

Council News & Views

A Strong, Clear Voice For Manitoba Pork Producers

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New hog farms make major economic impact in Manitoba municipalities

**44% of hog farm operating expenditures are local
and 79% of hog barn employee expenditures are local**

A new Manitoba Agriculture and Food report has concluded that the operation of six new barns in the Rural Municipalities of Bifrost and Fisher resulted in 125 additional jobs in the local region, along with 111 jobs in other parts of Manitoba. In addition, the six new barns added \$3.3 million to the income of local residents and \$2.6 million in other parts of the province. The report, commissioned under the Covering New Ground initiative, was completed by an agribusiness instructor from the University of Manitoba and an agricultural economics professor from the University of Saskatchewan.

"This report illustrates the economic impact hog operations have on a local economy, not to mention the non-economic community impacts on local schools, recreational programs and service groups made by the barn owners, employees and their children," says researcher Charles Grant of the University of Manitoba.

The study examined the economic impact of six new hog barns in the Rural Municipalities of Bifrost and Fisher in 2000. The study was based on interviews with barn owners and employees, and classified expenditures as on-farm, local (within the rural municipalities), or as rest of the province. The study was completed and filed with Manitoba Agriculture and Food in May, 2002.

Encouraging findings

Council Chairman Marcel Hacault is encouraged by the report's findings. "These findings reinforce what local farmers around the province have been saying about the economic benefits of hog farms. We all see the impact in our local communities. We see schools staying open, or even expanding, and local stores and services prospering. Hog farming is an important part of a healthy rural Manitoba."

The University of Manitoba report builds on both a 1998 study conducted by Serecon Consulting in Alberta that found significant economic ripple effects from hog barns and the practical experience of the RM of Hanover.

The Serecon report indicated, "For every dollar hog operations directly contributed to the economy, indirectly they contribute through ripple effects over an additional half dollar during the construction phase and \$1.09 to \$2.87 during ongoing operations."

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Our thanks to Bill and Bertha Vaags for graciously hosting a dinner at their farm near Dugald for over 40 delegates and invited guests from the U.S., Mexico and Canada attending the North American Pork Producers Meeting held in Winnipeg December 4 to 6. Among those present were Dave Roper, President, National Pork Producers Council, Larry Friesen, Director, Manitoba Pork Council and his wife Bonnie and Jon Caspers, President-elect of National Pork Producers Council. Thanks are also extended to James Hofer and Starlite Hutterite Colony for providing the visitors with an informative tour of the Colony.



Chairman's Viewpoint

by Marcel Hacault, Chairman, Manitoba Pork Council

Meeting with Robert F. Kennedy Jr.



In trying to find a way to differentiate itself from other parties, the Manitoba Liberal Party is positioning itself as the champion on environmental issues. To that end, it invited Robert F. Kennedy Jr., who heads the Waterkeeper Alliance to be keynote speaker at a September 25 Liberal fund raising dinner in Winnipeg. The Waterkeeper Alliance, as stated by Kennedy, was started to clean up the Hudson River using a statute that allowed groups pursuing a "polluter" to keep half the fines levied against the polluter. This has grown into an industry, where now there are 100 Riverkeepers franchised throughout Canada and the U.S.

Along with a small group of pork producers, I had a twenty minute private meeting with Kennedy in an attempt to give him a perspective on the hog industry in Manitoba. We asked him how he saw the hog industry developing in Manitoba. He identified three areas requiring improvement:

1. Manure polluters must be fined if they allow run-off in waterways.
2. Sub-therapeutic use of antibiotics must be stopped.
3. The use of gestation crates must be banned.

Through our discussions, he did acknowledge that the hog industry in Manitoba might be different than his U.S. experiences, but having said that, Kennedy launched into a diatribe about the evils of the hog industry. It turned out that he was only warming up for the main event.

The story that broke in the Winnipeg Free Press the following day called for a moratorium on the hog industry. I wonder where this suggestion came from? Following the same logic, shouldn't he have also called for a moratorium on any development in the City of Winnipeg until it can prove that it will not allow any raw sewage in the Red River!

At the banquet, he explained the origins of the Waterkeepers, giving the impression that he had been there when they started. My impression is that this whole movement has turned into a franchise business for lawyers. If I understand correctly, a lawyer would apply to become the riverkeeper of a river, say the Assiniboine. Once designated as the official riverkeeper, the lawyer could sue industries that may pollute the river, keep whatever profits came in from the fines issued and give a commission to the Waterkeepers. It sounds perfect for lawyers who have run out of people to sue, especially in the U.S. Kennedy suggested that someone should sue the City of Winnipeg for its raw sewage spill, to which the audience applauded. My own opinion is that the money used in any lawsuit would be much more wisely applied to improve the system the city uses, and at the end of the day the taxpayer would foot the bill. I'd much rather use my taxes to solve a problem than use the money to pay lawyers to argue with each other.

