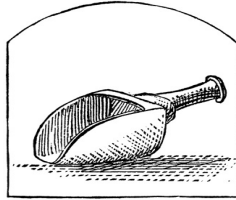




THE SCOOP DECEMBER 2012



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1. MESSAGE FROM THE PRESIDENT

Dear Breeders, As we come to a close in the year 2012, I just want to wish all of you health and happiness in the upcoming year. On October 14th, I travelled to Ottawa for a meeting with the staff of Canadian Livestock Records Inc. The Board of Directors met with Ron Black and Glenn Clark for the day to review budget, financial statements and increases and decreases in registration of all the breeds we represent. We have downsized the office, put in new carpet, painted the walls, and invested in some new furniture. Lauralee Mills is the Swine Registrar and she does a great job on our swine pedigrees and the turnaround time is excellent. I just returned from the EuroTier show with other members of the Canadian Swine Exporters Association. It was an excellent show with visitors from all parts of Europe, Russia, the Ukraine, China and Asia. There is still a strong interest in our purebred Canadian swine genetics. Keep up the good work everyone! I look forward to seeing you in 2013. Best in the new year, Jim.

2. WELCOME TO NEW MEMBERS

Fiore Farms Inc. John Klop. Rosedale, BC (2013)
Happy Hollow Farm Goods. Ivar Martin. Vankleek Hill, ON (2012)
Dannie & Patricia Brookhart. Seven Persons, AB (2013)
Ferme Excalibur Farm. M. Bourdeau & J. Langlois. Embrun, ON (2013)

3. ANNUAL GENERAL MEETING

The Annual General Meeting of the Canadian Swine Breeders Association will be held some time in April. Further details will follow.

4. BIOSECURITY PLAN

The following is a ten step guide to implementing an effective biosecurity plan. Implementing any of these suggestions will reduce the risk of disease entry (sourced from Ontario Ministry of Agriculture, Food and Rural Affairs)

1. Quarantine replacement stock, or at least ensure that their health status is compatible with the existing herd.
2. Restrict entry to essential personnel and record entry.
3. Provide boots and coveralls for staff and visitors for each barn.
4. Staff should change into dedicated boots and coveralls upon entering each different barn. Clean footbaths may be appropriate within a barn for different rooms.
5. Provide shower facilities for visitors.
6. Minimise entry of equipment, supplies etc. and take appropriate precautions such as disinfection, removal from shipping boxes etc.
7. Prevent entry by wild animals (rats, birds, insects) or pets (dogs, cats). Use screens in windows, air inlets, doors etc.
8. Use a semen supplier that routinely tests for PRRS virus and other infectious agents etc.
9. Ensure that feed and water sources are free from infectious agents.
10. Review your biosecurity plan and herd health program, including vaccination protocols, with your veterinarian on a regular basis.

5. ANDRÉ AUGER, BÊTE ET FÊTE

André Auger, a Quebec pork producer (and one of our directors) represented us well at the Bête et Fête, a festive event which brought together nearly 600 people, including many leaders, producers and consumers. The purpose of this celebration was to honor the expertise of Quebec

pork producers by promoting their product and put forward their desire to regain the Quebec market. For the occasion, the chefs were paired with pork producers throughout Quebec to share their passion and experience to do their job to attendees. Thus, Mr. Auger was paired with Anne Desjardins, head of the hotel-restaurant l'Eau à la Bouche located in Sainte-Adèle. In efforts to



regain the local market and to have Quebec consumers get to know pork better, and therefore cook more pork, la Fédération des producteurs de porcs du Québec launched

The pig from snout to tail”, a book of 107 original recipes cooked by 46 Quebec chefs, highlighting the 32 cuts of pork available. In addition, pork was showcased in IGA, Metro and Loblaws. "Pig production is an important economic engine in the Mauricie region," said Mr. Auger. "Our greatest pride is to see our product base in Quebec," he says.

6. CANADIAN LIVESTOCK RECORDS CORP. (CLRC)

<http://www.clrc.ca/index2010.shtml>. On-Line Extended Pedigrees now Show Repeating Ancestry (November 6, 2012) We are now providing additional information with the extended pedigree for each animal in our on-line Members and Pedigrees database. When displaying an animal's record, there is a link to the extended pedigree near the bottom of the page. This will display a 5 generation pedigree. What is new is a list of repeating ancestors which is sorted by the percentage of the pedigree that each animal represents. In addition, there is an alphabetic list of ancestors. This latter list will allow you to more easily compare pedigrees of animals that you are considering to mate to identify common ancestry. We also offer a 12 generation analysis of the pedigree for repeating ancestors. A link appears below the 5 generation tree. You will experience a short delay while the database is doing the analysis. To clearly show repeating ancestry, the 5 generation pedigree tree is also colour coded. The key repeating males are displayed in bright red and the females in magenta. Their ancestors are displayed in dark red and purple respectively. When an animal does not repeat in the pedigree, it appears in black. Let us know how you like this new feature.

