

# **Canada continues COOL battle**

#### By Sheri Monk

May 23 was the deadline for the U.S. to respond to the World Trade Organization (WTO) ruling on the Americans' mandatory Country of Origin Labeling law. And the U.S. did respond – by making the onerous legislation even more robust.

The new mCOOL rules are actually more stringent and will in fact impose a greater trade barrier than what existed previously. The stronger rules were in response to the WTO's observation that the cost of labelling requirements to industry exceeded the benefit to the consumer. The new rules will provide much more information about the origin, and even the processing of meat, but the red tape burden to industry will also increase accordingly, thus discouraging American buyers from utilizing the Canadian supply chain.

On June 7, Agriculture Minister Gerry Ritz and International Trade Minister Ed Fast released the list of U.S. commodities that might be targeted for retaliation in response. The list

includes live cattle and swine, pork and beef, chocolate, frozen orange juice, maple syrup, (no, really!) cherries, pastas, some jewelry, ketchup, and some furniture, among other items.

"Our government will continue to consult with stakeholders as we pursue a fair resolution of this issue through the WTO over the next 18 to 24 months. To respect Canada's WTO obligations, our government will not act on these retaliatory measures until the WTO authorizes us to do so," said a press release issued by Ritz and Fast.

Canada and Mexico are both expected to formally request the WTO form a compliance panel to determine whether the measures the U.S. enacted adhered with the WTO ruling on COOL. Typically, the compliance panel will be comprised of the same individuals who heard the initial case brought forward. While that familiarity with the facts will aid the process, full resolution through the WTO is likely at least two years away.

If the WTO compliance panel determines the U.S. is still violating trade law, Canada will be able to seek compensation directly, or by implementing tariffs on products such as the ones announced on June 7. In addition to a compliance panel finding against the U.S., Canada will also have to demonstrate what the punitive labeling legislation is costing the Canadian economy. Under the first application of COOL, the beef industry estimates it was losing \$25 - \$40 per head, and believes the damage from the more stringent rules could cost the

#### **CONTINUED ON PAGE 34**



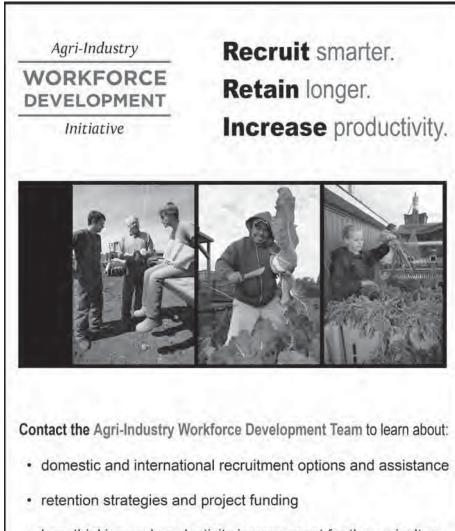


industry between \$90 and \$100 per head. The Canadian Pork Council (CPC) says exports to the U.S. of Canadian hogs have fallen by 41 per cent since COOL was implemented in 2008, and estimates the domestic pork industry is losing \$500 million every year because of it.

Darcy Fitzgerald, executive director of Alberta Pork, says Canada must keep

fighting COOL and he's pleased the feds are taking an aggressive stance.

"I think it sends a message to the U.S. government that we're serious, and we're not going to take this anymore," he said. "It's hurting U.S. farmers as well. The processors don't like it, and the retailers don't like the COOL set up because they have to do all this extra labelling for no apparent reason."



 lean thinking and productivity improvement for the agriculture and agri-processing industry

Contact us: 310-FARM (3276) agriculture.alberta.ca/workforce

Government

After the U.S. failed to comply with the ruling by the May 23 deadline, beef and pork industry organizations encouraged the federal government to take a very strong position by strategically targeting products from areas of the U.S. known to be in support of COOL. Most industry groups in the U.S. are also against the mCOOL legislation, and their voice of protest may become even stronger with pork and beef products on the retaliation list.

Canada also has guidelines pertaining to country of origin labelling, but declaring origin is optional and marketdriven, therefore alleviating any potential trade disputes.

The U.S. is long overdue for a new Farm Bill, and usually any legislation pertaining to agriculture and food production would be wrapped in the farm bill package. There is some hope that modifications to COOL could be made to bring the U.S. into WTO compliance, which is likely the only potential way to shorten the two-year timeline of going through the WTO for resolution. If the rhetoric surrounding the Canadian retaliatory list reaches a loud volume in the U.S., concern by business and the public may propel the issue forward. However, because both houses have to agree on the new bill, and the current U.S. administration isn't known for working effectively, analysts aren't exceptionally optimistic. A new Farm Bill is expected to be hashed out over the summer.

"The Government of Canada is not walking into this fight unarmed," said Rick Mergmann, first vice-chair of CPC. "The U.S. is making a mockery of the WTO rules. We, and our fellow producers in the Canadian Cattlemen's Association believe that it is time that protectionist elements which have caused such serious damage to Canadian farmers and ranchers understand that breaking the rules can have costs at home." ■

# Meet the newest member of your team.

#### New Pulmotil<sup>®</sup> AC for confident control of swine respiratory disease

When it comes to swine respiratory disease, you need a team you can count on: your veterinarian and new Pulmotil AC. As an aqueous concentrate, Pulmotil AC is:

- Fast: No need to formulate new rations or wait for silos to empty
- Easy: Simply add it to drinking water
- Effective: Pulmotil concentrates in disease-fighting cells in the lungs

For confident control of respiratory disease, add Pulmotil AC to your team.

