



MPC Sustainability Vision Statement & Framework - 2024

The long-term sustainability of Manitoba's hog farming and pork processing sector is a key outcome of the Manitoba Pork Strategic Framework 2022-2027. To help the organization outline its sustainability vision, its path towards accomplishing sustainability goals, and to help communicate the sector's ongoing sustainability efforts, Manitoba Pork has developed the attached Sustainability Vision Statement & Framework.

The Manitoba Pork Sustainability Framework is built on five key pillars essential to the long-term sustainability of the sector: (1) Economy and Innovation, (2) Environment, (3) People and Culture, (4) Animal Care and Food Safety, and (5) Sector Engagement.

Each of the five sustainability pillars is accompanied by a goal and a series of commitments that will guide Manitoba Pork on its ongoing path towards sector sustainability and communicate the organization's sustainability efforts to producers, sector stakeholders and the public.

The Framework also outlines potential goal and targets for each specific commitment and further identifies activities that are commitments for Manitoba Pork, activities, goals or targets that will directly involve or impact producers, and activities, goals or targets that will require collaboration or partnership with other organizations or stakeholder groups.

The Sustainability Vision Statement & Framework is intended to be an 'evergreen document' in that commitments, activities and targets can be added, refined or further articulated going forward, in collaboration with producers and sector stakeholders as required.

The Manitoba Pork Vision Statement, Framework and underlying commitments are intended to be used to communicate the sector's ongoing sustainability commitments and efforts in multiple formats and approaches, including as a complete document, or in part by emphasizing a particular pillar or series of commitments.

MANITOBA HOG FARMERS’ SUSTAINABILITY VISION

Manitoba hog farming: safe, sustainable and committed to communities.

Manitoba’s hog farmers have worked hard to ensure their operations are safe, sustainable, and productive; they commit to upholding a holistic approach to sustainable production through management practices that are science-based, transparent, and responsive to the environmental, social, and economic needs of farmers and communities.

This will be achieved by pursuing continuous improvements in all aspects of hog farming, collaborating with other provincial and national organizations, and with other industry groups in Manitoba sharing similar needs and goals.

1. Economy and Innovation	2. Environment
<i>Support rural and urban communities to thrive.</i>	<i>Continue to lead the adoption of innovative best management practices to protect our natural environment and respond to climate change.</i>
<ul style="list-style-type: none"> 1.1 Contribute to a thriving, stable, and resilient economy 1.2 Be a leader in research and development for growth in the value of pork production to Manitoba’s economy 	<ul style="list-style-type: none"> 2.1 Maintain efforts to reduce the greenhouse gas (GHG) emissions of pork production through collaboration and engagement with sector partners and stakeholders 2.2 Continue to protect the quality and availability of local water sources 2.3 Improve soil health by maintaining contributions of natural fertilizer for sustainable crop production 2.4 Proactively build resilience to climate change into hog operations
3. People and Culture	4. Animal Care and Food Safety
<i>Contribute to building thriving communities, safe and fulfilling workplaces, and food security.</i>	<i>Continue to prioritize well-being and strict biosecurity in the rearing of pigs to ensure humane production and safe, high-quality protein.</i>
<ul style="list-style-type: none"> 3.1 Invest in local communities and community causes 3.2 Maintain active communication and participation with local communities 3.3 Ensure pork remains a safe, affordable, and readily available protein 3.4 Continuously invest into building and/or enhancing inclusive and welcoming communities; safe, respectful and desirable workplaces; training opportunities that increase capacity; and support for the mental health of producers and workers 	<ul style="list-style-type: none"> 4.1 Lead the adoption of new management and biosecurity practices and equipment in-keeping with the Code of Practice for the Care and Handling of Pigs, and continue to comply with transportation standards 4.2 Work with stakeholders and experts to ensure awareness of research, development, and guidance regarding antimicrobial use and resistance
5. Sector Engagement	
<i>Build partnerships toward a sustainable future for the pork sector.</i>	
<ul style="list-style-type: none"> 5.1 Build the competitiveness and reputation of Manitoba’s pork sector by participating in pork sector initiatives and events in Canada and key export markets 5.2 Participate in producer peer groups to facilitate collaboration, knowledge-sharing, and collective approaches to key issues 5.3 Through Manitoba Pork, enhance transparency by regularly reporting on efforts and progress toward key objectives 	