7. ONTARIO SWINE BREEDERS ASSOCIATION (OSBA)

OSBA was incorporated in 1916, under the Agriculture Associations Act. The first recorded minutes took place in 1926. In 1925, there was a total of 1,482,441 hogs marketed in Ontario, 172,017 were delivered in trucks or wagons. The price for select hogs in Toronto was \$12.00. Short and fat. That's the way Canadian hogs looked in the early 1900s. The grading system for quality was introduced in October 1922 and was based on weight evaluation. Packing companies agreed to pay 10% premiums for select hogs. That grading system produced the most dramatic change in Canadian hogs. Farmers quickly shifted to production of bacon type instead of lard type



Kristene Stein-Ankenmann and Becky deWolde both have many memories of OSBA activities.



Managers through the years, Lynn Bender, Jim Donaldson, Maxine Balasz and Marleen Wiffen.



Familiar names important to the Ontario swine industry.....deWolde, Balazs, Robinson, Henderson, Knechtel, Junker.....lots of good memories.

hogs and Canada earned an international reputation as a producer of top quality back bacon. OSBA will go dormant this year (2012), saying goodbye to 96 years in the agriculture field representing the swine industry. There were the good years and the bad years in the industry, but the best was the fellowship that was shared with friends and fellow breeders. 2012 Directors: Scott Robinson, Phil Smith, Rod deWolde (President), Jim Donaldson, John Gough, Scott Richmond, Paul Dietrich, Gordon Waters, Kent Martin and Marleen Wiffen, Sec. About 100 purebred



breeders gathered for a pork barbeque to reminisce and celebrate OSBA in August, hosted by Anya & Jim Donaldson, near Tavistock. MEMOIRS OF ONTARIO SWINE BREEDERS ASSOCIATION.....FOR THE PLEASURE OF BREEDING PIGS, a book compiled by Marleen Wiffen and Jim Donaldson, was hot off the press. Many copies were sold that afternoon. We have a copy at the office for anyone wishing to have a look.

8. WEBSITES, TWITTER, FACEBOOK & RECIPES

Rosemary and I were at an "Agriculture Matters" seminar in December and one of the speakers, Philip Shaw, a farmer from Ontario, said that Twitter is the best agricultural marketing tool available today. You do not need to have a smart phone to access Twitter. Sign up on your desktop or your laptop computer to see what it is all about. Check out Philip at www.philipshaw.ca. He writes an insightful, informed commentary on the business of agriculture and the economy. Some tips for success on social media:

1. Listen before you talk. Before your first tweet, search Twitter for people talking about your business, and for people talking about your competitors. Search using words that your prospective customers would say.....pork chops, meat, pigs, etc.
2. Ask questions. Wondering why nobody's responding to your posts on Facebook? It's probably because you're not asking questions. Social media is about having a conversation, not about

promoting. Eg, sausage or bacon for breakfast?

3. Share pictures and videos. People love photos. The biggest reason Facebook has gone from zero to 800 million users in seven years is photos. Photos and videos tell stories about you in ways that text alone cannot. Take pictures and short videos of customers, staff, and cool things at your farm, and then upload them directly to Facebook and Twitter. A picture really is worth a thousand words.

4. Spend at least 30 minutes a day on social media. There is a lot to learn, and every week, new tools and opportunities across social networks emerge. Spend real time each day reading and learning, listening and responding, and truly joining the conversation. The more time you put in to social media, the more benefits your business will.

Here are some more suggestions of people to follow on Twitter:

Stewart Skinner@modernfarmer. Canadian Pig Farmer, Grad of U of Guelph and proud Aggie. I'm passionate about agriculture; Farmers work hard to provide food and I'm proud to be a part of it
Genesis Genetics@GenesisGenetics. Genesis is the world leader in hyper prolific gilts being produced from the largest registered purebred herd in the world. Sire & Dam Lines are based on science Canada · <http://www.genesus.com>

Ontario Pork@OntarioPork. Ontario Pork represents the 1,700 producers who market hogs in the province of Ontario.