Elanco<sup>®</sup>, Pulmotil<sup>®</sup> AC and the diagonal bar are all trademarks owned or licensed by Eli Lilly and Company, its subsidiaries or affiliates. Used under licence by ELANCO/Division of Eli Lilly Canada Inc. © 2013 Elanco Animal Health. All rights reserved. CASWIPAC00001 Pulmotil AC

Aqueous Concentrate FOR USE IN SWINE DRINKING WATER

Elanco

Go with the flow

Pulmotil AC

#### The Facts on **Porcine Epidemic Diarrhea** (PED)

By Buddy Simmons

History and range: PED was first discovered in England in 1971. Since that time, the disease has been diagnosed in additional countries in Europe and Asia. Formerly, the disease was unknown to occur in North America. Recently however, there has been an outbreak of PED in the Midwest U.S. in 13 states as of the end of June. Since the pigs in the U.S. have never been exposed to the virus causing PED, it is suspected that no immunity will initially be possessed by the herds there.

As of yet, there are no recorded cases of PED appearing in Canada.

- Porcine epidemic diarrhea is • caused by a coronavirus distinct from Transmissible Gastroenteritis virus (TGE).
- The virus damages the villi, tiny hair-like structures on the intestinal wall that help facilitate absorption, which results in a loss of fluids and reduces hydration.
- Symptoms can affect the herd • with varying degrees of diarrhea. In sows, it may appear in mild looseness of the stools and range to watery diarrhea, but the illness will affect their milking. Piglets are at highest risk of mortality, which can be high due to the negative impact of the diarrhea, particularly from dehydration caused by rapid fluid loss.
- Mortality in nursing pigs can be as high as 100 per cent.
- The disease has an incubation period of approximately two days.

# **PED** virus sweeping the Midwest, origin unknown

By Sheri Monk

It strikes fear into the heart of pork producers the world over, and now it's struck North America for the very first time. Porcine Epidemic Diarrhea (PED) virus has been spreading through the midwest United States since mid-May, and no one knows how or why.

Previous outbreaks have occurred in Asia and Europe, with a more aggressive strain in Asia. The Asian strains are much more virulent than the European strains and unfortunately, the PED in the U.S. appears to be the more aggressive variety. How it came to America remains a mystery and until solved, North American producers are going to be understandably on edge.

"It takes a while for people to do determine the epidemiology to find out for sure," said Robert Harding, executive director of the Canadian Swine Health Board (CSHB). "The big question that everyone is still wondering about is how did it get here?"

The virus is known to be shed by pig manure, and while PED has been very active in China, there simply aren't any likely transmission routes that should have brought the virus to American soil.

"Usually, you'd see this happen from contaminated trucks, or boots, equipment or weigh scales, but there are zero live pigs coming from China to North America. It seems to be confounding the normal routes of transmission," said Harding.

Even in the U.S., the trace-outs from infected sites have been puzzling as there do not appear to be any connected reasons for the spread between states, or even farms.

"There seems to be no apparent connection between these production areas. That's why there is a lot of head-scratching happening. In any investigation you look at the obvious things first and then work back from there," said Harding.

That's led to speculation that somehow, the virus is spreading through imported feed ingredients.

"All the literature says that is not possible but when things like this happen, you look at all the possibilities," Harding explained.

**CONTINUED ON PAGE 38** 



™ Trademark of Kenpal Farm Products Inc

Tel 1.866.810.1286 • Fax 519.228.6560 info@drySTART.com • www.drySTART.com

# CRYSTALSPRING













# WWW.cshe.com - 1 204.433.7175 - Intol@cshe.com

#### Western Hogrournal HOT ISSUES CONTINUED

- Diarrhea will last from one to two weeks. Usually the disease is only perceptible upon the initial infection and commonly vanishes spontaneously from smaller herds.
- Diagnosis is based on visual examination of feces, the use of an electron microscope to detect the virus in feces, (although this method fails to differentiate between PED and the similar Transmissible GastroEnteritis, or TGE) and the necropsy of animals having had shown signs of infection and subsequently succumbed is sometimes required.
- As a viral agent, PED will not respond to any specific treatment as of this writing. Antibiotics are used to combat secondary bacterial infections due to the animal's weakened immune system.
- During an outbreak, it is recommended that the adult members of the herd, particularly the sows, be simultaneously infected once the disease appears. This will allow the piglets, who suffer the highest mortality rate, to be immunized via antibodies transferred through colostrum while nursing.
- The virus poses no threat to humans, and there is no food safety risk whatsoever.

It is believed that the PED virus is inactivated by the heat used to pelletize the feed. Producers may want to ask their feed suppliers to verify their quality control measures to reduce any potential risk.

For the pork industry in Canada, it's been unnerving to watch the disease emerge in another country, because the North American market is so integrated.

"Producers are watching all trucks, but especially trucks that have come through an infected area – and for us that means anything coming back from the U.S. now – at least until they find out the scale and scope of what this is," Harding said.

Industry in Canada must stay on top of ensuring all trucks, equipment and boots are clean because the Canadian Food Inspection Agency (CFIA) does not have the mandate or the means to ensure disinfection has taken place. Producers in Canada must ensure that everything – even the clothing or tools used by drivers – has been effectively disinfected, regardless of the origin of the truck. To learn how to properly disinfect transportation equipment, visit www.swinehealth.ca/documents/ Live%20Hog%20Transport%20Vehicle%20 WashDisinfectDry%20Protocols.pdf.



# HOG PRICE INSURANCE PROGRAM

The Hog Price Insurance Program (HPIP) is market driven price insurance for hog producers in Alberta. Offered continuously throughout the year, HPIP is an easy to use risk management tool that provides protection against unpredictable declines in Alberta hog prices over a defined period of time.

#### How are you growing?

For more information, call AFSC at 1-877-899-AFSC (2372), visit <u>www.AFSC.ca</u> or contact your local AFSC District Office.



Visit AFSC.ca and click on the premium indices to have the daily premium rates sent directly to your email!

HOT ISSUES Western Hogiournal

"I do want to tell you that our transporters are very engaged. They have our attention and we have theirs. They want to make sure they are not a vector for this," explained Harding.

Canadian producers and veterinarians have been on high alert, and so far, there is nothing to indicate any increase in diarrhea in the Canadian herd. In fact, Harding says there's even less diarrhea currently being reported than there usually is.