LIST OF POTENTIAL GOALS AND TARGETS FOR EACH SPECIFIC COMMITMENTS

1. Economy and Innovation			
<i>Support rural and urban communities to thrive.</i>			
Commitments:	Manitoba Pork Commitments <i>Activities, goals or targets for the organization?</i>	Producer Impacts <i>Activities, goals or targets directly impacting farmers?</i>	Collaborative Alignment <i>Activities, goals or targets requiring collaboration/partnerships?</i>
1.1 Contribute to a thriving, stable, and resilient economy	<ul style="list-style-type: none"> ● Measure and report on the sector’s economic contribution every 3 years ● Regularly update cost of production studies and construction cost studies 	<ul style="list-style-type: none"> ● Maintain open communication with farmers to ensure a clear understanding of risk exposure 	<ul style="list-style-type: none"> ● Amplify collaborations with economic partners in Manitoba (e.g., Manitoba Chamber of Commerce) to communicate activities and results
1.2 Be a leader in research and development for growth in the value of pork production to Manitoba’s economy	<ul style="list-style-type: none"> ● Contribute to third-party, independent research projects ● Maintain contributions to Swine Innovation Porc to ensure continuous knowledge mobilization for the industry ● Maintain contributions to partners including University of Manitoba Faculty of Agricultural and Food Sciences, Prairie Swine Centre, Lake Winnipeg Research Consortium and other research partners. ● Prioritize research activities supporting the organization’s sustainability vision ● Identify innovations (i.e., innovative practices, technologies) supporting MPC’s sustainability objectives and promote their wide-scale adoption by farmers* ● Explore partnerships with external collaborators that can provide on-farm value to pork producers such as Protein MB, lean mgmt. experts, trainers of emerging technologies, and others. 	<ul style="list-style-type: none"> ● Perform research extension activities related to MPC’s sustainability objectives* ● Use ongoing extension activities to promote research activities and outcomes 	<ul style="list-style-type: none"> ● Amplify collaborations with research institutions to communicate activities and results ● Collaborate in the establishment of national research priorities and seek out opportunities for collaborations with other jurisdictions to find synergies and share results ● Continue building on successful collaborations and partnerships within various units of Manitoba Agriculture with the common goal of building and strengthening Manitoba’s hog sector

* This target applies to multiple pillars.

Manitoba Pork’s Sustainability Vision Statement & Framework

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2. Environment

Continue to lead the adoption of innovative best management practices to protect our natural environment and respond to climate change.

