

A close-up photograph of a pig's face, looking directly at the camera. The pig has light-colored skin and large, upright ears. The background is softly blurred, showing other pigs in a similar setting.

Executive Director Report  
2023 Annual General Meeting

# Alberta Pork Staff



**Darcy Fitzgerald**

*Executive Director*



**Javier Bahamon**

*Quality Assurance and  
Production Manager*



**Marilyn Griesheimer**

*Office and Finance Manager*



**Andrew Heck**

*Communication Programs  
Manager*



**Sarah Masters**

*Administrative Assistant –  
Traceability*



**Cris Neva**

*Quality Assurance and  
Production Specialist*



**Christina Quinn**

*Agriculture Education  
Coordinator*



**Jose Rivera**

*Traceability Administrator*



**Rawya Selby**

*Administrative Coordinator*



**Charlotte Shipp**

*Industry Programs Manager*

# Our Sustainability Priorities

As the advocate for hog producers, and often for the pork industry at large, we focus on information that helps our producers enhance their sustainability, supports to achieve needed change, and messaging that shows the Alberta pork industry is a trusted part of the agri-food business.



Pigs



People



Planet



Progress

# Business Plan

Alberta Pork acts like a business, as our producers do, to provide the best possible services for producers and partners.



## Revenue

Identify and promote opportunities to make more money



## Expense

Identify and promote opportunities to save money



## Image

Strengthen our sustainability by providing high-quality information & training

# Economics information

Alberta Pork provides weekly updates by email on market data, analysis of pig and pork prices, feed prices, cost of production and hog slaughter.

Our economics dashboard is updated weekly, and our feed cost modelling is updated monthly, both of which are available online.

Future economic info with Ontario Pork and Manitoba Pork.



## Week ending November 11, 2023

### Estimated price per hog in western Canada

based on data from H@ms Marketing

OlyWest 2020	<b>\$223.68</b>
OlyWest 2021	<b>\$221.10</b>
Maple Leaf Foods	<b>\$220.01</b>
Donald's Fine Foods	<b>\$223.50</b>

Market	Week prior	Change	Six months prior	Change	One year prior	Change
OlyW20	\$226.65	↓ 1.3%	\$214.00	↑ 4.5%	\$272.52	↓ 17.9%
OlyW21	\$221.80	↓ 0.3%	\$209.90	↑ 5.3%	\$249.10	↓ 11.2%
MLF	\$222.50	↓ 1.1%	\$215.34	↑ 2.2%	\$249.44	↓ 11.8%
DFE	\$225.18	↓ 0.7%	\$216.35	↑ 3.3%	\$260.71	↓ 14.3%

# Revenue

## Settlement Data

The Alberta Pork Producers' Commission Regulation now requires processors to provide Alberta Pork with settlement data for **all Alberta pigs**.

- Provides price transparency for Alberta producers
- Currently consulting packers to discuss data transfer capabilities
- Pilot reporting with packers
- Process will aggregate data to protect producer and processor confidentiality

## Week ending November 11, 2023

### Estimated price per hog in western Canada

based on data from H@ms Marketing

OlyWest 2020	<b>\$223.68</b>
OlyWest 2021	<b>\$221.10</b>
Maple Leaf Foods	<b>\$220.01</b>
Donald's Fine Foods	<b>\$223.50</b>

Market	Week prior	Change	Six months prior	Change	One year prior	Change
OlyW20	\$226.65	↓ 1.3%	\$214.00	↑ 4.5%	\$272.52	↓ 17.9%
OlyW21	\$221.80	↓ 0.3%	\$209.90	↑ 5.3%	\$249.10	↓ 11.2%
MLF	\$222.50	↓ 1.1%	\$215.34	↑ 2.2%	\$249.44	↓ 11.8%
DFF	\$225.18	↓ 0.7%	\$216.35	↑ 3.3%	\$260.71	↓ 14.3%

# Revenue

## Business Risk Management

Working nationally to improve the programs to better support pork producers.

## Mandatory Price Reporting

National effort to pursue Mandatory Price Reporting (cutout information) for the pork sector.

## AFSC

Joint committee to look at WLPPI improvements and other insurance options.



Pigs. People. Planet. Progress

# Expense

## Regulatory Burdens

- Government Advocacy: **Food Security, Food Safety, Food Sustainability, Food Affordability**
- Codes of Practice
- Private Members' Bills
- Carbon Tax
- *Health of Animals Act* (Traceability Nationally)
- Environmental Policies



Pigs. People. Planet. Progress



# Cost of Production

Alberta Pork is working with Commodity Professionals and 33 producers in southern Alberta to pilot a new cost of production measurement software



# Research

Swine Innovation Porc – National Body  
Prairie Swine Centre – Applied Research  
U of A – Feed and Reproductive Research  
U of C – ASF Research

# The Image Portrayed

Alberta Pork works with producers and industry partners to secure and improve the sectors overall image, builds public trust and consumer awareness, and develops educational programs to highlight the good work of our producers.