"It's not been found even though we have been looking," said Harding.

The CSHB recently launched the Canadian Swine Health Intelligence Network, a national surveillance system that allows for real-time symptom reporting.

The tool – still in its infancy – is viewed as being a very important biosecurity safeguard.

"It's really our eyes and ears to tell us what is happening on our farms, and if things are happening, it's an opportunity to get our hands around it before it's too late," said Harding.

There's no treatment for the disease, and the mortality rate in nursing pigs is estimated to be between 70 and 100 per cent. The herds in North America have no immunity to PED, and while not all ages of animal are as affected as nursing pigs, the illness brings productivity down, and the virus can continue to spread. Eliminating the virus is devastating.

"This would hit our herds very hard. There isn't any treatment, so usually that's code for you need to depopulate if you want to get rid of it, because trying to live with it is a huge cost too," Harding explained. "A vet with experience in Asia told me the other day that if the producer doesn't eradicate it, it will eradicate the producer."

Work is ongoing to develop a vaccine, but currently there are no preventative measures producers can enact, other than to stringently follow biosecurity protocols.

Many producers and people who work in the pork industry recently attended the World Pork Expo in Des Moines, Iowa, which is an infected area. Returning visitors must ensure biosecurity precautions are followed, as PED can be spread by footwear.

While the pork industry in the U.S. hasn't been as poor as in western Canada, Harding says PED has nonetheless sent it spiralling.

"No matter what your profit line may be, no one is able to deal with this. Something like this is never built into your plan and this one has not come out of your neighbour's barn, or off a truck. This came in from another continent, and probably across the biggest ocean we have... and no one knows how."

# **Baby Pig Restart**

A supplement for the energy-dificient piglet Gruel or top-dressed powder for young pigs

# **Blue Start**

A ready-to-use high-density liquid supplement for pigs High impact energy, vitamins, minerals and acidification

🔆 Ces the Tast Nix Advances 🖗

#### TechMbr



Available exclusively in Canada from • **PRO-AG PRODUCTS LTD.** 1051 Marion Street • Winnipeg, Manitoba • R2J 0L1 www.pro-ag.com | 1.800.806.2737

#### Even litter size much more important than producers may realize

This is the second instalment of John Gadd's series on uneven litters.

How can we get more even litters? Are genetics involved? I don't know. You should ask your seedstock supplier. They have much information on how genes can affect numbers born, but those I have contacted are less fulsome on how their genetics affect differences in birth weights - they quite correctly refer this aspect back to the influence of management, which is what this article covers in just two of the many sectors involved.

Is early pregnancy management involved? Definitely, as this article goes on to describe. Is stress involved? I'm sure it is and in a bigger way than is fully realized. I describe what happens in layman's terms as it is a complicated scientific subject where – bless them – the experts tend to use long words. I hope they will bear with me as it is important that the producer at the sharp end understands the scientific background so that he invests the time, trouble, training and expense in improved management.

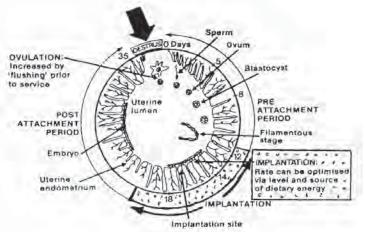
#### Two critical areas

First look at Figure 1, which shows what happens from ovulation, then fertilization through to the formation of the foetus. Right at the start of this sequence, the induction of estrus and commencing ovulation, skilled management and stockmanship are critical to get the release of fertilized follicles quickly and evenly into the embryo stage, then on to



2 Way sorting scales starting at \$7500 each !Ask us about our line of electronic scale heads and load cell conversions for your scale. We can convert your existing scale over to our state of the art electronics for as little as \$2500 per scale !

Contact Marcus Ph: 1.866.946.0014 Cell: 516.281.4639 Email: marcus@arlynscales.com Figure 1: Diagrammatic cross section of the sow uterus showing potential sites for improving reproductive efficiency



the formation of the foetus. I describe what needs to be done later on in the article. Having said this, over the past 10 years, commercial breeders have been much better at stimulating the weaned sow into estrus at the right time and in the right way, and then carrying out careful, clean and patient insemination. So I forecast that the problems influencing uneven litters are less in this area than in point two below.

# Starting at around day 10 to 12 from successful service:

At this stage stressing the served sow can disturb the even and successful establishment of the developing embryo on to the womb surface. At this stage the embryo is being transformed into a succession of blastocysts (the word "blast" means "budding" – in this case meaning cell development). Many breeders still have some way to go in helping these delicate successions of blastocyst changes, largely because they do not fully appreciate the many forms that stress can take, and their cumulative effect. In addition, the current changeover from gestation stalls to yarded pens, as well as skilled labour cost and scarcity, is aggravating the situation as breeders try to readjust.

#### What happens in the womb

For many years we have been taught not to stress the sow during the month after service. Why? The fertilized egg goes through a series of development stages (blastocysts) until

# Improvest

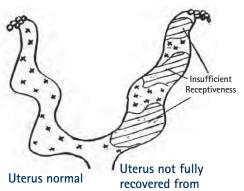
# ADVANCING DRODUCTION

FOR ANIMALS. FOR HEALTH. FOR YOU.



21012-1 7/13 WHJ

#### Figure 2: The current theory, maybe flawed? Uterine condition may affect birthweights



- Embryos are implanted evenly
- Few are lost
- Plenty of room for embryos to develop
- Higher foetal weights

# GOOD LITTER SIZE

- Due to: - weaning too soon - stress after service, and through the implantation stage
- (12-26 days post service)Embryos crowned
- Some are lost

lactation stage

• Less room to develop

#### SMALLER LITTER, VARIABLE BIRTHWEIGHTS + STRESS

eight to 10 days after conception when a dramatic change in size and shape of each blastocyst occurs. It changes from around 4 - 6mm in size into a twin hairlike structure (a filamentous blastocyst)



10 times larger than it was, and wavy 'arms' attach themselves to the wall of the womb – the endometrium – from which the final blastocyst obtains nutrients to grow on into an embryo. This is called implantation, and it can take as little as 10 days for all the blastocysts to attach or as long as 30 days, with 23-27 days being normal. Implantation can be disturbed if the sow experiences stress.

