



Message from the President

I sense some optimism starting to build in our Canadian pig business. I think all farmers are generally more optimistic as the spring season approaches. Prices above \$1.30/kg have started the phone ringing more often for gilt orders. It appears that most producers have now decided on their long term participation in the Canadian pork industry.

I hope many of you will be able to attend our annual meeting on Tuesday March 30, 2010 in Ottawa. We have an exciting program for this event. There will be a focus on things we do at the farm level that can make a difference to consumers of our pork in Canada and around the world. The role of genetics in pork quality has always been a priority for CSBA members and is one important reason Canada is internationally recognized for pork quality.

We will also consider an important amendment to our by-laws to allow the use of dual-ear tags for identification of registered pigs. It is important to recognize developments such as tags for traceability and electronic IDs, and adapt in a way that ensures we maintain the integrity of permanent identification.

Scott Robinson, President

Annual General Meeting

Date: Tuesday, March 30, 2010

11:30 to Noon
Registration

12:00 to 13:00
Lunch and awards presentations

13:00 to 17:30
Annual General Meeting

Hotel Location:

Southway Inn
2431 Bank Street
Ottawa, Ontario
K1V 8R9



Reservations: 1-877-688-4929

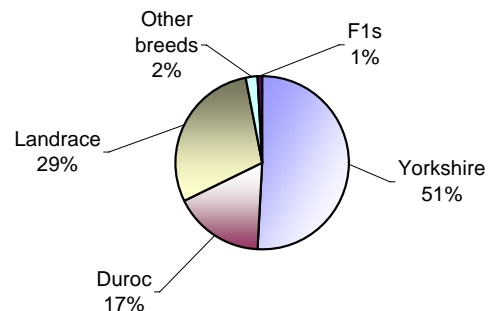
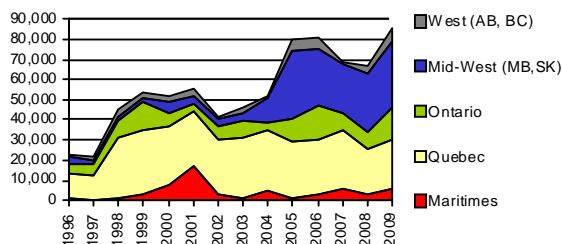
Email: info@southway.com

Web: www.southway.com

Pre-registration would be appreciated to help us in planning (see enclosed form).

CSBA members register a record number of 85,236 pigs in 2009!

We had a great year with respect to registrations, despite the recent challenges faced by our industry. In 2009, a total of 85,236 pigs were registered at the Canadian Livestock Records Corporation. This 27% increase in registrations from 2008 was in part due to a reduction in electronic registration fees from April to June 2009 for animals over 18 months of age. The charts below show the numbers of pigs registered by year and region, and the percentages of registrations by breed for 2009.



**By-law amendments as presented to
The general membership at the CSBA Annual General Meeting
Ottawa, Ontario, March 30, 2010**

1. Be it resolved that Section XVII, which reads:

XVII. IDENTIFICATION

All swine, born in Canada, shall be identified by tattoo or electronic implant, while under 8 weeks of age, before weaning and before making application for registration, to be eligible for registration by the Corporation.

If the system of tattoo marking is employed by the breeder, then he shall tattoo either in the right ear the letters allotted to him by the Corporation, and the herd number followed by the designated year letter in the left ear, or, in one or the other ear on two rows such that the herd letters are in the top row and the herd number and year letter are in the bottom row.

If a system of electronic implants is employed by the breeder the implant shall be placed in the left ear as instructed. A dual identification system using electronic implant and tattoo is acceptable and encouraged.

If a system of tagging is employed, tags must be ordered through the Corporation. The tags will show the breeder's letters allotted to him by the Corporation, and within herd number, followed by the designating year letter. If tags are used, a dual system also using either tattoo or electronic implant is required.

As soon as each hog is identified by tattooing, implant and/or tagging, a record of the identification must be entered in the breeder's private breeding record.

All white-eared and red-eared swine must be identified by tattoo and/or electronic implant. All black-eared swine must be identified by tattoo and/or electronic implant, and a secondary form of ID such as ear tagging is encouraged.

IMPORTED ANIMALS: In the case of imported animals, they shall be individually identified by tattoo or implant before applying for registration. All imported animals not ear tattooed as required by the Association shall be properly tattooed using the importer's herd letters and the appropriate year letter, preceded by an unduplicated number or by electronic implant.

Be amended to read:

XVII. IDENTIFICATION

All swine, born in Canada, shall be uniquely identified by tattoo or electronic implant or an approved "Alternative identification" as defined below, while under 8 weeks of age, before weaning and before making application for registration, to be eligible for registration by the Corporation.

