



CANADIAN SWINE BREEDERS ASSOCIATION

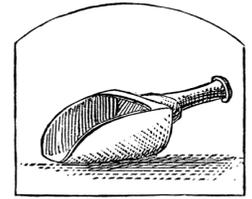
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THE SCOOP August 2014



Message from President Line Thérour

Dear members and partners,

After a rather long and harsh winter, the arrival of spring was welcomed by all and the summer brings the period of work in the fields. However, the difference this year in the annual routine is that the economic situation in the pork industry is positive. After several difficult years economically, we see a healthy improvement in our situation due to stronger prices and this finally gives us a new lease on life. Producers can hopefully regain their footing and earn a fair return for their work. It is essential that all stakeholders focus their efforts to maximize revenue in the market.

We have good news with the stable health situation for Canadian swine herds facing the porcine epidemic diarrhea (PED). Obviously, the threat remains a concern and we must maintain our strong biosecurity, surveillance and disease control efforts, but to date, Canadian producers are doing well and preventive measures put in place to prevent the spread of disease are bearing fruit. All producers and stakeholders are strongly aware of the seriousness of this disease and its devastating impact on profitability. The major challenge is the fear of PED will guide our actions during this year and years to come. We must maintain our high biosecurity protocols to prevent the disease from entering our herds; thus we can "surf" on the wave of stronger pork prices caused by the significant increase in piglet mortality in the United States. We are sorry that our American colleagues have been hit so hard with PED, but the fact remains that Canadian producers are benefitting, in light of the high price of pork.

Now is the time is for further improvement and innovation in our industry, because innovation is the key to keeping a step ahead of our international competitors. In difficult times, innovation activities are often slowed down or left in the background because the priority is to get through the crisis, but with the return of a positive period of earnings, this aspect of our production must be put in place for the future.

In summary, keep strong and continue to always move forward! I wish you all a great season, fruitful harvests and most importantly, take the time for a well deserved holiday in the company of those who are dear to you.

Line Thérour
President

Canadian Pork Council, PigTrace Canada

The new traceability system known as PigTrace Canada became mandatory on Canada Day, July 1, 2014.

The program will collect and store information about the movement of hogs.

The PigTrace system will accumulate information

about the farm and the destination of a truck load of hogs, licence plate information of the truck or trailer transporting pigs, and information about the number of livestock on a load.

The new program aims to track pigs along the distribution chain, which will allow government officials to deal with problems quickly if they should arise.

Each province is communicating with their producers on how to administer the program.

The tracking system bolsters food safety, business management, market access opportunities and financial stability and provides peace of mind to pork producers.

The traceability system will be especially useful to be able to track diseases.

More information about the PigTrace system can be found by visiting: <http://pigtrace.ca>.



Welcome to New Members



from British Columbia....

Laurie Morris. Barriere

Justus Benckhuysen. Vanderhoof

from Saskatchewan....

Fast Genetics. c/o Murray Duggan.

Saskatoon

from Nova Scotia....

Sweet Earth Farm. c/o Joe Piotti.

Tatamagouche

from Quebec....

Le Porc Notre-Dame Inc. a/s Sylvianne

Proulx. Notre-Dame de Bon Conseil

Truffe & Cie. St-Vallier

from Ontario....

AJM Ranch. Jean-Marc Pharand. Verner

Alliance Genetics Canada Inc. c/o Dave Vandebroek. St. Thomas

Bev Patterson. Mountain

Curtis Olson. Monetville

La Ferme Gregoire. a/s Ghislain & Maryse Gregoire. St. Albert

Maplelane Farm. c/o Hilary Moore. Lanark

Rosehill Ranch. c/o Mathieu & Brianna LaRose. Mississippi Mills

Biosecurity Measures

Please remain aware of the need for biosecurity measures at your farm.

The threat of disease is always present, especially with interprovincial transportation of pigs and a lot of truck traffic going back and forth between the United States and Canada on a daily basis.

The PEDV virus does not survive as well in warm weather as it does in the winter time so it is less of a threat but still a very significant threat. Every truck entering your farm should be inspected to make sure it is absolutely clean.

Review your biosecurity plan and herd health program, to make sure it is being followed every day.



1. Maintain all equipment in good working condition.
2. Train all equipment operators in general operating procedures for each machine.
3. Avoid using equipment in poor working conditions such as low light, low visibility, or when you are too tired to operate equipment safely.
4. Keep people who are not assisting in the operation of your equipment well away from the activity.
5. Be where the operator can see you, whether he or she is on a tractor, on a swather/windrower or in a combine.
6. Never climb or reach over a running/spinning PTO shaft.
7. Always make sure the tractor and/or machine is turned off before you climb in to fix or have a look at something.
8. Check that the machine you are about to turn on is in the Neutral or Park position.
9. When operating machinery, always keep an eye out for things that are beside and behind you, not just on what's in front of you.
10. Do not wear loose clothing or wear your hair loose when working around moving mechanical parts.
11. Never get over-confident that hydraulics will always work and keep in place, because they can and will fail.
12. Farm machinery is not a toy. Never ever let a child climb up in a tractor by him or herself.
13. Always watch the power lines, especially with transporting augers or any other tall equipment.

ANNUAL GENERAL MEETING. MARCH 31, 2014

Our AGM was held at the Palace Royal Hotel in Quebec City, with President Line Thérour presiding. Copies of the annual report are available, upon request. The by-laws were reviewed and suggested changes will be presented for approval at next year's AGM. A new fee structure was approved, effective January 1, 2015. The 2015 AGM will be held in Ontario.



CSBA Board of Directors, left to right: Line Thérour, Dave Vandebroek, Donald MacDonald, Paul Riese, Keith Rasmuson, Jim Donaldson and Jim Long.

The 2013 recipient of the Award of Merit was Jean Lévesque, Ferme Géni-Porc. Jean was well-deserving of this honour. Ferme Géni-Porc was founded in 1960 by Joseph O. Lévesque, with an importation of purebred Landrace pigs from France to establish his herd of breeding sows. In 1975, JP Lévesque, Joseph's son, took over the operation. In order to meet the high demand for gilts produced within the company, a new site with a 275 farrow-to-finish barn was established. Eight years later, in 1983, Jean and Michel Lévesque, representing the third generation, joined the company. In 1985, the Yorkshire breed was introduced into the herd, followed two years later by the introduction of the Duroc breed. With the arrival of the new breeds, the number of sows gradually increased. In 1994, the number of breeding sows increased from 300 to 700. Two nurseries were built in 1997. In the early 2000s, the farm continued to grow, with operations on three sites, with a total of nearly 1,400 sows. An AI unit, with a laboratory for semen analysis was built. A finishing barn for 2800 head was built in 2001, with extensive renovations taking place. Due to market changes and the difficult economic environment which the industry experienced, Jean and Michel made the difficult decision to stop raising purebred pigs and now concentrate on finishing only. Jean reassures us, however, that their 2,000 head finishing barn ensures they will never forget the smell of pigs. We want to thank Jean for his involvement and contribution to the world of pig breeding. Jean was a pleasure to work with and CSBA is happy to recognize him among the elite breeders who have contributed to the global reputation of Canadian pork.

``Do you want my leftover bacon`` said no one ever!

I LOVE BACON!



Either you love bacon or you are wrong.

Bacon: It cures everything.

Bacon: the main reason you are not a vegetarian.

You can't buy happiness, but you can buy bacon, which is the same thing

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