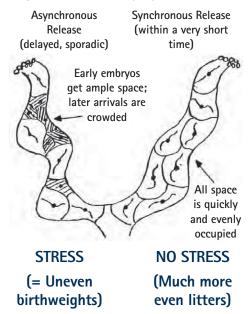
# Two processes which may cause a spread of weights at birth

1. Uneven regeneration or receptiveness of the endometrium. After the litter is weaned the surface of the endometrium takes a little time to become receptive to the filamentous blastocysts seeking to attach themselves. The time taken is affected by many forms of stress from downright fear and aggression, through overcrowding, hunger, thirst, cold, discomfort, even down to mild anxiety. Figure 2 shows how parts of the womb surface come 'late' into becoming receptive, being held back by stressors. The filamentous blastocysts then have to compete for establishment in the receptive areas. Some do well at this and grow faster than others. First result is an uneven litter. Others never do manage to find a home, then wither and are reabsorbed resulting in a smaller litter.

**Solution** – do not stress sows and gilts during implantation, for full month after service to be on the safe side. Indeed, go further and do everything you can to make the sow feel good during implantation and the formative days before it. She has been through a switchback of emotions after the trauma of farrowing and must be emotionally and physically tired. Sows not only need a break but need to appreciate it mentally – that's where feeling good comes into play. This accelerates endometrial regeneration.

**2.** Asynchrony. This is the scientific term for delayed or sporadic follicle release. The follicle is the ovum and its encasing, protective cells. In this case, the endometrium may have regenerated promptly and evenly, but the release of

#### Figure 3: The latest proposition



the fertilized ovae into the blastocyst succession stage is irregular and more spread-out over time. Those reaching the endometrial surface sooner get the best choice of location and have a head start, and those arriving later find their nutritive plates constricted. They survive, but suffer accordingly – see Figure 3. The result is an uneven litter.

**Solution** – follow the guidelines published by Australian researcher Dr. Paul Hughes, the leading authority on bringing the sow smoothly and gently to estrus with correct timing and stimulation. Then carry out natural or AI insemination at exactly the right time. The timing can vary, but learn how and why and it will pay off. Do both skilfully and you will achieve synchronous release, which is at least half the battle towards lovely, even litters.

Of course both procedures cost time and money to manage well, and are mainly achieved by having excellent facilities and thorough staff training. But as my small trial reported recently suggested, there could be ample extra income at slaughter to pay for the investment in more even litters.

Everyone is talking these days about higher litter numbers born alive. This is excellent! But even litters, whatever the numbers born, matter much more than people realize.

# Improvest



#### FOR ANIMALS. FOR HEALTH. FOR YOU.



21012-2 7/13 WHJ

#### **Production planning essential in hard times**

#### By Bernie Peet

In the current economic climate, anything that can be done to reduce production costs will help to minimize losses. When cash flow is a problem, there is a tendency to look for ways of cutting spending, rather than reducing production costs. Reductions in the purchase of breeding stock, cutting back on labour and delaying barn maintenance are common examples of this. In many cases, such cuts will impact performance and will therefore often be a false economy. Of course, cost control is a vital part of management, but focusing on the other side of the equation - output - can have an even bigger impact on the bottom line. This means maximizing the number of kilos of pork sold from the facility because this spreads the fixed costs of production over more kilos, thus reducing the production cost per kilo.

Maximizing output can be achieved by careful budgeting, along with planning and monitoring of the production process. However, there is a tendency to think that because we are dealing with a natural process, variation in production is something that has to be accepted. In reality, it is possible to either avoid variation or compensate for it, at least to a large degree. By planning our production in detail and monitoring output and efficiency factors, we can achieve a high degree of control over output and profit while reducing variation in output and product quality.

#### Understanding the production system

The first stage in the process is to understand what the system is capable of producing, relative to what is actually being produced. This requires the capacities of the barn to be understood and some assumptions made about production numbers and efficiency. For example, we need to know the number of stalls or pens at each stage of production and, for nursery and finisher pens, the pen areas. It's also essential to know how the pen areas per pig relative to weight compare with recommended levels, because overstocking reduces growth rate and throughput. It's not uncommon to find that facilities are trying to achieve the impossible because of an imbalance in the amount of space at each stage of production. For example, there may be too few gestation stalls relative to the number of farrowing stalls or insufficient finishing space for pigs to reach the optimum market weight.

The capacity of each pen, room and barn should be calculated by defining a space allowance per pig according to weight and



Stocking density at the finishing stage influences growth rate and therefore the weight of pork sold from the system.

then dividing that into the total pen space, excluding space taken by feeders or other equipment. Then the optimum pig flow for the facility, in terms of numbers and weights in and out of the system, can be defined using assumed growth rates and the weights in and out of the nursery, grower and finisher pens. These numbers can then be used as production targets.

The key parameters in the growing herd that influence the number of kilos of pork sold and its value are:

- Number of pigs transferred to the nursery per week
- Nursery death loss (%)
- Number of pigs transferred to the finisher per week
- Finisher death loss
- Dressing percentage
- Carcass index
- Carcass bonuses



.... for the improvement of it .... for the reputation of it

.... for the simplicity of it



ALBERTA SWINE GENETICS CORPORATION The A.I. Place Phone: (780) 986-1250 Toll Free: **1-800-691-3060** 

# Improvest

# ADVANCING ANNALCARE

#### FOR ANIMALS. FOR HEALTH. FOR YOU.



"Zoetis and Improvest are trademarks of Zoetis or its licensors, used under license by Zoetis Canada 21012-3 7/13 WHJ

#### Western Hogiournal Production

These figures need to be monitored relative to the production targets, and action taken if there is a deviation from target. Growth rate should also be monitored, although it does not affect the numbers of pigs produced. However, slower growth may result in pigs having to be sold below the optimum carcass weight. Also, while hitting the target number of weekly sales is vital, carcass value is extremely important, so quality parameters should be optimized according to processor payment systems.

