

### Message from the President

In the past couple of years, the swine industry has faced many challenges and hardships. This has resulted in more stakeholders in the swine industry banding and working together to get through these difficult times.

PigGen Canada is one example of an organization that was created to provide a single voice to Canadian swine genetics suppliers and to seize opportunities for swine genetics and genomics research. PigGen Canada was created to carry out big projects that individual member organizations could not complete on their own.

This dynamic new organization became incorporated this past summer and I am pleased that CSBA can play an important role in the establishment of PigGen Canada. Jean Lévesque is CSBA's representative to PigGen Canada and he currently sits on the organization's Scientific Committee.

PigGen Canada's Board of Directors met in person in Toronto at the end of October for the first time since its incorporation. Many CSBA members were present at the meeting including Jim Long, Jean Lévesque, Brian Sullivan and myself.

One discussion that was held at the meeting pertained to possible future research projects. PigGen Canada would like to do gene tests using SNP chips to find relationships between certain genes and traits in purebred pigs for accelerated genetic improvement along with the use of quantitative genetics. This is needed in order to have Canada seen as a leader of genetic improvement and a supplier of high quality pork.

The PigGen Canada membership fee is set at \$10,000 per year, payable in two installments: \$6,000 due January 31, 2010 and \$4,000 due July 1, 2010. The first installment will be allocated for the organization's operation expenses and the second installment will help to fund small research projects. For larger projects, \$25,000 has been considered from each member organization, but it will take some time to develop the project with researchers and find

additional funding. We can anticipate a request for additional funds later in 2010 or possibly in 2011.

CSBA's role in PigGen Canada is very crucial in order to maintain Canada's competitive position as a leader of swine genetic improvement. Along with the Canadian Centre for Swine Improvement, CSBA represents a substantial proportion of the national swine genetics market. Seven of the eleven organizations in PigGen Canada are in fact part of CSBA or CCSI. There is no doubt that CSBA needs to continue to play an integral part in the development of PigGen Canada. One question however remains: "Do we have the dedication to support PigGen Canada as a single member or does CSBA need to work together with CCSI to make one strong member for PigGen Canada?"

CSBA's Executive will meet in November with the CCSI's Board of Directors to discuss this possibility and will also hold a few conference calls in the near future for guidance and direction.

There is an anonymous quote "Learn from yesterday, live for today and hope for tomorrow". The whole industry has seen its share of challenges and lived through many dark days but it has currently the tools and the technology available to emerge stronger and more competitive to see better days.

Scott Robinson, President

### Members of PigGen Canada



The 11 founding member organizations in PigGen Canada are: Alliance Genetics, Canadian Swine Breeders Association, Canadian Centre for Swine Improvement, Designed Genetics, Fast Genetics, Genesis, Génétiporc, Hypor Canada, La Coop fédérée, PIC Canada, and Topigs Canada.

## CSBA Directors in Each Region

Alberta and British Columbia	Alfred Wahl
Manitoba and Saskatchewan	Jim Long Paul Riese
Ontario	Richard Stein Scott Robinson
Québec	André Auger Jean Lévesque Line Théroux
Atlantic provinces	Donald MacDonald

## Message from Canadian Swine Exporters Association



It would be wonderful to report that the export sales of purebred swine genetics have never been better, but unfortunately, this is not the case. We have had many setbacks in the past year, and as you all know, the H1N1 media hysteria has not helped us one bit.

I note that only in North America does the media refer to this virus as the swine flu. Other countries in Europe and Asia are wise enough to call it what it is, the H1N1 virus. Many countries in the early part of May and June were very cautious about the uncertainty of this, and several countries closed the borders to receiving live pigs. Most countries' borders have reopened and export shipments have returned to normal business activity. China is the critical exception to this to-date. The borders are closed. We have been unable to convince the country officials that they should allow air cargo carrying pigs and/or pork products to enter the country. Our Canadian Embassy has been very helpful in meeting with the Chinese officials on our behalf to try to resolve this issue. Let's hope for a resolution in the near future. We have many export opportunities in China waiting for us to be able to do business once again in this huge country.

Russia is a strong market with our export sales still continuing to take place. The new 'normal trend' is for larger shipments which usually involve charter aircraft. We still continue to export pallet positions on aircraft, and are thankful for any and all export orders.

Our exporter members are keeping busy maintaining a marketing presence in our target countries that have been listed as: China, Commonwealth of Independent States (Russia, Ukraine), Korea,

Germany, Brazil, Japan, Chile, Ecuador, Spain and Asian nations. We are making progress in market penetration to new markets that are being developed with promotional activity in India, Colombia, Venezuela, Peru and Estonia.

Rosemary Smart



Poster on display in China at the Global Pig Forum, May 2009 (Peter Simedrea and Rosemary Smart)

## Programs announced by the federal government to help the swine industry

Back in August, the federal government made announcements to help the swine industry.

- Long-term loans for swine producers to restructure their business;
- A hog transition program which will invest 75 million dollars for producers to tender bids to exit the industry; and
- A 17 million dollar pork marketing fund to promote Canadian pork internationally through Canada Pork International.

The Canadian Pork Council has been working closely with the government to flesh out the details of the announcement. Please visit the CPC website at: [www.cpc-ccp.com](http://www.cpc-ccp.com) or contact your provincial hog producers association for more information.