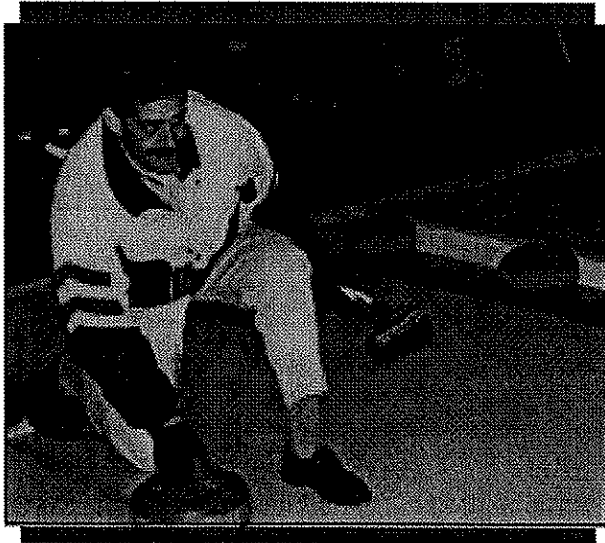
The most troubling aspect of the whole visit occurred later in the evening when Kennedy was mingling with those in attendance. He approached a hog producer and me and thanked us for being "good sports." It then dawned on me that this was all a big game to him. He was well paid to bring his name to Winnipeg and give profile to the provincial Liberals. Fly in, stir the pot, and leave.

The positives of the visit were that Liberal leader Jon Gerrard publicly spoke in favour of the hog industry, pointing out that there are differences between North Carolina and Manitoba, and saying, "There can be some optimism for the hog industry here, but there also has to be environmental stewardship." It also gave our Minister of Agriculture, Rosann Wowchuk an opportunity to reaffirm her support for the pork industry in Manitoba and to reiterate that Manitoba already has strong environmental controls in place.

All in all, just another typical day in Manitoba's hog industry!

Mexicans learn to curl in Winnipeg!

Winnipeg was the site of CPC's Trilateral North American Pork Producers meeting on October 4, 5, 6, 2002. A special request was put forth by the American delegation. They wanted a curling game to be part of the social events! So, 17 novice curlers took over sheets of ice at the Grain Exchange Curling Club on Friday, October 4. They loved our game! Edmundo Haro from Mexico was declared the most improved player for the evening, pictured here with top scorers Stanley Boudreau from Nova Scotia and Neil Giordano from the US.



Announcement

Genex has new Director of Sales and Marketing

Genex Swine Group welcomes Marc Broadbent as Director of Sales and Marketing. Mr. Broadbent's career includes nearly a decade of international experience in agricultural production, marketing and research. He brings a "wide-ranging and impressive skill set, both in terms of experience and formal training", said John Cosgrove, President of Genex Swine Group. "His wealth of marketing experience is augmented with a practical background in hands-on agriculture."

Genex Swine Group, headquartered in Regina, Saskatchewan, is Canada's largest pig development company and is dedicated to the continuous improvement and marketing of genetically superior breeding stock to commercial producers.

New Hog Farms *continued from front cover*

In Hanover, the impact of hog farming is striking. The RM's population has increased by 40% in the last 15 years. Additionally, its municipal assessment base has increased an average of 6.3% per year since 1998 and reached \$17.5 million in 2001. Hanover officials acknowledge the benefits of livestock production in agricultural, trucking, construction and specialized farm services in the area. They are also on record as noting the important contribution livestock has made to population growth in the community and to improved services.

In 2001, pigs represented more than \$850 million in farm gate receipts, about 25% of the provincial total. More than 15,000 people work directly in the pork industry and generate more than \$2 billion annually for the provincial economy.

As important and significant as the results of this economic study are, additional Manitoba-based research on this subject continues. The results of a study to be undertaken by the University of Manitoba on the economic impacts of hog farming in Manitoba are expected at the end of 2003.

Environment

Chairman speaks at manure conference

I had the pleasure of being a closing speaker at a conference hosted by the Canadian Environment Industry Association. Held in London, Ontario it was called *Integrated Solutions to Manure Management*. The focus of the conference was to try and bring the providers of technology together with decision makers and farmers.

Much of the focus was on anaerobic digesters and composting of manure. It was felt that technology is lacking to deal with:

- Odour
- Variability in fertilizer content in manure
- Greenhouse gas emissions
- Pathogens

What became clear is that there are stumbling blocks that must be overcome before any technologies are adopted.

Tight margins: There is a reluctance for farmers to endorse technology unless it saves them money. Most of the technologies proposed increase the requirement for manpower and provides no return to the farm.