#### **Breeding herd targets**

The number of pigs entering the nursery and grow-finish units has the biggest impact on total output. Not only that, but there is far more variation in the parameters that determine the number of pigs weaned each week. Therefore, management in the breeding herd needs to focus on targeting and managing these parameters.

Let's assume that the output target is to market 500 pigs per week and that weaning to market mortality is 4.8%. There are six key measures in the breeding herd that need to be monitored and controlled, which are shown below with some assumptions for efficiency factors that I will use for illustration:

- Pre-weaning mortality......9%
- Pigs born alive/week......576
- Av. # born alive/litter ......12.0
- Litters born/week......48
- Farrowing rate...... 89%
- Sows bred/week ......54

The relative effect of each of these factors on numbers weaned varies considerably. The most important by far is the number of sows bred each week, followed by farrowing rate and number born alive per litter. These are also the numbers that tend to vary most from week to week, which means they





The number of sows and gilts bred each week has the biggest effect on breeding herd output.

are the most important to monitor and respond to. If one of the targets is missed or exceeded, the deviation must be rectified quickly or one of the other targets adjusted in order to compensate. Because the number of sows bred per week has the biggest influence, it is the easiest one to alter in order to achieve target output. In the example shown, if pre-wean mortality increased to 12%, the number of pigs weaned/week would fall by 17, to 507. Breeding two extra sows per week would result in 21 more weaned pigs each week, which would more than compensate.

Changes in farrowing rate must be monitored and responded to. Because it takes four months before farrowing rate can be calculated, the percentage of sows that are tested positive when they are first scanned at 4-5 weeks can be used as a predictor of farrowing rate because pregnancy failures are low after that time. Farrowing rate also varies from week to week, so it is best to calculate an 8-week rolling average and

> respond when it deviates from target, adjusting the target for number of sows bred per week in order to achieve the required number of farrowings.

#### Achieving constant output

There are several important aspects of management that influence our ability to achieve constant output from the breeding herd:

**Productive sow herd size:** The number of "productive sows" is the number of sows and bred gilts in the herd and excludes unbred gilts. The number of pigs they are able to wean is dependent on their litter size and the number of litters they have each year. Therefore, if either of these two factors changes, the productive sow herd size must be adjusted accordingly. For example, 1000 sows producing 2.4 litters per sow/year (LSY) will result in 1000 x 2.4/52 litters per week, or 46. If the LSY falls to 2.3, then only 44 sows will farrow each week, resulting in lower numbers weaned. To compensate, the productive sow herd size would have to be increased to 1040. This relationship makes productive sow herd size a very important target to monitor and control.

**Gilt pool size:** Breeding targets can only be achieved when there is a ready supply of gilts available to replace sows that are culled or which die. A target figure for gilt intake into the breeding herd can be calculated from the expected sow replacement rate. The gilt pool size is then the number of gilts introduced expressed on a per-week basis multiplied by the average number of weeks from entry to service. Gilt pool size is a valuable measure of the ability of a herd to maintain breeding targets.

**Culling policy:** It is obvious that productive sow herd size will be reduced if more sows are culled than there are gilts to replace them. Consequently culling needs to take place with

due regard to the target herd size. Sows should never be culled until weekly breeding targets have been met, unless it is done on health or welfare grounds. Ideally, all available sows should be bred and decisions taken on culling after first return date or at first scanning, with sows selectively culled based on performance history if there are more sows pregnant than required.

**Herd parity profile:** Many aspects of sow performance vary according to sow parity. Therefore the number of sows in each parity affects breeding herd output and a stable parity profile will result in reduced performance variation over time. Attention to maintaining the correct parity profile through good management of culling and replacement policy will make a big contribution towards achieving constant output.

Constant weekly output, in terms of the number of kilos of pork sold, can only be achieved by recording and monitoring the key output targets. By regularly adjusting targets in response to changes in the actual figures, the number of pigs weaned each week, and consequently the number sold, can be closely controlled. However, this requires discipline and the application of consistent management standards to be successful.



#### Air filtration a promising technology with high payback

Contributed by Prairie Swine Centre

Air filtration is an effective method for protecting high value swine breeding stock. This is the preliminary conclusion of a series of projects conducted by CDPQ (Quebec) and Prairie Swine Centre (Saskatchewan) looking at reviewing the effectiveness of current filtered air barn installations, investigating the use of filters in on-site quarantine barns, filtration use in trailers, and as an emergency response to isolate infected barns in pig-dense areas.

"Full results from the projects will be coming out over the next year, and will be reported widely in all the Canadian pork industry magazines, and at a special series of lead user meetings planned across Canada in September 2013. These projects provide tremendous insight into how to use the technology as part of a complete biosecurity program. The audits conducted in 16 barns currently using filtration identified making the barn airtight, and implementing the biosecurity protocols on the farm as the key to success. Filtration is just one more tool in achieving our biosecurity goals, and thus a good fit for funding from the Canadian Swine Health Board," notes Lee Whittington, president of Prairie Swine Centre.

"The effectiveness of the technology is particularly interesting in its application for quarantine barns," said

#### Are you reading someone else's copy of the Western Hog Journal?

If so, why not sign up for your own subscription? Just call **Barb Brimmage** on **1.877.247.7675** or email your contact details to **info@albertapork.com** 

Subscription is free!

Get the latest technical information and pork industry news sent direct to your mailbox – sign up now!



Francis Pouliot with CDPQ. "The greatest challenge is exhausting barn air through filters. This physical limitation of the filter to function as barn dust accumulates on the filter has prevented the adoption of filtered exhaust air. The solution tested during the past six months has been to use electrostatic charge emitters in the barn. This has reduced total dust accumulation on the filters by 47 per cent in summer, and up to 73 per cent under fall ventilation conditions. Furthermore, a 90 per cent reduction of bacterial load associated with dust and water droplets was also observed. Practical dust removal allows filters to last longer. and continue to be effective barriers to the release of bacteria and viruses. This now allows for a new concept in guarantine barn siting and management where the quarantine barn can be on the same property, or even connected to the main production site. This was tested in an actual production barn in Quebec and demonstrates a major breakthrough in the cost and management of quarantine barns."

