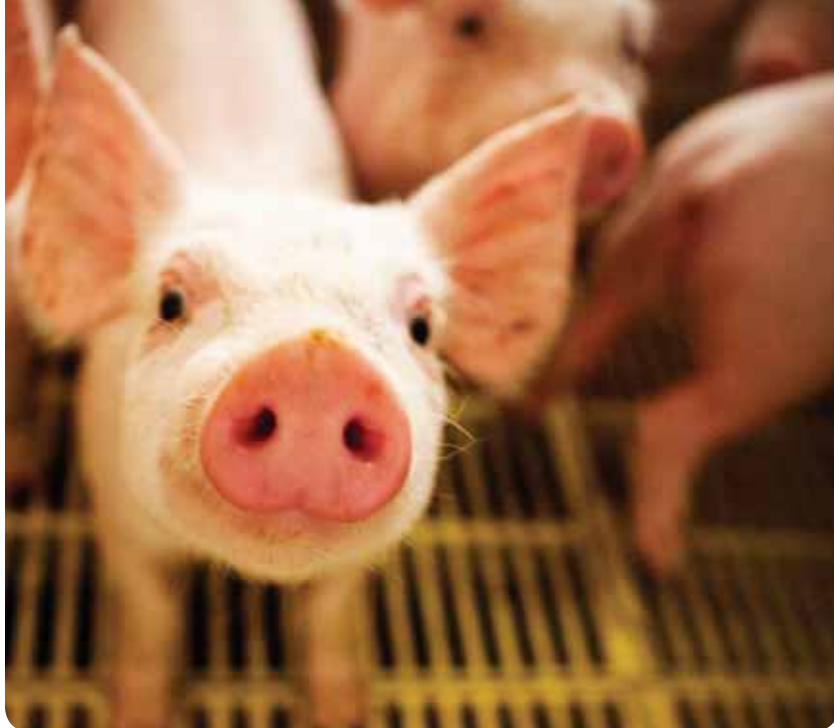
Our record so far

Manitoba Pork is a member organization representing every pork producer in the province. By law, producers pay levies on market

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Sustainable development is fundamental to our success. And this goes beyond introducing a few green initiatives. In forming our plan, we have taken a holistic approach to sustainable development as defined by Manitoba's Sustainable Development Act. We endeavor to follow its principles – Integration of Environmental and Economic Decisions; Stewardship;

pigs and weanling exports. Our role is to provide a voice for pork producers in this province, at the national level and internationally. As such, we represent them to governments, provide educational opportunities for producers, administer food safety, biosecurity, traceability and financial programs, fund research, promote pork, and communicate both with producers and the public.



Pork production contributes about \$750 million to the province's economy and provides 13,000 jobs for Manitobans. Manitoba is the largest pig-producing and pig-exporting province in Canada, accounting for about 30% of national pig production and 60% of national live pig exports. Manitoba pork is exported to 30 countries worldwide.

Farmers have been raising pigs here using a variety of production methods since the province was first settled, but Manitoba's pork industry has undergone much change in the past 30 years. In the late 1990s and early 2000s, it went through a period of phenomenal

growth that has been at once applauded and criticized. In fact, the 2007 Clean Environment Commission report *Environmental Sustainability and Hog Production in Manitoba* called development of the industry in the years after 1994 "haphazard growth." The same document reported that, "in some communities, hog farming has created a number of jobs, which, in turn, has helped keep young families in the communities." And in the end, the CEC indicated there is a "solid base for well-planned future expansion" of pork production.

The past five years have seen 30% of the farms where pork is produced disappear, due in large

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part to extremely challenging economic conditions for all pork producers. Increasing feed grain prices, a high Canadian dollar, plummeting pig prices and Country of Origin Labelling in the United States have contributed to this downsizing. In 2008 the provincial government also banned new construction and expansion of existing barns in southeastern Manitoba and the Interlake, curtailing further development where the majority of pork production takes place.

New regulations governing phosphorous come into effect in 2013 and will require smaller producers to adapt their farming operations. Some producers have opted to stop production as a result of a combination of these circumstances.

Some Manitobans have been very supportive of pork

producers, and some have been highly critical. The development of Manitoba's pork industry may not have been perfect, but we strive to continually improve. Our experience, our supporters and critics alike have all played a role in shaping this plan.

The way forward

The Manitoba pork industry is an integral part of the Manitoba economy. It is linked to all Manitobans as a provider of food, an employer, purchaser of goods and services, taxpayer, and neighbour. Our interests and those of the wider community are inextricably linked.

Now, more than ever, consumers and the general public are taking an interest in the way their food is grown. Meanwhile, explaining animal husbandry and other farming activities hasn't come

easy to producers. We view this plan as a tool to help keep the conversation going.