Commitments:	For Manitoba Pork <i>Activities, goals or targets for the organization?</i>	For Producers <i>Activities, goals or targets directly impacting farmers?</i>	For the Sector <i>Activities, goals or targets requiring collaboration/partnerships?</i>
2.1 Maintain efforts to reduce the greenhouse gas (GHG) emissions of pork production through collaboration and engagement with sector partners and stakeholders	<ul style="list-style-type: none"> Contribute data and support to national pork sustainability assessments and initiatives Support research that helps producers understand carbon footprints of farms 	<ul style="list-style-type: none"> Inform producers about the sector’s footprint and provide information on ways through which they can reduce their emissions 	<ul style="list-style-type: none"> Collaborate with CPC, other provincial associations, and governments to develop and implement a successful national sustainability journey that acknowledges to Manitoba’s context
2.2 Continue to protect the quality and availability of local water sources	<ul style="list-style-type: none"> Identify and promote on-farm practices beneficial to protecting water and soil health* 	<ul style="list-style-type: none"> Encourage and support producers to address social, environmental, and economic risks by undertaking voluntary assessments, such as AgriShield, environmental farm plans, or other assessment frameworks 	<ul style="list-style-type: none"> Collaborate with Manitoba Agriculture / KAP to promote the adoption of the provincial EFP by hog producers
2.3 Improve soil health by applying sustainable levels of organic fertilizer beneficial for sustainable crop production	<ul style="list-style-type: none"> Establish a baseline and regularly (e.g., every 3 years) measure and report the % of producers having implemented practices which protect and improve water quality and soil health 		<ul style="list-style-type: none"> Collaborate with Fertilizer Canada to promote 4R adoption among Manitoba hog producers Collaborate with NGOs (e.g., Ducks Unlimited, Manitoba Watersheds Association, Lake Winnipeg Research Consortium) and governments to support initiatives beneficial to soil and water protection
2.4 Proactively build resilience to climate change into hog operations	<ul style="list-style-type: none"> Include foresight analysis based on climate change scenarios in key research priorities (including such topics as innovative building designs, managing heat stress, etc.) 	<ul style="list-style-type: none"> Inform producers about the consequences of climate change on their operations, and on ways through which they can increase resilience 	<ul style="list-style-type: none"> Connect and collaborate with organizations researching the impacts of climate change on Manitoba's agriculture sector to leverage results for extension

* Such practices could include (1) injecting/incorporating manure to limit run-off, (2) soil sampling and tailored application on a per-crop basis, (3) implementing and maintaining buffer strips/setbacks and using water meters as well as other water efficiency measures, (4) working with trained and licensed manure applicators to develop manure management plans and ensure sustainable and efficient application of valuable organic fertilizer.

3. People and Culture

Contribute to building thriving communities, safe and fulfilling workplaces, and food security.

Commitments:	Manitoba Pork Commitments <i>Activities, goals or targets for the organization?</i>	Producer Impacts <i>Activities, goals or targets directly impacting farmers?</i>	Collaborative Alignment <i>Activities, goals or targets requiring collaboration/partnerships?</i>
3.1 Invest in local communities and community causes	<ul style="list-style-type: none"> ● Prioritize causes supporting the organization’s sustainability vision ● Measure and report the total value of the sector’s donations (incl. in-kind) 	<ul style="list-style-type: none"> ● Provide producers with volunteer opportunities at fairs and community causes ● Roll out the Pork Proud Ambassador program in 2024 with the goal of training new ambassadors annually to be good citizens by giving back to the community and earning trust 	<ul style="list-style-type: none"> ● Increase volunteerism year over year from a 2023 baseline ● Donate annually to community causes ● Donate more than 2 tonnes of pork annually to food security programs ● Seek out and develop one new community partnerships annually and continue to evaluate and nurture existing partnerships
3.2 Maintain active communication and participation with local communities	<ul style="list-style-type: none"> ● Monitor and report on municipal outreach campaigns and meetings with municipal councils and officials across the province ● Acknowledge and track community concerns and address them in an honest and authentic way 	<ul style="list-style-type: none"> ● --- 	<ul style="list-style-type: none"> ● Continue collaborations with the Association of Manitoba Municipalities (AMM) on initiatives that benefit both municipalities and producers.
3.3 Ensure pork remains a safe, affordable, and readily available protein	<ul style="list-style-type: none"> ● Track the percentage of producers certified with relevant programs, such as PigSAFE PigCARE and/or participating in related trainings ● Develop technical communications (content based on academic research) shared regarding pork’s nutrition ● Develop, track, and report economic indicators relevant for producers and consumers 	<ul style="list-style-type: none"> ● --- 	<ul style="list-style-type: none"> ● ---
3.4 Continuously invest into building and/or enhancing inclusive and welcoming communities; safe, respectful and desirable workplaces; training opportunities that increase capacity; and support for the mental health of producers and workers	<ul style="list-style-type: none"> ● Distribute periodic technical communications related to workplace safety improvement ● Complete annual worker/producer self-reported well-being analyses ● To acknowledge its evolving demographics, support and promote equity, diversity, and inclusion within the hog sector 	<ul style="list-style-type: none"> ● Train producers on labour management ● Provide producers with access to farm safety resources 	<ul style="list-style-type: none"> ● Collaborate with CAHRC and other groups to develop communication and training material for producers

4. Animal Care and Food Safety

Continue to prioritize well-being and strict biosecurity in the rearing of pigs to ensure humane production and safe, high-quality protein.