Dr. Bernardo Predicala is leading a team using the filtration technology in redesign of transportation trailers for moving high value breeding stock through pig-dense areas.

"The first phase of the project looked at the design components, and investigated how the technology is used in other parts of the world successfully. The next step is the development of a prototype trailer that uses readily available, low-cost materials to modify an existing goose-neck style trailer into one that provides filtered air for the pigs."

The prototype trailer will use variable rate ventilation as an inexpensive and less energy intensive alternative to air conditioning. The selection of low power usage fans, and ducting inside the trailer to accommodate double deck animal spaces is under investigation. The prototype will be prepared for testing in summer 2013.

For information on the use of air filtration to protect swine a series of articles can be found at http://www.prairieswine. com/advanced-search/ and select category "filtration". Additional information can also be found at the CDPQ website www.cdpq.ca. New information and photos of practical installations and economics will be added throughout the summer and fall of 2013. ■

#### What makes a good stockperson?

#### By John Gadd

Are pig technicians born or made? (Note my redefinition of the title). They are made, of course! While some of us are born with an empathy for animals, becoming a good stockperson comes from tuition, example and experience.

My long life among pigs – and especially among those hard-working men and women who care for them – involved doing every job myself. And yes, I admit sometimes not too well! I've always liked to get my hands dirty, and regard manual work with pigs as a relaxation from the intense mental effort that being a farm adviser demands.

So all my life I have learned from stockpeople, listened to their gripes, worked alongside them, taught and trained them, motivated them, monitored and recruited them, and have had to sack a few, which not the most pleasant job in the world.

Pigs perform better under good stockmanship - why?

- The pig is under less stress with lower levels of those hormones which depress performance.
- A close relationship with a pig performing naturally allows the pig technician to notice changes and take prompt corrective action. Nervous, unhappy pigs act negatively in terms of growth, food conversion, and reproduction.
- Consistency in daily tasks allows the animal to become familiar with a routine. Pigs are creatures of habit, and stability helps them cope with what has to be an unnatural

environment. However well-designed and managed it is, the way we have to keep pigs is not and never can be, 'natural' from their point of view. Personally, from 60 years of watching them, I do not think pigs are as intelligent as many people like to think they are, but they are intensely aware animals. They know what is going on around them and respond to routine and familiar things.

#### **Concentrate on these things:**

• **Sight.** Recognize changes in the appearance of pigs and their attitudes. Familiarity with performing the daily rounds can cause casualness. Over time, you look but you don't see. Being observant is a tremendous attribute for a pig technician to possess. But good observation

CONTINUED ON PAGE 50



#### A little personality test

According to Dr. Martin Seabrook, a human behaviourist, the common attributes of pig technicians are listed below. Assuming the central line is neither one way or the other, just put one mark near or far, to the left or right of it according to your own opinion of yourself. Be honest! Make just one mark per line.

Self-Assured	• • • • • • • • • •	• • • • • • • • • •	Apprehensive
Practical	•••••	•••••	Imaginative
Conservative	••••	• • • • • • • • • •	Experimenting
Reserved	••••	•••••	Outgoing
Forthright	••••	• • • • • • • • • •	Devious
Serious	••••	••••	Happy Go Lucky
Tough Minded	••••	• • • • • • • • • •	Sensitive
Timid	• • • • • • • • • •	• • • • • • • • • •	Venturesome
Submissive	• • • • • • • • • •	• • • • • • • • • •	Dominant
Affected by feelings	• • • • • • • • • •	• • • • • • • • • •	Emotionally Stable
Expedient	• • • • • • • • • •	• • • • • • • • • •	Conscientious
Uncontrolled	• • • • • • • • • •	• • • • • • • • • •	Controlled
Trusting	• • • • • • • • • •	• • • • • • • • • •	Suspicious
Group Dependent	•••••		Self Sufficient

Now turn the page to see how you match up to the ideal pig technician.

takes time. Time is a cornerstone of good stockmanship and when curtailed, brings the whole edifice down. For example, watch for increased drinking – an early sign of gastric or other disease onset – so that quick remedial or anticipatory action is taken.

- **Smell.** Recognize changes in the smell of the pig and its housing. Research shows that pig technicians become accustomed or habituated to smells such as gas levels, and 'stuffiness'. Certain products and diligent elbow grease keep down performance-sapping smells such as ammonia and hydrogen sulphide particularly, and a good technician monitors them using simple blow-through puffer test vials.
- **Hearing.** Recognize the sounds pigs make, especially at rest, and particularly at night. This is a surprisingly weak point in the industry. Pigs talk to you all the time, both vocally and visually. A good pig technician listens, understands, and then acts.
- **Touch.** Recognize the 'feel' of a pig. Few people condition-score sows properly, which has given this useful procedure a bad name.

CONTINUED ON PAGE 52



## **Banff Pork Seminar 2014**

F.X. Aherne Prize for Innovative Pork Production



The Banff Pork Seminar is proud to offer a chance for pork producers, herdspeople and consultants in the North American pork industry to be recognized for practical, on-farm technology innovations—big or small—that answer production challenges.

Submit a simple idea that has become an effective, practical on-farm solution. Win valuable prizes and the opportunity to showcase your innovation at the Banff Pork Seminar! Application deadline Oct 25, 2013.

Visit **http://www.banffpork.ca/** and click "Prizes" for more information.

Mark your Calendar: Banff Pork Seminar January 21-23, 2014



# ADDED VALUE

# TOOLS

#### THE RESOURCES YOU NEED. THE SUPPORT YOU WANT. THE RESULTS YOU DESERVE.

Your website day is converted to helping you optimize your hard's reproductive performance. To are we

That's why was constant Regreefing, a program that provides the without consists the part of products, tools and astronom to help you - with your velocities is guide non-and astronom - reach the reproductive guide you've set for your operation.

