

Quality Assurance in the Pork Sector  
*From Gate to Plate*



# Manitoba Pork Council

- Membership association of all hog farmers
  - Represents 1,400 hog producers in Manitoba
- Created by government
- Funded by a mandatory levy:
  - 80¢ per slaughter hog / export breeding stock
  - 19¢ per export weanling



# Manitoba hog industry

- Largest pig-producing province in Canada
  - About 30% of national production in 2006
- Largest pig-exporting province
  - Almost 60% of national pig exports in 2006
- Sales totalled 9 million head in 2006
  - 5.2 mln head (58%) sold out of province
- Largest source of farm cash receipts of any ag commodity sold in the province



# Partners in the value chain

- CQA
  - Industry
  - Veterinarians
  - Producers
- TQA
  - Truckers
  - Packers/Processors
- Marketers
- Consumers



# Food safety: A critical issue

- Producers, processors, marketers, consumers and media more interested than ever about food safety
- Every stage in producer-to-consumer chain needs to be controlled and monitored
- Over 90% of pork produced in Manitoba exported
  - Need to ensure reputation as producers of high quality pork and pork products

# Food safety: An on-farm solution

- Need to develop program focusing on food safety issues on farm
- Led by Canadian Pork Council (CPC)
- Establish technical team of industry and government experts to examine food safety issues / develop workable solution in 1995
- Pilot programs tested
- Launch comprehensive quality assurance program for hog producers in 1998



# CQA®

- Canadian Quality Assurance program - CQA®
- On-farm food safety program for Canadian hog producers
- Developed and maintained by national association (CPC)
- Provincial delivery agents (Manitoba Pork Council)
- Producers demonstrate food safety practices followed on-farm through a documented program

# HACCP

- Based on HACCP program  
(Hazard Analysis Critical Control Point)
  - Translated into workable on-farm program
  - HACCP principles now being adopted on the farm
  - Identify key food safety issues / describe control measures



# The key to CQA®

- Producers must follow good production practices
- Keep detailed records of hog production process
- Annual third-party validation by provincial validators
  - Certified CQA® validators in MB all veterinarians
  - Review feeding records and medication practices, examine farm operation
  - Over 90% of hog farms currently validated

# What does CQA® mean?

## **For hog producers:**

- A competitive edge in developing and maintaining markets at home and around the world
- Over 7,000 hog farms representing over 80% of Canadian processing are recognized CQA® farms

*“The CQA® program makes you more aware of what you do on-farm, and the role that you, as a producer, play in providing safe pork to customers at home and around the world.”*

- Liz and Reg Samis, Samis Farms, Alma, Ontario



# What does CQA® mean?

## **For processors:**

- It's a guarantee that animals have been produced under stringent standards.
- All major federally-inspected packers and some provincially-inspected packers require CQA® as condition of sale

## **For consumers:**

- It means the products they choose are safe and wholesome.
- Assurance of Canadian quality
  - Differentiating factor for Canadian pork



# TQA®

- Trucker Quality Assurance program
  - Specifically for transporters of live pigs
- Developed by National Pork Board in U.S.
  - In tandem with NPPB Pork Quality Assurance program
- Industry driven
  - Millions of dollars lost each year because of poor quality pork products that are direct result of mishandling and bruising during transport
  - Animal welfare concerns
- Healthy, unstressed animals essential to successful pork production