Canadian Pork@Porkisyummy. Support Canadian Pork Producers! Canadian pork is delicious and nutritious.

<http://www.youtube.com/watch?v=oMeZhaH0p9U&feature=youtu.be>. This is a great video made in Alberta about farming with a great song "Long Love This Land", performed by Curtis Glas.

<http://www.youtube.com/watch?v=LX153eYcVrY>. Peterson Brothers parody of Gangnam Style.....will make you want to dance!

There is a great Facebook page called Pork Be Inspired that you should "like".....lots of good recipes. Speaking of recipes.....

Pork Nuggets (a welcome change from chicken!!!)

Yield: Serves 4

Cooking Time: 20-25 min

Preparation Time: 5 min

Ingredients

1 lb (500 g) PORK tenderloin, or PORK loin centre chops

1/2 cup (125 mL) orange marmalade or apricot jam

2 Tbsp (30 mL) soya sauce

1/2 tsp (2 mL) ground ginger

1/4 tsp (1 mL) garlic powder

1-1/2 cups (375 mL) corn flakes

Cooking spray

Cooking Instructions

Cut Pork into small chunks. In a large zip-lock plastic bag, combine marmalade or jam, soya sauce, ginger, garlic, and the Pork pieces. Gently massage the bag and refrigerate for 1 hour or more. Meanwhile, in a separate zip-lock plastic bag, add the corn flakes; close top and crush until fine crumbs form (kids love to help with this task!). Preheat oven to 400 F. Remove Pork from marinade (discard excess marinade). Coat Pork in the crushed cereal crumbs and place on a foil-lined baking tray coated with cooking spray. Bake in oven for 10 minutes, turn over and bake for another 10-15 minutes or until no pink remains. Serve with plum sauce or ranch dip, and raw veggies.

Chocolate Covered Bacon

Ingredients

12 thick-sliced bacon strips (about 1 pound)

12 wooden skewers (12 inches)

6 ounces white candy coating, chopped

1 cup semisweet chocolate chips

1 tablespoon shortening

Optional toppings: chopped dried apple chips, apricots and crystallized ginger, finely chopped pecans and pistachios, toasted coconut, kosher salt, brown sugar, cayenne pepper and coarsely ground black pepper

Directions: Thread each bacon strip onto a wooden skewer. Place on a rack in a large baking pan. Bake at 400°

for 20-25 minutes or until crisp. Cool completely. In a microwave, melt candy coating; stir until smooth. Combine chocolate chips and shortening; melt in a microwave and stir until smooth. With pastry brushes, coat bacon on both sides with melted coatings. Top each strip as desired. Place on waxed paper-lined baking sheets. Refrigerate until firm. Store in the refrigerator. Yield: 1 dozen.



9. UPCOMING EVENTS

January 15-17, 2013. Manitoba Ag Days. Brandon, Manitoba

January 15-17, 2013. Banff Pork Seminar. Banff, Alberta

January 15-17, 2013. Salon de l'agriculture. Saint Hyacinthe, Quebec

January 24-26, 2013. Pacific Agriculture Show. Abbotsford, BC

January 29-31, 2013. FarmTech Edmonton. Edmonton, Alberta

February 15-17, 2013. Camrose Regional Exhibition. Camrose, Alberta

February 5-7, 2013. Canadian Farm Machinery Show. Mississauga, Ontario

March 6-8, 2013. Western Fair Farm Show. London, Ontario

March 7-9, 2013. Atlantic Farm Mechanization Show. Moncton, New Brunswick.

March 20-21, 2013. Alberta Pork Congress. Red Deer, Alberta.

March 25-30, 2013. Royal Manitoba Winter Fair. Brandon, Manitoba

March or April 2013. Canadian Swine Breeders Annual Meeting

June 19-20, 2013. Ontario Pork Congress. Stratford, Ontario

June 19-21, 2013. Canada's Farm Progress Show. Regina, Saskatchewan

July 5-14. Calgary Stampede. Calgary, Alberta

August 27-29, 2013. Expo-Champs. Saint Liboire, Quebec

August 29-September 1, 2013. Agricultural Exhibition. Abrams Village, Prince Edward Island

September 10-12, 2013. Canada's Outdoor Farm Show. Woodstock, Ontario

September 17-21, 2013. International Plowing Match and Rural Expo. Mitchell, Ontario.

November 11-16, 2013. Canadian Western Agribition. Regina, Saskatchewan

10. CSBA BOARD OF DIRECTORS

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If you have any questions or concerns, please contact your area director or Rosemary or Nancy.