

Moving Agriculture Forward with Innovation

Centre for Organizational
Governance Workshop
November 20, 2012

Geraldine Auston – BC Pork

This presentation was funded in part by the Investment Agriculture Foundation of BC through Agriculture and Agri-Food Canada's Advancing Canadian Agriculture and Agri-Food (ACAAF) program.

Funding provided by:

Canada 



**Investment
Agriculture
Foundation**
of British Columbia

- Where we were
- What we did
- What next

BC Pork & where we were...2009

There is little or no awareness of B.C. Pork as an industry or B.C. pork as a product. Thus pork produced in B.C. has little or no profile.

“...one thing is clear:

The B.C. pork industry cannot compete head to head with low cost commodity pork production systems located in other parts of Canada and the USA.

Thus the B.C. pork industry has only one choice:

To compete as a value added branded industry supplying high quality products targeted to distinct customer segments who value this offer.”

What next?

- **What is possible?** In other words, what are the attributes that are sought and valued by current and potential new consumers of the respective customers?
- **What is practical?** In view of the tremendous cost pressures being felt by the B.C. pork industry, what can be done at cost levels that can be recovered from market place both producers and the processor?

Who are our potential Customers?

Traditional price conscious consumers – estimated to represent 65% to 75% of the market which is largely supplied by mainstream supermarkets and food retailers. The segment is primarily driven by price.

The Fanatic Consumer – estimated to represent 1% to 3% of the market who diligently seeks organic or authenticated natural products from very specialized retail outlets.

The ‘interested in knowing more’ segment – estimated to represent 20-30% of consumers who shop at specialty meat shops, butchers, and specialized or local retailers. The category also includes shoppers who are receptive to branded products at the larger supermarkets.

Interested in knowing more?

We can do that!

- How are we different? Locally produced & fresh
- Worked with Johnston Packers to re-brand
 - Helped them to ‘tell their story’
 - Guided them in developing a public face
 - Introduced the Lower Mainland to our producers
- Assisted farmers interested in direct marketing
- Developed our own BC Pork brand



bclocalnews.com

HOME NEWS SPORTS BUSINESS ENTERTAINMENT COMMUNITY LIFESTYLES OPINION

LOCAL BUSINESS BC BUSINESS

Shop now SOURCE

Enter the Goodbye Chills, Hello Grills contest Enter Now » Hurry, contest closes June 10th

Abbotsford News - Business

0 COMMENTS EMAIL LETTER PRINT FOLLOW SHARE

BC Pork launches new label

John van Dongen, MLA for Abbotsford South, talks about the new BC Pork label while Geraldine Austin of the BC Pork Producers, listens in the background.

JOHN VAN PUTTEN
[Buy Abbotsford News Photos Online](#)

By [Staff Writer - Abbotsford News](#)
Published: May 19, 2011 3:00 PM
Updated: May 19, 2011 3:41 PM

John van Dongen, MLA for Abbotsford South, talks about the new BC Pork label that will be used to inform consumers about locally produced meat, while Geraldine Austin of the BC Pork Producers, listens in the background. The pork label was launched Tuesday afternoon during a ceremony held in the barn of Abbotsford pork producer Saar Bank Farms on Maher Road.

RECOMMEND ON FACEBOOK

Recommend Be the first of your friends to recommend this.

After a very special public launch of our BC pork brand this past Tuesday afternoon, we have received very favourable and exciting media coverage throughout the province.

Below is a listing of some of the community papers in the province to print the story. The list is lengthy!

More importantly we have been able to reach over 1.8 million readers with our story this week.

This is very positive for all of our farmers in this province and bodes well for the future recognition of our logo.

Tuesday was a very good day for BC pork producers, this coverage has made it a good week.

- Abbotsford News
- South Delta Leader
- Richmond Review
- Victoria News
- Kelowna Capital News
- Kelowna Buzz
- Vernon Morning Star
- Comox Valley Record
- Campbell River Mirror
- Nanaimo News Bulletin
- Prince George Free Press
- Surrey Leader
- Burns Lake District News
- Sooke News Mirror
- Houston Today
- Keremeos Review
- Caledonia Courier
- Salmon Arm Observer
- Aldergove Star
- Bowen Island Undercurrent
- Smithers Interior News
- Trail Daily Times
- Williams Lake Tribune
- New Westminster News Leader
- Grand Forks Gazette
- Invermere Valley Echo
- Kamloops This Week
- Ashcroft Cache Creek Journal
- 100 Mile House Free Press
- Lake Cowichan Gazette
- Maple Ridge News
- Parksville Qualicum News
- The Tri-City News
- Chilliwack Progress



JOHNSTON'S
FRESH. LOCAL. QUALITY



BC pork

Proudly Grown
Close to Home





**BC
Foodservice
Expo**

Western Canada's Largest Hospitality Trade Show

January 30 & 31, 2011

Vancouver Convention Centre
West Building



BC
pork
Proudly Grown
Close to Home





BC
pork
Proudly Grown
Close to Home



HAZELNUT-ROASTED PORK WITH BIRCH SYRUP

From Eric Pateman, President and Founder of **Edible BC**. From *The British Columbia Seasonal Cookbook* (2007), reprinted with permission of Lane Fine Publishing.

