QUEBEC SWINE INDUSTRY

ROUND TABLE

HISTORY

Started in 1990 under the umbrella of Quebec Agriculture, Fisheries and Food Ministry

MEMBERS

- Production
- Abattoir and further processing
- Services: institution and distribution

37 decision makers

Pierre Falardeau, Chairman (CDPQ)
Edouard Asnong, Vice-president (FPPQ)
Johanne Godbout, Secretary (MAPAQ)
**MEMBERSHIP**

250 $ / year / member
to pay meeting expenses

**PRODUCTION**

- CFQ
- AQINAC

**ABATTOIR AND FURTHER PROCESSING**

- Brochu-Lafleur
- ATRahan
- Viandes Kamouraska
- Agromex
- Charcuterie La Tour Eiffel
- Aliments Jolibec
- Les Aliments Northam

**SERVICES**

- SOBEYS
- METRO-RICHELIEU
- Agriculture et Agroalimentaire Canada
- Agriculture et Agroalimentaire Québec

**GROCERY DISTRIBUTORS**

- SOBEYS
- METRO-RICHELIEU

**UNIONS**

- CSD
- CSN
- TUAC®
**UNIVERSITIES**

McGill

**MISSION**

To assure the continuous reputation of the agri-food pork sector on the market by fostering synergistic efforts between various segments of the industry in a common goal to respond to consumers and the society concerning food safety, environment, product quality, farming conditions and economic fall-backs.

**REASONS OF THE SUCCESS !**

- Support of the Québec Government (Secretary - Coordinator)
- Single desk marketing
- Issues that have a commercial/financial impact
- Good will of the members to work together on industry issues
- Vertical coordination targeted on industry competitiveness

**10 YEARS OF ACHIEVEMENT !**

- Ideal carcass project
- CPI
- Butcher education
- Farm quality insurance
- Environment
- Education
- Research

**2001-2004 STRATEGIC PLAN**

- Food safety
- Environmental management
- Market development
- Competitiveness of the industry
- Mobilization of the Round Table participants

**FOOD SAFETY**

Objectives

- Assure safety of the Quebec pork and maintain consumer’s confidence
- Prepare to face eventual requirements concerning feeding of hogs
**FOOD SAFETY**

Objectives
- Be ahead in achieving traceability
- Prevent development of diseases and outbreaks of epidemics

**ENVIRONMENTAL MANAGEMENT**

Objectives
- To see that a legislation concerning manure management and disposal is based on real values of the components, so that the swine production sector can adapt rapidly to the technology to really restrain rejections

**MARKET DEVELOPMENT**

Objectives
- To identify various markets and their needs
- To make sure that the Quebec Pork Round Table (Filière) responds to the needs of the target markets

**ENVIRONMENTAL MANAGEMENT**

Objectives
- To set up an agri-environmental validation program with aims of both farm origin pollution reduction and odour reduction
- To submit hog production to ecology principals

**ENVIRONMENTAL MANAGEMENT**

Objectives
- To co-operate in the development of a Canadian hog farm agri-environmental certification program and to ensure its implementation in Québec
- To foster the development of some alternatives to manure spreading

**ENVIRONMENTAL MANAGEMENT**

Objectives
- To assure to target markets in co-operation with Canadian organizations and government authorities
COMPETITIVENESS OF THE INDUSTRY

Objectives
- To assure the measurement of gains in the productivity of the production and processing sectors
- To enhance the value and to promote employment in the entire Quebec swine industry

MOBILIZATION OF THE ROUND TABLE PARTICIPANTS

Objectives
- To make sure that training (initial and continuing) is well adopted and responds to the needs of qualified labour in every segment of the swine industry, including production, processing, distribution and services

QUESTIONS?

MOBILIZATION OF THE ROUND TABLE PARTICIPANTS

Objectives
- To watch markets and the legislation related to eventual requirements concerning animal welfare

COMPETITIVENESS OF THE INDUSTRY

Objectives
- To enhance the value of the pork agri-food sector, especially in regard to product quality, the professions and production techniques, from the farm to the table