Commitments:	Manitoba Pork Commitments <i>Activities, goals or targets for the organization?</i>	Producer Impacts <i>Activities, goals or targets directly impacting farmers?</i>	Collaborative Alignment <i>Activities, goals or targets requiring collaboration/partnerships?</i>
<p>4.1 Lead the adoption of new management and biosecurity practices and equipment in-keeping with the Code of Practice for the Care and Handling of Pigs, and continue to comply with transportation standards</p>	<ul style="list-style-type: none"> ● Follow-up with remediation measures when animal health issues are reported by requiring that corrective actions be undertaken under the CPE program ● Provide validation and training under the CPE programs, including on-farm audits ● Offer development and training opportunities regarding animal transport standards 	<ul style="list-style-type: none"> ● Support small-scale producers with dedicated resources to help them with respect to national programs ● Decrease annual non-compliance with related animal care programs ● Develop extension material and train producers to ensure a clear understanding of what is meant by “fit for transport” within the Canadian regulatory context 	<ul style="list-style-type: none"> ● Collaborate with the chief veterinary office to deal with and follow up on complaints related to inhumane treatment ● Collaborate with CPC to develop programs and extension material on national programs ● Collaborate with the Prairie Swine Centre to develop resources for producers and small holders in particular ● Collaborate with the provincial government on initiatives targeting small holders ● Collaborate with CFIA and other key sector stakeholders on animal care and food safety initiatives
<p>4.2 Work with stakeholders and experts to ensure awareness of research, development, and guidance regarding antimicrobial use and resistance</p>	<ul style="list-style-type: none"> ● Undertake research and consultation with stakeholders and experts regarding the latest guidance on antimicrobial use and resistance 	<ul style="list-style-type: none"> ● Provide educational materials and other knowledge transfer activities for producers regarding antimicrobial use and resistance 	<ul style="list-style-type: none"> ● Collaborate with CPC, the research community, and governments to identify implementation measures for the most recent guidance on antimicrobial use and resistance

5. Sector Engagement

Build partnerships toward a sustainable future for the pork sector.

Commitments:	Manitoba Pork Commitments <i>Activities, goals or targets for the organization?</i>	Producer Impacts <i>Activities, goals or targets directly impacting farmers?</i>	Collaborative Alignment <i>Activities, goals or targets requiring collaboration/partnerships?</i>
5.1 Build the competitiveness and reputation of Manitoba's pork sector by participating in pork sector initiatives and events in Canada and key export markets	<ul style="list-style-type: none"> Bring forward the organization's sustainability vision in all of Manitoba Pork's representation activities 	<ul style="list-style-type: none"> --- 	<ul style="list-style-type: none"> Continue to foster relationships with sector representatives and producer organizations in American states with strong trade partnerships with Manitoba.
5.2 Participate in producer peer groups to facilitate collaboration, knowledge-sharing, and collective approaches to key issues	<ul style="list-style-type: none"> --- 	<ul style="list-style-type: none"> --- 	<ul style="list-style-type: none"> Create and lead a multistakeholder committee comprising producers, sector partners, and government representatives to identify and address shared priorities
5.3 Through Manitoba Pork, enhance transparency by regularly reporting on efforts and progress toward key objectives	<ul style="list-style-type: none"> Create a 'Sustainability' section in the annual report to disclose factual and balanced information on the sector's performance 	<ul style="list-style-type: none"> --- 	<ul style="list-style-type: none"> ---