Embracing a Sustainable Future consists of 82 commitments to sustainable development made by Manitoba Pork on behalf of the province's pork producers. We do not claim that every commitment



“We believe our plan will deliver tangible benefits for producers and the communities in which we work and live.”

is groundbreaking. In some cases, we have committed to carry on initiatives that are already in place, and in other cases we are heading in a brand new direction.

It is important to note that in many cases Manitoba Pork does not have the power to enforce compliance with its commitments. However, we firmly believe that

the process to bring this plan to life, involving consultation over three years with producers and other stakeholders, will achieve better success than any law or regulation.

We believe our plan will deliver tangible benefits for producers and the communities in which we work and live.



Producers Pledge

Manitoba pork producers have long recognized their obligation to continually act with integrity and in the most ethical manner possible in raising pigs. Therefore we pledge to:

- 1) Produce nutritious and safe food for the world;
- 2) Undertake superior animal husbandry practices;
- 3) Protect the environment and the province's natural resources;
- 4) Promote and protect public health;
- 5) Provide a safe work environment; and
- 6) Contribute to vigorous and healthy communities in Manitoba.



Environment

Why is it a priority?

We are proud of our province. Preserving its air, land and water is a priority for pork producers and all Manitobans. Pork producing families want to be able to pass this world on to their children and grandchildren, just like you do. We must take action to ensure that happens.

What we're already doing

Pork producers in Manitoba file annual manure management



Odour and Barn Location

Why is it a priority?

Manitoba pork producers want to be good neighbours, and they realize that they share the countryside with farming and non-farming people. All farms generate odours, dust and noise. At the same time, pork producers recognize that they require the support of their neighbours to operate in harmony.

What we're already doing

Simple actions like injecting manure several inches below the surface of



plans. All of them are already working toward making improvements to their operations that will allow them to meet or exceed standards that will be required by 2013.

A few producers have made notable investments in the newest technologies for handling and treating manure, with mixed results.

What we're going to do

We commit to encouraging all producers to install and use technologies, where practical, to minimize the release of methane gases from pig production facilities. (Commitment #6)

Producers will contribute to reducing soil phosphorous by applying manure to the land at a rate not exceeding 1x phosphorous removal over a three- to five-year crop cycle. (Commitment #13)



the soil and planting shelterbelts around barns help to reduce odour from pork production.

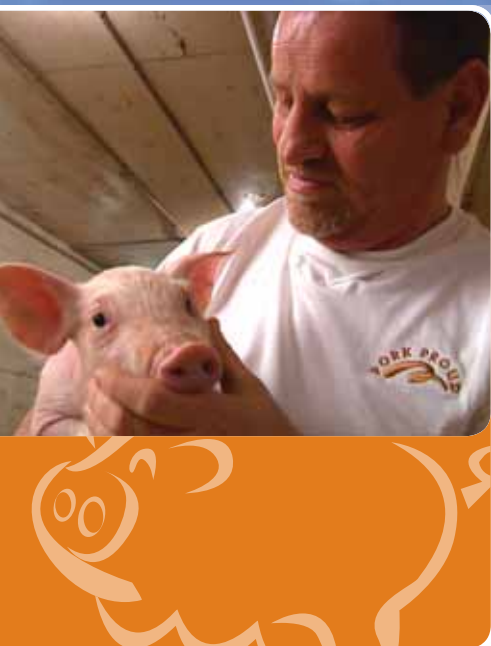
Approximately 78% of pork producers apply manure via injection, and most others incorporate it into the soil within 48 hours.

Many producers have also established shelterbelts by planting trees around barns and farm yards.

What we're going to do

Manitoba pork producers commit to planting at least 25,000 trees around pig barns/farms over five years. This action alone will eventually lead to a reduction of the pork production carbon footprint by 4,000 tonnes per year. (Commitment #29)

Pork producers commit to maintain 1.5 km between any town or city and any new pig barn, and 1 km between any provincial or national park and a new pig barn. (Commitment #30)



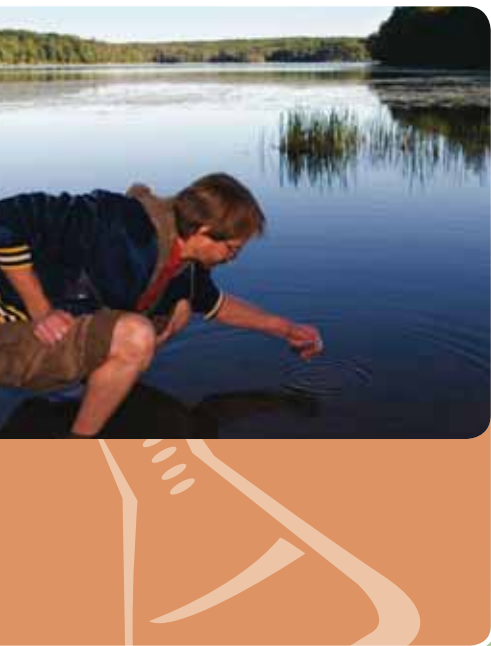
Animal Care

Why is it a priority?

