



Industry involvement on Great Lakes

ONTARIO PORK



Larger Context – Social Responsibility



Consumers

Have growing expectations of environmental stewardship and socioeconomic contribution

The way food is produced is seen as a dimension of quality: consumers value **products that meet high, credible standards** attesting to sustainable production



Retailers

Are adopting sustainability strategies and responsible procurement practices

They require their suppliers to **comply with social and environmental criteria** and specifications



Governments

Are continuously assessing initiatives to help increase the sustainable footprint of agriculture

They **expect the sector to act sustainably**



Larger Context – Social Responsibility (cont'd)

- In 2014, OP identified a course of action to:
 - Be more responsive to drivers in the marketplace – consumers, retailers, government
 - Extend and strengthen the Ontario Pork brand
 - **Tell “our farming story”**



Social Responsibility Reporting

- Describes economic, environmental and social impacts caused by our everyday activities
- Demonstrates the link between our values, our strategy and commitment to a sustainable global economy
- Key platform for communicating sustainability performance and impacts – whether positive or negative



6 Dimensions

Farm Management	Economic Performance	Environmental Stewardship
<p>Responsible farm management addresses all aspects – economic, social and environmental – of social responsibility for Ontario pork producers. It requires complying with regulations, adhering to the industry’s voluntary standards, and continuously looking for improvements through the adoption of best management practices.</p>	<p>Financial profitability is the primary purpose of all businesses and the lever by which the farm will be able to fulfill its roles and responsibilities as a responsible corporate citizen. Profitability may be achieved through sound financial planning, and a strong risk management strategy.</p>	<p>Ontario pork producers are stewards of the land. This involves preserving ecosystems and resources, such as soil and water, minimizing negative environmental impacts of their activities through the implementation of beneficial agricultural practices. From barn to field operations, pork producers can act in different ways to reduce environmental impacts on their farms.</p>
Animal Care and Food Safety	Relationships with the Community	Workers’ Well-being
<p>Together with food safety, animal care is increasingly scrutinized in the agri-food sector, especially at the production level. In this context the pork producer’s primary goal is to maintain high husbandry standards while remaining competitive. This requires adopting the highest standards set by the industry and government agencies on issues including animal care, biosecurity and antibiotic use.</p>	<p>Good community relations enable a farm to contribute to the social acceptability of its activities and strengthen its presence in the community. Such relationships can take the form of a dialogue with local stakeholders. Community relations also pertain to actions that make a positive contribution to the social fabric or minimize potential negative impacts.</p>	<p>Workers’ well-being relates to all aspects that influence recruitment and retention through attractive working conditions. Providing competitive working conditions, maintaining fair labour relations, and ensuring a safe working environment are key factors to a farm’s success and the overall health and well-being of its workforce.</p>



Timelines for Social Responsibility Report

- November 2015: Queen's Park
- January/February 2016: County AGMs
- March 2016: General AGM
- 2018: Next round of measurement and reporting





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Great Lakes



Activity related to Great Lakes

Governance

- Regular Board updates (e.g. Great Lakes Act, Lent Reports, Lake Erie P reduction targets)
- Sustainability Advisory Group
 - 2 Board members + 4 grassroots
 - Great Lakes & Climate Change



Activity related to Great Lakes (cont'd)

Research

- OP research funding
- Letters of support

Consultations

- Submissions
- Participation at workshops (e.g. FFCO)



Activity related to Great Lakes (cont'd)

Producer involvement & discussions

- September 2015: OP Policy Day
- Jan – May 2015: Advisory group
 - Review LENT recommendations
 - Invite experts (U of G, OMAFRA, Conservation Authorities)
 - Consider solutions
- June 2016: Regional producer meetings
- Ongoing: News briefs to members





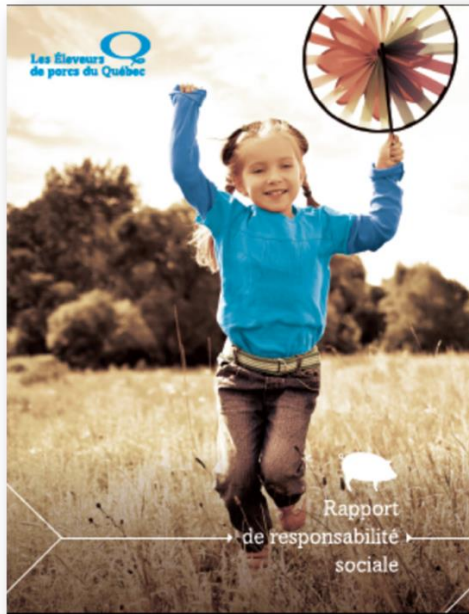
ONTARIO PORK

Thank You

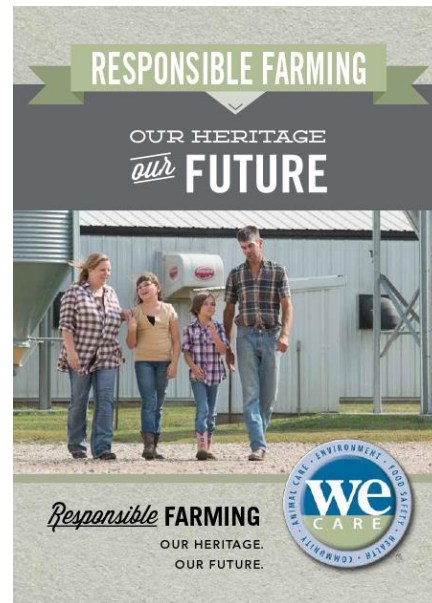


Who Else is Doing It?

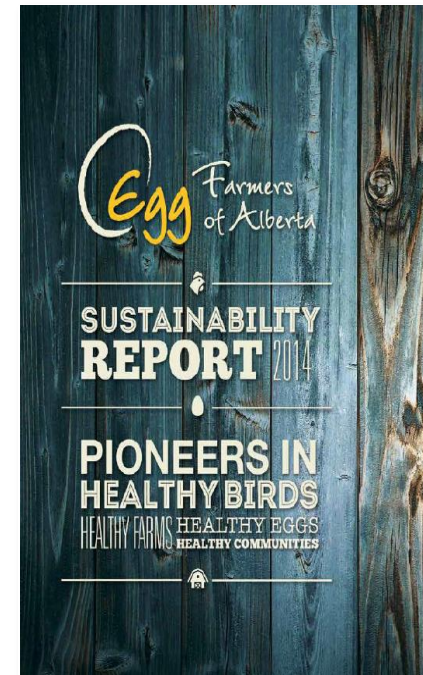
Quebec's Pork Producers Association



National Pork Board & National Pork Producers Council



Egg Farmers of Alberta



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Approach and Data

1. Report is based on internationally recognized methodologies and standards, including the Global Reporting Initiative (GRI) and the Food and Agriculture Organization of the United Nations' Sustainability Assessment of Food and Agriculture systems (SAFA) guidelines.
2. Industry information provided by Ontario Pork
3. On-farm survey
 - ▶ Close to 120 participants
 - ▶ Good geographical representation
4. Environmental footprint
(using Life cycle assessment)