Policy changes: Policy changes are needed to allow certain technologies to develop. For example, the only way that an anaerobic digester could provide a return on investment is if the surplus energy could be sold to a utility company. In addition, for digesters to have economies of scale requires large numbers of livestock, which is politically undesirable. Many planning districts will not credit the use of new technology in assessing the project proposal.

Specialization: Many of the new technologies have no support staff with experience that could work out the bugs.

My challenge to the environment industry is to focus on technology that does not increase the requirements for specialization, is low maintenance, can address public perception and will be accepted by decision makers.



Arnold Gross, Sommerfeld Colony, introduces one of his prize piglets to invited guests at the Amazing Grains VIP Evening held during the three day Amazing Grains event co-ordinated by Ag in the Classroom Manitoba and held at Red River Ex Park, September 17-19. Over 1400 students, primarily from Winnipeg schools, took advantage of the dynamic, hands-on opportunity to learn more about agriculture. Manitoba Pork Council was part of the Amazing Animals exhibit. Thanks to Alayna Giesbrecht of Manitoba Farm Animal Council for all her help and thanks once again to Arnold Gross and Sommerfeld Colony for providing the excellent sow and piglets.

James Hofer Director, District 10, assists Doug Carvey, Manager of Manitoba Hog Grading Inc., and Pat Nicholson, Springhill Farms, explain the way hog carcasses are checked for grading accuracy. Doug and Pat shared the stage with representatives from Prairie Swine Centre, Meyers Norris Penny and Manitoba Pork Marketing Co-op at the first Hutterite Bretheren semi-annual meeting in Portage la Prairie on October 2, 2002.



Human Resources & Training

Pork Production Manager Certificate Program

There's still time to register! There are still some openings in the upcoming courses. Take advantage of our qualified instructors in courses that are important to anyone dealing with the "people" side of hog production.

The following courses are being offered in Winnipeg and Brandon:

- Team Building – Nov. 1 (Wpg.); Nov. 15 (Brandon) Tannis Wilson
- Interviewing & Selection – Nov 1 (Brandon) Shirley Hoult
- Performance Management – Nov. 8 (Wpg.); Nov. 22 (Brandon) Lorne Tannas
- Employee Handbook – Oct. 31 (Brandon) Shirley Hoult
- Communications – Nov. 29 (Wpg.); Dec. 13 (Brandon) Tannis Wilson
- Time & Stress Management – Dec. 13 (Wpg.) Lorne Tannas

For more information contact Susanne Tarrant at (204) 235-2308

New Co-ordinator at ACC



Mary Petersen has joined the staff at Assiniboine Community College in Brandon as the Coordinator of Pork Production Programs. Mary brings to the position four years of experience working as the Coordinator of Training at the Prairie Swine Centre Inc., in Saskatoon. Mary developed a one-day hydrogen sulphide awareness course which has been delivered to over 1000 pork producers throughout Saskatchewan, Alberta and Manitoba. Mary brings 16 years of experience in adult education to the position with 12 of those years at Lakeland College in Lloydminster, AB.

Mary and her husband have re-located to Brandon and she is looking forward to working with producers in Manitoba. Responsible for the Pork Production Apprenticeship Program, her duties include setting up courses and working closely with employers, students, instructors and the Apprenticeship Board to ensure the smooth delivery of the program to the hog industry. Mary will also assume responsibility for coordinating the Pork Production Manager Certificate Program in 2003.

For course information and registration call Mary Petersen at 1-204-725-8700 Extension 6683 or email her at PeterseM@Assiniboine.net

Be Farmsafe - make it a way of life

Inject the pig, not yourself! Some of the medications you give to your pigs can also affect you if you accidentally inject yourself. Medications meant for pigs can cause localized inflammation around the injection site, or a more severe reaction if you are allergic.

In case of accidental injection:

- Find and read the Material Safety Data Sheets and package insert for the product used.
- Clean the area with water and antiseptic soap.
- If a local reaction such as swelling or itching occurs, rest and elevate the affected area.
- Seek prompt medical attention. Bring the package insert with you.
- Phone a poison control hotline.

Prevent needlestick injuries by taking extra care when recapping or removing a needle. Make sure the animal is properly restrained before giving the injection and use a tubing device (i.e. Slapshot) to attach the needle to the syringe. Dispose of used needles immediately in a puncture resistant sharps container.