Proper animal husbandry is the responsibility of every pork producer, and it is fundamental to sustainable pork production. The exact practices that constitute proper animal husbandry are of increasing interest to consumers and the general public. As such, they are a topic of some debate. Pork producers are listening. However, change must be for the better, and changes to animal care practices must not put animals or people at risk.

What we're already doing

All pork producers must follow the national Recommended



Research

Why is it a priority?

Modern farming depends on research to progress. Manitoba's pork producers strive to be world leaders, in large part because of research funded on their behalf by Manitoba Pork here and elsewhere in Canada.

What we're already doing

Since 1999, Manitoba Pork has invested \$7.5 million in research on critical issues, including:



Code of Practice on the Care and Handling of Farm

Animals (Pigs) as a baseline for animal care. These are national standards developed by scientists, veterinarians, farmers and other animal care providers.

Livestock transporters delivering pigs to the province's two major pork processing plants must be certified in the Transport Quality Assurance program, which ensures proper care even after animals leave the farm.

What we're going to do

Manitoba Pork commits to supporting and encouraging producers to follow the national Animal Care Assessment program

(monitored by vets) for continuous improvement in animal husbandry. We expect that most Manitoba producers will be certified under ACA by 2012. (Commitment #36)

Manitoba Pork commits to encouraging producers to phase out gestation stalls by 2025. (Commitment #37) To that end, Manitoba Pork has helped fund at least one major study at the University of Manitoba to look at how to convert existing barns from individual to group housing. Manitoba Pork has also hired an animal care specialist to help producers consider alternative housing systems and become better informed on animal care issues.



nutrient/manure management; odour control; swine disease management; animal housing; and animal behaviour. With government support, that money has translated into well over \$20 million for research institutions.

What we're going to do

Manitoba Pork commits to spending \$5 million over

the next 10 years on third party, independent research. (Commitment #45)

In particular, Manitoba Pork will continue to fund the Lake Winnipeg Research Consortium to seek better understanding of the causes of and solutions to lake water quality issues. (Commitment #46)



Food Safety and Public Health

Why is it a priority?

Consumers at home and around the world place their trust in farmers – and in Manitoba pork producers – to raise food that is both safe and nutritious. Our families eat pork too. We take this responsibility seriously.

What we're already doing

Manitoba pork producers conform to rigorous requirements under



Social Responsibility

Why is it a priority?

As citizens of this province, Manitoba pork producers are well aware of the bounty surrounding them. They consider it their duty to share what they can with all Manitobans and to contribute to making this a better place to live – for all.



the Canadian Quality Assurance (CQA) program, a Hazard Analysis Critical Control Point (HACCP)-based program that recognizes every critical point in the producer-to-consumer food chain must be monitored and controlled to ensure an effective system of food safety control. Every pig delivered to Manitoba's two major processors must be raised under a CQA-certified program.

What we're going to do

Manitoba is home to PigTrace Canada, the national swine traceability program, and Manitoba Pork commits to lead the way in seeking a practical system of traceability for pigs within the next three years in order to mitigate losses in the event of a disease outbreak, as well as to gain competitive advantage for Canadian pork in the world market. (Commitment #67)



What we're already doing

Manitoba Pork has made great use of its famous barbecue carts as a way to provide support and sponsorship to a wide range of community and charitable organizations. In 14 years, Manitoba Pork has served more than 250,000 pork-on-a-bun sandwiches. We have also made innumerable donations of cash

and/or pork to food banks. This amounts to more than \$50,000 per year. For example, Manitoba Pork has donated at least 1 tonne of pork annually to Winnipeg Harvest.

What we're going to do

Manitoba Pork pledges to continue this important charity work on behalf of its producers as part of its social responsibility. (Commitment #55)

Beyond Embracing a Sustainable Future

This is a living document. Manitoba Pork plans to revisit these commitments through the years and amend them as conditions change and as it undertakes new initiatives.

We welcome public input and comments, which may help inform future versions of our plan. Contact Manitoba Pork at 204-237-7447 or info@manitobapork.com.

To read Embracing a Sustainable Future in its entirety, visit manitobapork.com/sustainablefuture.





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