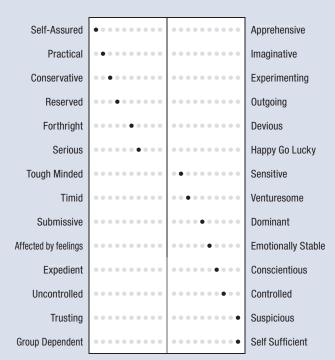
Hais the cost of these volumble rescence, control protry viorticities



MARACEME



2.00



#### The ideal pig technician

#### nutritionpartners The New Way Leading Performance Nutrition Data Quicker Net Energy Improvements collection/ Analysis Optimal perform ance Cost Custom effective micro / rations Premix Specialized Micro manufacture plant /ingredient expertise Phone: 403-912-0735 www.nutritionpartners.ca

Neither do they disturb stools with their boots to detect constipation, palpate udders, tap for congested lungs, or feel for hard stomachs. Ask your veterinarian to show you – if he is a pig vet, that is.

Yes, I know we have hand-held fat and lean measuring devices, the old method of condition scoring sows by hand is said to be less accurate, more subjective, and has had its day in the gestation period. Yet skilled condition scoring down through lactation can pick up a nose-dive in condition quicker than any machine – or even your own eye. Get to know the feel of those aitch bones coming through, signalling immediate remedial action which helps the next litter size – not the one in hand.

- **Talking.** Pigs like to be talked to. They are gregarious animals, they seem to perform better. Unproved, but I believe it to be true. People think it is effeminate and colleagues think you are either crazy or soft. Ignore them and do it anyway!
- **Feeling.** Sensing drafts and cold spots, as well as trouble to come. Physical work masks the ability to sense discomfort in the pigs. Huddling, wrong mucking, semisternum lying (stomach-ache, onset of scouring), that small nervous weaner needing prompt removal who often starts off a tailbiting outbreak, or a panting sow, which is the sure sign that UCT has been reached and immediate cooling for her is essential. These things require immediate detection and intervention.
- **Checking.** Use measuring devices and monitor them. Check auto self-feeders that are now becoming popular, check temperature in relation to LCT, ECT, and UCT. A good pig technician knows what these signify. Check fan speeds, air placement and speed over the pigs, and stocking density. Check, check, check everything. Owners and managers can fail to allow enough time for the pig technician to check everything necessary, and often enough.
- **Presence.** Now that more of us are keeping pigs in larger groups, actually getting in amongst them is becoming more important. Sows in groups should close-checked every day for legs and udders, and someone should be present at farrowing, and checking baby pigs two to three times daily.
- Workflow. A good pig technician plans to build in a contingency period to his or her workload and allows for at least half an hour a day to attend to matters which interrupt workflow. They always do and they always will. Disturbed, unplanned workflow sets off tail-chasing which then affects pig flow, pig performance, job satisfaction and even personal relationships. One of the commonest reasons for a pig technician quitting starts from a jarring, unsatisfactory workflow. One of the real reasons for someone quitting is lack of time, and the more conscientious the person is, the more this will grate on their nerves. ■

#### Pig buildings in the UK - are we in as bad of shape as it appears?

#### By Stuart Lumb

At the end of the 20th Century, we fondly thought we had a million sows and gilts in the UK. In fact, it was nearer to 600,000, and for the last five years has been pretty stable at 450,000 females. We previously had five good pig magazines – now we have only two. As pig numbers decline, so do ancillary companies such as feedmills, buildings and equipment companies, vets and drug businesses and very significantly, college-trained pig technicians.

This substantial decline in pig numbers has been attributed to poor pig prices, which have led to a lack of capital for investment. As the sow herd declined, so have the number of growing and finishing pig places, by an estimated 315,000 places. As a consequence of this reduction, a proportion of the pig places will have permanently been lost through decommissioning of buildings.

What must be remembered is that the UK has seen an amazing shift into outdoor production, unparalleled by any other nation on the planet, which has resulted in a niche product for which there is strong demand. In 1998, 20 per cent of breeding sows were housed outdoors. This number increased to 40 per cent by 2012. As far as finishing pigs are concerned, 97 per cent are finished indoors. Of these, 39 per cent are housed on fully slatted floors, 31 per cent are housed on slatted floors with (mainly straw) bedding being used, and 30 per cent are housed on partly slatted floors.

#### Age of Buildings in Use

The average age of buildings in use is between 21 and 22 years with just over half (51 per cent) over 20 years old. Almost 29 per cent of producers had constructed no new buildings in the past 10 years, with less than half having erected more than one in that time (48 per cent).

What needs to be remembered is that in mainland Europe, most of the buildings are built of brick, blocks or concrete panels. The exteriors will last for many, many years, with only the interiors requiring refurbishing when new materials or housing trends make it cost effective to do so. However, many of the buildings on UK farms are what are known as "package deals". Back in the 1970s and 1980s, these were made



Aging infrastructure is a concern in the UK and Canada too. Is the lack of producer confidence going to allow big bad wolf going to blow our buildings in?

of plywood with fibreglass roof insulation (the rats loved it,) and were prefabricated in a factory, brought to the farm, and then situated on stub walls made of blocks. As long as these buildings were painted regularly, the plywood didn't rot, but the fibreglass insulation settled or got eaten and had to be replaced by newer alternatives. Complicating matters, many of these sheds were not properly maintained, resulting in much of the plywood becoming delaminated, and it was jokingly said that these sheds were held together by cobwebs. The package deal concept still is popular in the UK, but longer lasting materials are used now, such as plastic-coated steel for the exterior walls, and easily washable plastic laminates for the interiors.