# The Image Portrayed

Alberta Pork works with industry partners across the sectors over a long period of time to build trust and consumer confidence. We develop educational programs that highlight the good work of

## TEC CANADA Financial Materiality



FINANCIAL PERFORMANCE

COMPANY VALUE

TRADITIONAL FINANCIAL MEASURES

- ESG identifies potential financial impacts (or benefits) of non-traditional factors
- Considers short, medium, and long term effects
- Prioritizes the 'critical few'



NON-TRADITIONAL FACTORS



# Quality Assurance

## Canadian Pork Excellence (CPE)



## Transport Quality Assurance (TQA) Biosecurity / Emergence Planning



## PigSAFE | PigCARE

PigSAFE | PigCARE will officially go into effect on January 1, 2024

100% of Alberta Pork's 278 commercial farms are trained on PigSAFE | PigCARE

## PigSAFE | PigCARE

About half of all producers trained on PigSAFE | PigCARE are also certified, with more certifications occurring frequently

## Alberta Swine Traceability System

Alberta is the only province in Canada responsible for its own traceability system that feeds into the national database, PigTRACE

## E-manifest

Maple Leaf Lethbridge and Olymel Red Deer are well on their way with training producers and implementing Alberta Pork's electronic manifest within their operations

# Swine Traceability

Alberta Industry is **96%** compliant  
Keep up the good work



PigTrace tag price increase of **10%**  
comes into effect on  
**December 15, 2023**

Alberta pushing for a national  
discussion approach on PigTrace  
funding and support

**Alberta position** is to fund the  
program from the levy dollar and  
remove the up charge on tags

CPC opened an RFP on June 12,  
2023 to look for additional tag  
suppliers and products

CPC selection will conclude  
April 12, 2024



## ASF / FAD prevention and preparedness

- Producer programs
- Zoning Agreements
- Government and Public trust and support



## CWSHIN

On-going Disease Surveillance



Data handling and security



NRCB – Environment – Public Trust at Home  
Consumer Awareness

# June is Alberta Pork Month

Alberta Pork worked with Sunterra Market and Freson Bros. to promote pork during the month of June



Sunterra Market sold specially priced Value Pork Packs and hosted customer events at all nine of its stores

Sunterra has continued to prominently promote its fresh pork with similar packs since June

Freson Bros. hosted contest giveaways at all 16 of its stores

Freson's fresh pork sales experienced a 15% boost in June 2023, compared to June 2022.



# Western Canada Pork Promotion

Alberta Pork collaborated with Canada Pork, Sask Pork and Manitoba Pork Council on two joint initiatives with Federated Co-op



Ultimate Canadian Burger recipe card appeared at more than 50 Alberta Co-op grocery stores

Meat managers sold pork patties with recipe card to encourage purchases

Store feedback indicates the promotion was successful, with increased fresh pork sales

Coffee-Crusted Pork Loin will appear in a similar fashion in December





# Addressing Future Needs

Working with Canada Pork and Western Canadian provincial organizations in an approach to build public awareness and to improve pork consumption.



# The Image Portrayed

Alberta Pork works with producers and industry partners to secure and improve the sectors overall image, builds public trust and consumer awareness, and develops educational programs to highlight the good work of our producers.

## Be Positive. Be Proud.



**TECCANADA** Financial Materiality

FINANCIAL PERFORMANCE

COMPANY VALUE

TRADITIONAL FINANCIAL MEASURES

NON-TRADITIONAL FACTORS

The diagram is an iceberg floating in water. The tip of the iceberg, above the water line, is labeled "FINANCIAL PERFORMANCE" and "COMPANY VALUE". The submerged part of the iceberg, below the water line, is labeled "TRADITIONAL FINANCIAL MEASURES" and "NON-TRADITIONAL FACTORS". The submerged part is divided into two sections: "TRADITIONAL FINANCIAL MEASURES" (above the water line) and "NON-TRADITIONAL FACTORS" (below the water line). The submerged part is divided into two sections: "TRADITIONAL FINANCIAL MEASURES" (above the water line) and "NON-TRADITIONAL FACTORS" (below the water line). The submerged part is divided into two sections: "TRADITIONAL FINANCIAL MEASURES" (above the water line) and "NON-TRADITIONAL FACTORS" (below the water line).

- Revenues
- Expenses
- Risk profile
- Liabilities
- Assets
- Governance
- Human Capital
- Supply Chain
- Climate Strategy
- Ethics
- Health, Safety, Wellness
- Water & Waste
- Data Security & Privacy

- ESG identifies potential financial impacts (or benefits) of non-traditional factors
- Considers short, medium, and long term effects
- Prioritizes the 'critical few'

ESG Global Advisors

TECCANADA  
4  
Subscribe

A small video feed in the top right corner of the slide showing Sarah Keyes, a woman with dark hair, wearing a black top, speaking.



# Moving Forward

- Consumer awareness
  - positives in what producers are doing
- Production related solutions
  - research, special project
- Greater advocacy efforts – Federal, Provincial, Municipal
  - CPC, ILWG, others
- Resource development amongst PPOs and CPC/Canada Pork
- African Swine Fever and FAD
- Corporate Change – some regulation changes to bylaws
- Board member recruitment
- This afternoon's presentations





Thank You