By using local pork, hazelnuts, and birch syrup, this recipe is truly a testament to the best of the province.

Serves 8-10

STUFFING

- 2 Tbsp (30mL) olive oil
- 1 onion, finely chopped
- 4 cloves garlic, roughly chopped
- ½ cup (60mL) fresh rosemary, chopped
- ½ cup (60mL) fresh thyme, chopped
- 2 cups (500mL) hazelnuts, roughly chopped
- ½ cup (60mL) chicken stock
- 2 Tbsp (30mL) dry bread crumbs
- 1 Tbsp (15mL) dark brown sugar

ROAST

- 3 lb (1.5kg) pork loin rib roast, patted dry, room temperature
- sea salt and freshly ground pepper
- butcher's twine
- 3-6 sprigs of fresh rosemary
- 1 Tbsp (15mL) olive oil

GLAZE

- ½ cup (120mL) birch syrup
- ½ cup (60mL) white wine
- ½ cup (60mL) chicken broth
- sea salt and freshly ground pepper

SAUCE

- ½ cup (60mL) port
- ½ cup (60mL) chicken stock

Preheat oven to 400°F. Heat olive oil in a pan and cook onions, garlic,



rosemary, and thyme a few minutes. Add hazelnuts. Stir in chicken stock, bread crumbs, and brown sugar and set stuffing aside.

Turn the pork loin rib roast fat side down. Slit lengthwise, almost but not quite all the way through, to form a long pocket, leaving a ½-inch border of uncut meat at each end. Sprinkle generously with salt and pepper. Fill the cavity with the stuffing. Tie the loin together with butcher's twine or heavy-duty kitchen string at 1 ½-inch intervals. Slide the rosemary sprigs under the twine. Brush with remaining olive oil and sprinkle generously with salt and pepper. Set, fat side up, diagonally or curved (so it fits), on a large baking sheet or jelly roll pan.

Mix birch syrup, white wine, chicken broth, and salt and pepper together. Brush meat with glaze mixture.

Roast in the oven until a meat thermometer registers 150 to 155°F, about 2 hours, occasionally brushing with the pan drippings. Let roast rest 15-20 minutes out of the oven, then transfer to a carving board.

To make the sauce, stir juices around pan to loosen browned bits. Pour through a strainer into a small pan, and stir in port and chicken stock. Bring to simmer and cook until lightly thickened. Slice pork roast and serve with sauce.

A Tradition Of
Local, Quality
Pork...
Since 1937.
www.johnstons.ca

JOHNSTON'S
FRESH. LOCAL. QUALITY



Photo: Eric Pateman

BC Pork Producers

- We are your neighbours.
 - We care about our communities.
 - Ask your butcher to offer high quality, locally grown, BC pork products.
- www.bcpork.ca

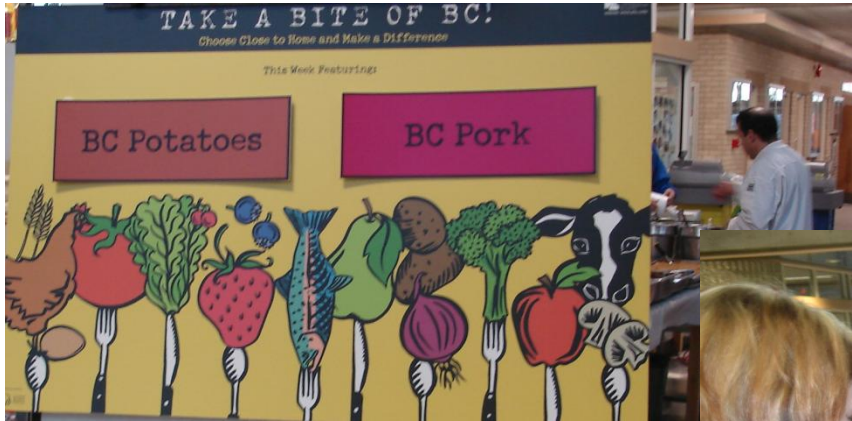


Buy direct from
the Gelderman
Family Farm
Abbotsford, BC

Our pigs have:
a vegetable diet
no growth hormones
no therapeutic antibiotics
freedom to run and roam



Chops, Roasts, Ribs, Bacon, Sausages
to order: 604-864-9096
www.geldermanfarms.ca



BC
pork
Proudly Grown
Close to Home



ICEWINE-MARINATED PORK MEDALLIONS WITH CORN-CRUSTED ONION RINGS

6 Dried Red Chilies
3 Hot Water
2 Garlic Cloves, Minced
1 tsp Dried Sage
4 Tbsp Vidal Icewine
4 Tbsp Extra Virgin Olive Oil
1 10 oz Pork Tenderloin
½ cup Whole Milk
1 Egg, Beaten
1 Onion, Sliced Into Rings
½ cup Coarse Cornmeal
1 tsp Red Chili Flakes, Dried
1 tsp Dried Parsley
Salt and Freshly cracked Black Pepper
Canola Oil, for Deep-Frying

Place the chilies in a bowl, cover with hot water, and let soak for 20 to 30 minutes. Reserving the water, drain. Using a food processor, process the chilies into a paste with the garlic, sage, icewine and oil. Rub the chili paste all over the pork tenderloin (add a little reserved soaking water, if needed) and let marinate overnight.