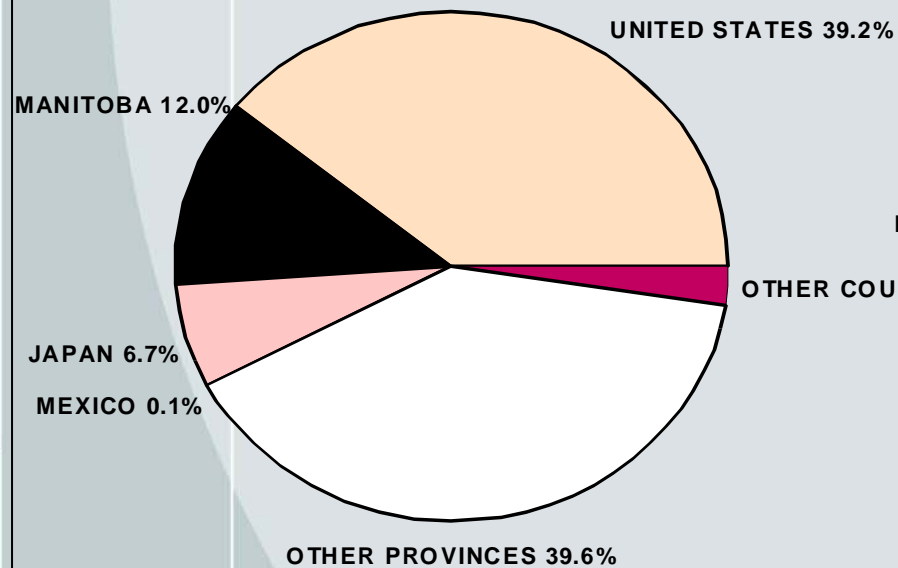
# TQA®

- Educate truckers on importance of proper handling, loading and transporting of pigs
  - Special attention to biosecurity and animal welfare
- Optimize quality pork products for consumers
- Program owned by National Pork Board, offered in Canada
  - Added Canadian content, two exams
  - Manitoba Pork Council pays \$12 fee for every person actively registered (about 500)
- Now requirement for all truckers delivering to U.S. packing plants, some in Canada
  - Market-driven program

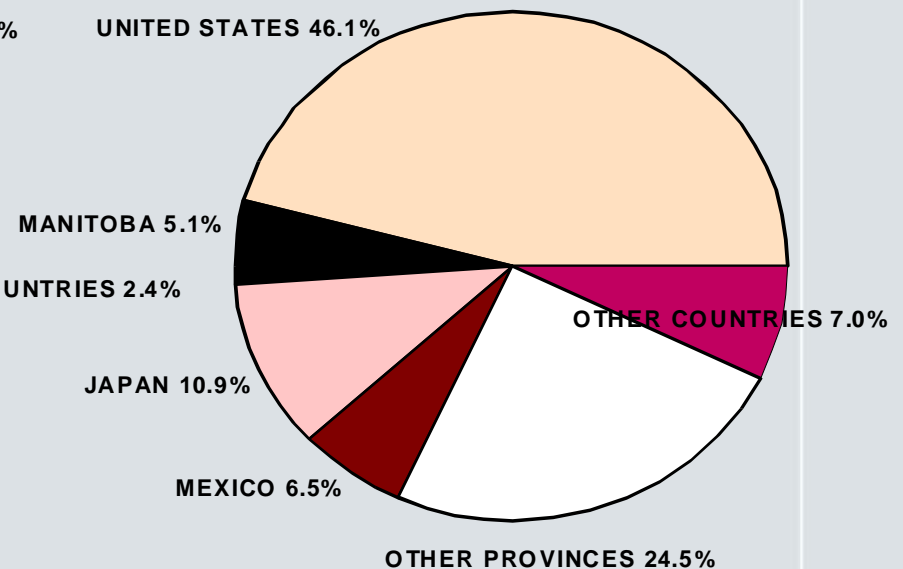


# MANITOBA PIGS\*/PORK: DESTINATION AND PERCENTAGE OF PIG\* MARKETINGS, 1997 and 2005

1997



2005



\* Converted to carcass weight equivalent

# Export markets

- Foreign pork consumers demand food safety and quality
- Over 50% of Canada's hog production exported
- Foreign consumers around the world bringing in tougher and tougher standards for all food commodities, including pork
- Domestic consumers also more focused on food safety and quality issues
- Federally-inspected pork slaughter and processing plants all HACCP approved
- CQA program key to success in today's global food industry
  - Meeting domestic demand
  - Gaining competitive edge in developing new markets
  - Increasing market share in existing markets



# Market research

- Ipsos Reid study of Canadian attitudes and behaviours related to food safety and quality
  - Commissioned by Agriculture and Agri-Food Canada (AAFC)
- Overall, Canadians very confident in safety of food supply
- When it comes to food safety, consumers most often think of food processing and handling practices, standards and regulations and practices during primary production
- Associate food safety with specific concerns:
  - Animal diseases
  - Bacterial and chemical contamination
  - Food handling and processing practices, cleanliness and hygiene
- Managing animal disease most important factor in maintaining consumer confidence in Canadian food safety



# Canadian Swine Traceability System

- Developed specifically for quick elimination of disease during animal health crisis
  - Food & mouth outbreak costs estimated at \$45 – 60 million
  - Mitigate losses by providing info to CFIA asap
  - National program for swine coordinated by CPC Traceability Committee
    - \$1million operating costs

# Traceability system

1. Premises identification – farms
2. Animal identification – individual / grp (tattoos, ear tags)
3. Track animal movement
  - Slaughter transport, farm to farm

Work in progress – time to implement

# Consumer role

- Change of focus from production to end-use markets
  - Consumer-oriented production
  - Concerns on food safety
- Food safety at home equally as important as food safety on the farm
- Role of industry to promote food safety to consumers
- Consumer education key area of focus for Manitoba Pork Council
  - Proper food handling and preparation

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