

On Common Ground: Messages from the Agri-Environmental Partnership of Alberta

Partner Profile: Alberta Pork

Submitted by Alberta Pork

Alberta Pork works diligently in representing the interests of 350 producers across the province. From family farms to large scale production groups, our producers vary in size, scope and structure, but they share a common vision: To produce safe, high quality pork in a sustainable environment while working with industry partners and government to ensure that the Alberta pork industry is a viable economic driver in the province.

In doing so, they create jobs and a substantial economic boost for their communities, paving the way for the next generation of producers to carry the torch.

As a not-for-profit organization governed by an eight member Board of Directors, Alberta Pork's role is to support producers in reaching their goals. As an entity created by producers, elected by producers and funded by producers through a levy system, our mandate is to promote the many benefits of Alberta-grown pork to consumers while advocating for producers with all levels of government.

The regulations governing our organization are established through the Alberta Pork Producers Marketing Plan, which is enabled by the Marketing of Agricultural Products Act in the Province of Alberta. This is the same act that allows the establishment and existence of more than 16 Marketing Boards and Commissions in Alberta.

While our producers face a number of challenges to their viability, many of the key ingredients for a prosperous and growing hog industry are right here in Alberta: Excellent genetics, sound infrastructure, access to export markets and one of the smallest hog densities in the world.

With more than \$400 million in farm gate sales, Alberta's pork industry is a global player in the food industry and a key contributor to the economy.

Over the past two years, Alberta Pork has moved forward on a number of the key objectives and goals as outlined in our strategic plan, which was presented at our 2011 Annual General Meeting:

- I. Create an Environment of Profitability for Producers*
- II. Develop the Most Informed and Engaged Industry*
- III. Build Strong Relationships with Industry Partners*
- IV. Corporate Excellence*

Against this backdrop, Alberta Pork directors and staff remain committed to serving our members with the same integrity, pride and passion that empowers producers as they seek to build a better future for themselves, their families and their communities.

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