If the system of tattoo marking is employed by the breeder, then he shall tattoo either in the right ear the letters allotted to him by the Corporation, and the within herd number followed by the designated year letter in the left ear, or, in one or the other ear on two rows such that the herd letters are in the top row and the within herd number and year letter are in the bottom row.

If a system of electronic implants is employed by the breeder the implant shall be placed in the left ear as instructed. A dual identification system using electronic implant and tattoo is acceptable and encouraged.

If a system of tagging is employed, tags must be ordered ~~through the Corporation from a supplier approved by the Corporation and have a unique visible identifier that is compatible with the registration requirements of the Corporation. The tags will show the breeder's letters allotted to him by the Corporation, and within herd number, followed by the designating year letter. If tags are used, a dual system also using either tattoo or electronic implant is required.~~

As soon as each hog is identified by tattooing, implant and/or tagging, a record of the identification must be entered in the breeder's private breeding record.

~~All white eared and red eared swine must be identified by tattoo and/or electronic implant. All black eared swine must be identified by tattoo and/or electronic implant, and, If a system of tattooing is used, especially for black eared swine, and/or a system of electronic implants is used,~~ a secondary form of ID such as ear tagging is encouraged.

IMPORTED ANIMALS: In the case of imported animals, they shall be individually identified by tattoo or implant or an approved "ALTERNATIVE IDENTIFICATION" as defined below before applying for registration. All imported animals not identified as required by the Association shall be properly tattooed using the importer's herd letters and the appropriate year letter, preceded by an unduplicated number or by electronic implant or by an approved "ALTERNATIVE IDENTIFICATION" as defined below.

ALTERNATIVE IDENTIFICATION: As an alternative to tattoos or electronic implant, a "specifically approved" dual tagging system with one tag affixed in each ear may be used as a means of identifying swine. The approved tagging system must adhere to the principles of high rate of retention, durability and readability and be specifically approved by a resolution of the Association's Board of Directors.

Reasoning:

The proposed amendment would give flexibility to adapt in a timely way to new developments related to tagging, while ensuring that only highly reliable tagging systems are implemented. There have been recent improvements in tags for small pigs and some members have already started to use such tags for management purposes with good results. Also, the costs for electronic tags (RFID) have come down substantially and many members are considering the use of electronic tags for management purposes. Further, the industry has just introduced tags for traceability purposes which, once legislated, will become mandatory for breeding stock. Only double tagging systems which have field trial results deemed adequately reliable by the CSBA Board of Directors would be approved. The use of tags would be controlled through the Corporation (CLRC) to ensure only approved tags are used. It should be noted that Canadian sheep and beef breed associations at CLRC already offer the option of dual tagging.

In addition to the above changes, it has also been suggested to remove the reference to "electronic implants" given that no members have ever used this method for pigs in Canada. Further, there is also potential for implants ending up in a final product such as pig ears sold in pet stores. Alternatively, any reference to electronic implant should be changed to "approved electronic implant" with the understanding that the Board of Directors must give explicit approval as for dual-tagging.



**Pre-Registration for CSBA AGM
Tuesday March 30, 2010
11:30 Registration
Complementary Lunch at Noon**

To help us in planning, please contact Francine Roy to pre-register.

Tel: (613) 731-5531 Ext. 21

Email: francine@canswine.ca

Or fax this form to (613) 233-8903

Canadian Swine Breeders Association
Central Experimental Farm, Bldg 54
960 Carling Avenue
Ottawa, Ontario, K1A 0C6

Name: _____

Address: _____

Telephone: _____ Email: _____

If others will accompany you, please specify the total number of people including yourself: _____

Keynote Speaker



Dr. Ellen Goddard
Professor, Rural Economy
Member of AVRI Council

Degree: PhD, La Trobe University, Victoria, Australia; MSc, Agricultural Economics, University of Guelph; BSc, Agricultural Economics, University of Guelph

Job/Research Area

Co-operative Chair in Agricultural Marketing and Business;
Program Leader, Consumer and Market Demand Policy Research Networks,
Agriculture and Agri-Food Canada, and Member of the AVRI Council

Dr. Goddard spoke recently at the Banff Pork Seminar (www.banffpork.ca). One key area where the industry can place more focus and achieve greater success is through more effective advertising and product promotion, says Ellen Goddard of the University of Alberta. "It's a matter of keeping current. As consumer interest in food products changes, the types of advertising and promotion that are likely to result in increased sales also need to adjust."

Reaching the consumer is becoming more complex and that's where more study of consumer preferences can help, she says. To this end, Goddard is part of a University of Alberta team supported by Alberta Pork that is delivering new research on a number of key fronts, including a new project integrating genomics, meat science and economics to add value to the hog sector.

Results from her program show key differences in regional and household preferences, revealing promising opportunities to improve marketing and promotion. "One signal is a greater focus on youth is needed," she says. "Branding related to 'traditionally raised' and 'Canadian' also has opportunity. The new Canadian pork label is an example of progress in this direction."