(Source: *Workplace Safety and Health Manual*)

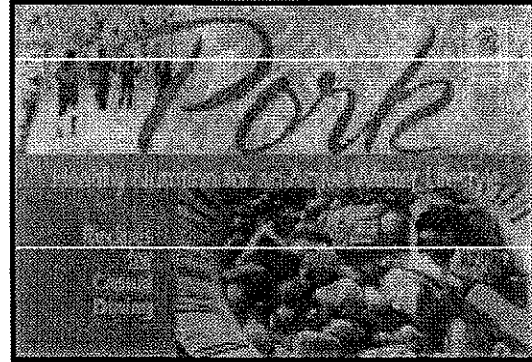


Promotions

Provinces Collaborate on Recipe Brochure

Our latest recipe brochure, "PORK- Healthy Nutrition for an Active Winter Lifestyle," tested and produced by Manitoba Pork Council, is now being purchased and distributed in Alberta, Saskatchewan, New Brunswick, PEI and Nova Scotia. Manitoba's 42,000 copies will be in stores from October 21 to November 16 and the entire brochure is now up on our web site www.manitobapork.com. Nutritional analysis, plus Diabetic Diet information, courtesy of Alberta Pork Producers, is listed for every recipe. All recipes contain pork cuts that are part of the Heart and Stroke Foundation's Health Check program.

For those cold winter days, warm up with *Easy Oven Goulash*. For your copy of the brochure call our toll free recipe line at 1-800-299-7675.



Easy Oven Goulash

2 lbs	LEAN TRIMMED PORK SHOULDER,	1 kg
	cut in 1 1/2" (7cm) cubes	
2	onions, chopped	2
2	cloves garlic, minced	2
2 tsp	salt	10 mL
1/4 cup	tomato paste	50 mL
2 Tbsp	paprika	25 mL
1/2 tsp	pepper	2 mL
14 oz	can sauerkraut, rinsed and drained	398 mL
1 tsp	caraway seed	5 mL
1/2 cup	low fat or fat-free sour cream	125 mL

Place pork cubes and onions in a heavy Dutch oven or small enamel roaster. Crush garlic and salt with the back of a spoon to form a paste. Combine with tomato paste, paprika and pepper. Spread paste over pork cubes and stir to coat well. Cover and roast in the oven at 325F(160C) for 1 1/2 hours. Remove from oven and stir in sauerkraut and caraway seed. Cover and return to oven for 45 - 60 minutes, until pork is very tender. Remove from oven. Stir in sour cream. Serve with egg noodles.

YIELD: 6 servings

Per serving: 324 Calories (1355 kJ); 38g Protein; 13g Fat; 13g Carbohydrate

Diabetic Diet Information per serving: 5.5 PROTEIN and 1 FRUIT & VEGETABLES choices

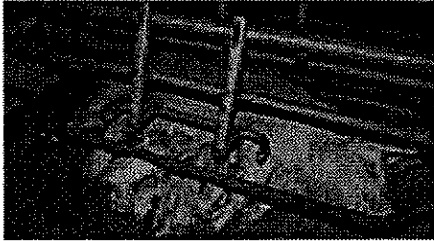
Manitoba Pork District Directors

District 1:	Karl Kynoch, Baldur (Vice-Chairman)	(204) 535-2387
District 2:	Ray Timmerman, Treherne (Executive Member)	(204) 723-2707
District 3:	Garry Tolton, Newdale	(204) 849-2081
District 4:	Bryan Ferris, Bowsman	(204) 238-4484
District 5:	Brad Friesen, Altona	(204) 324-6527
District 6:	Robert Jacobson, Arborg	(204) 376-5112
District 7:	Bill Vaags, Dugald	(204) 853-7948
District 8:	Ben Hofer, Rock Lake Colony	(204) 322-5231
District 9:	Marcel Hacault, Niverville (Chairman)	(204) 388-4924
District 10:	James Hofer, Starlite Colony (Executive Member)	(204) 735-2229 (ext. 223)
District 11:	Guy Baudry, Brandon	(204) 571-3440
District 12:	Scott Lins, Niverville	(204) 388-0013
Weanling Exporters' District:	Larry Friesen, Rivers	(204) 328-7288

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For Immediate Release

September 24, 2002

New hog farms make major economic impact in Manitoba municipalities

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Marcel Hacault, Chairman of Manitoba Pork Council, is encouraged by the report's findings. "These findings reinforce what local farmers around the province have been saying about the economic benefits of hog farms. We all see the impact on local communities. We see schools staying open, or even expanding, and local stores and services prospering. Hog farming is an important part of a healthy Manitoba."

Hacault also notes that, according to Manitoba Agriculture and Food, as of 2

pigs represented more than \$850 million in farm gate receipts, about 25% of provincial total. And, more that 15,000 people work directly in the hog indust generate more than \$2 billion annually for the provincial economy.

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*Manitoba Pork Council is the membership association of hog farmers in Man
Our mission is to foster the sustainability and prosperity of the pork industry
good of hog farmers and all Manitobans.*

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