Whisk the milk and egg together. Separate the onion into rings and soak in the milk mixture for 30 minutes.

Heat oven to 350°F. Heat a cast-iron grill pan. Season the tenderloin with salt and pepper and sear it on the stove for about 2 minutes on each side. Transfer pan to oven and bake for 20 minutes on medium, adapting time according to how rare or well-done you like your pork. Remove from oven and let stand for 5 minutes.

Meanwhile mix the cornmeal, chili, and parsley together, and season with salt and pepper. Heat the canola oil to 325-350°F.

Remove a few onion rings from the milk mixture and dip each into the cornmeal mixture, coating thoroughly. Fry in batches for 2 to 4 minutes, or until lightly browned and crisp. Do not overcrowd the pan. Remove the onion rings from the pan with slotted spoon and drain on paper towels.

To serve, slice tenderloin on a diagonal, into 1/2 inch equal slices. Place 3 on each of 4 individual dinner plates and top with onion rings.

Serve with chilled Oak-Aged Vidal or Riesling icewine. Courtesy of Inniskillin

BC
pork
Proudly Grown
Close to Home

PROUDLY GROWN, CLOSE TO HOME

British Columbia pork producers are small in number, but more than make up for it with the pride they have in what they do. The industry is not a big one, producing only about 10 per cent of the pork consumed by British Columbians, but it is significant and different from those in other regions. Small family farms carefully raise pigs to high standards for specialty markets here — local butchers, independent grocers or restaurants.

B.C. hog farmers and their families are unique. They raise and grow pigs in B.C. and all of the products from the animals stay in B.C. They don't export out of the province or out of the country. Most of the farms are just down the road in the Fraser Valley and animals are shipped daily to local processing facilities. After they are made into scrumptious items like pork chops and roasts or into mouth watering bacon or hams they are delivered to local butchers or small grocers. Production of pork is small so products are found in smaller, specialty stores than large retailers.

To ensure top quality pork products, food safety and sound animal care B.C. hog farmers participate in a number of programs, both provincial and national. For more than 20 years B.C. pork farmers have followed Agriculture & Agri-Food Canada's Recommended Code of Practice for the Care & Handling of Pigs. The industry also participates in the Canadian Pork Council's Animal Care Assessment (ACA) as well as the Canadian Quality Assurance (CQA) program. CQA is an on-farm food safety program for Canadian hog producers. (More information on the national programmes can be found at www.cpc-cpcc.com/producer-programs-c.php).

In B.C., farmers participate in the Production Protocol Enhancement Plan which sets new standards in a range of production areas, one important component being in the area of animal care. Through the B.C. Farm Animal Care Council, hog farmers also have taken courses in the area of Certified Livestock Transport (CLT) and Swine Handling & Behaviour.

The industry's attention to high standards in animal production and care ensures delicious products.

Everyone loves pork tenderloins, but each pig only has two of these! If we could recommend anything to those who enjoy our pork, it would be to try all of it. For instance, how about pork butt steaks? They are cut from the butt, which is an odd name, since the "butt" is actually a shoulder. Retailers call them different things, but are most commonly known as either a "butt steak or shoulder steak". Butt steaks are nicely marbled, which makes them tender, juicy and delicious.

For something tender and succulent that offers great value? Try the Loins Rib Country Style. Not really ribs at all, they are cut from the rib-end of the loin and are excellent for grilling. Looking for something special? A Crown Rib Roast would do the trick. Made from the one or two rib half of the loin, and cooked just as you would a roast, it makes a sensational impact.

There are so many cuts and so many ways to enjoy them. A great resource is the Put Pork on Your Fork website's virtual meat counter (www.putporkonyourfork.com/put_pork_on_your_fork/virtual_meat_counter.html) where you can learn all about cuts and where they are from on the pig.

As part of a new initiative to help consumers in identifying B.C. pork products when they shop, a new logo/brand has been launched. This brand is more than just a logo, it is about the farmers, how they farm and where they farm. It is about showing pride in what they do — carefully raising food for our families tables. The industry encourages you to start to look for their logo, and to ask your butcher to offer high quality, locally grown, B.C. pork products. CQ

Courtesy of BC Pork Producers Association. More information, www.bcpork.ca

Small family farms carefully raise pigs to high standards for specialty markets here — local butchers, independent grocers or restaurants.



Are we done yet?

Not even close...

We need to keep our eye on our goals:

- A viable hog industry for our farmers and their families.
- Quality pork products for families tables.

Why?

We know who we are...but do our consumers?

BC
pork
Proudly Grown
Close to Home



Thank you!