#### Money spent on buildings in last 10 years

Spending on facilities in the last 10 years has varied widely. Roughly 15 per cent had spent over £500,000, with one

**CONTINUED ON PAGE 54** 





This new building is the result of 1.5 million GBP investment by JSR Genetics in East Yorkshire, UK. Photo by Stuart Lumb

producer spending £4 million. In contrast, an equivalent percentage had spent nothing, with the average amount spent being £241,851. This range is quite staggering, but in general, overall investment has been poor. It has been assumed that much of this investment has gone into the refurbishment of existing structures rather than being spent on new buildings and associated equipment – a policy that could aptly be described as "make do and mend". Yet 90 per cent of those surveyed stated that they needed new buildings.

#### Types of buildings used in pig production

Some 39 per cent of pigs are housed in specialist pig buildings of very mixed age, 20 per cent are kept in adapted accommodations and a further 41 per cent are in a mixture of the two. The fact that barely half the pigs are housed in specialist accommodation is at odds with most other countries where specialist buildings house the bulk of the pigs. However, over time many empty cattle yards have been converted to deep-strawed finishing pig accommodation for pigs born and reared outside, which helps explain the relatively low amount of specialist buildings found in the UK.

## Why are producers reluctant to invest in new buildings?

Uncertainty of the market was cited by 70 per cent of producers as the reason for not investing in new housing. Lack of confidence was also expressed in enterprise profitability with 58 per cent of producers saying they doubted that their business was profitable enough to support the level of investment needed to make it more profitable. Regarding the profitability of capital investment, 48 per cent expressed doubt that the new investment would yield sufficient benefit to justify the outlay.

The way the UK government's tax system treats capital expenditure for taxation purposes is also acting as a deterrent and 39 per cent stated this as a reason for their reluctance to invest, whilst 39 per cent stated they believe that they can receive a better return by investing rather than in new pig facilities.

The Integrated Pollution Prevention and Control Directive (IPPC) regulations governing unit size have also affected the situation – 22 per cent of producers said investing in infrastructure would take them over an existing threshold,

perhaps creating the need to invest in more waste management systems.

Interestingly, 12 per cent of producers have planning permission to construct new buildings, but have not yet built them. In fact, two producers have had planning permission for more than 10 years, but uncertainty over the future of the industry has meant a reluctance to invest in new buildings.

# What are the drivers for investment in pig buildings?

Almost 90 per cent stated that improved physical performance would be the primary reason for investing in new facilities, but there is an expectation that it might also reduce labour, reduce costs of production, and increase welfare.

# Reasons for adopting new technology in pig buildings

Producers have invested in new technologies more readily – 68 per cent had adopted newer technologies in order to improve productivity, 61 per cent had done so to improve animal welfare, 58 per cent cited improved labour use, and 46 per cent invested in new technology to reduce pig production costs.

Many of the barriers to the uptake of new technologies are similar to the barriers for investing in new buildings. These are overwhelmingly due to a lack of confidence in the future of the industry (73 per cent ) rather than concerns about the effectiveness of the technology itself (10 per cent) or in understanding the technology. Significantly, it was felt that suitable long-term contracts are needed to facilitate investment and overcome the lack of confidence barrier.

The average age of UK producers is ever-increasing and as this happens enthusiasm and risk-taking tend to decrease.

A few years of reasonable profits would do wonders for producer confidence, along with long-term contracts and a more favourable tax structure. Building manufacturers naturally tell producers that new buildings will mean better performance and better staff working conditions, which in turn mean the producer is better equipped to cope with the next inevitable downturn in the pig cycle. The EU partial sow stall ban which came into law January 1 of this year should soon start to decrease European on sow numbers, and that coveted rise in profitability is hopefully not too far away.



# World Pork Expo 2013

Despite the uncertainty and nervousness surrounding the spread of Porcine Epidemic Diarrhea, the show must go on, and so it went at the 25th anniversary of the World Pork Expo held at the Iowa State Fairgrounds June 5-7.

Presented by the National Pork Producers Council of the U.S., the event has the feeling of a festival, the business climate of Wall Street and an educational component akin to college breakout sessions.

There were more than 400 trade show exhibits, and more than 20,000 attendees participated in seminars covering topics such as animal welfare, management practises, production efficiencies and much more. Of course, there were plenty of barbecues, pig showings, parties, and of course... pork.



The impressive entrance to the agriculture building, which houses the massive trade show, among other things.

Many of the pigs were likely named Wilbur, from the children's novel, Charlotte's Web.

**CONTINUED ON PAGE 56** 



#### Western Hogiournal Faces and Places



The Junior Nationals Hog Show and Sale is well-attended.



Nothing says World Pork Expo like a pig roast.



Even the police in attendance had a great time





More than 400 exhibitors set up in the trade show, some with very elaborate displays.

#### Faces and Places Western Hogiournal







The pulled pork Hogtoberfest hospitality tent was a popular spot to visit.

A pig-perfect pink barbecue for the other white meat.



#### Western Hogiournal Faces and Places

# A tour of the New Rockport Colony pig barn

#### By Sheri Monk

In May, I was in a pig barn for the first time since I was a young girl. I had the pleasure of visiting New Rockport Colony with Darcy Fitzgerald, executive director of Alberta Pork and Murray Roeske, an industry consultant. The barn tour was led by Martin Wipf, and it was an experience I will always remember.



I was very impressed by the technology employed in every aspect of production, from feed mixing, to an auto-feeder on finishing floor, to a loading dock that was mechanized to be able to meet the loading level of the transport truck.



Of course, because of everything I have been learning about the industry, I was very interested in seeing the gestation stalls.

My honest, right-from-the-gut impression was that the animals looked to be in good condition, and they actually had more space than I imagined. However, I can fully admit that group housing appeals more to me, and I understand why the industry is moving in that direction.



CONTINUED ON PAGE 60



# **Get the** MAXIMUM **advantage** We have buyers waiting to pay top dollar for your weaner and feeder pigs

Maximum Swine Marketing has extensive industry contacts to consistently market your hogs at all stages of the life cycle.

You receive extra value through:

- Clean, Dependable Transportation
- Veterinary Consultation
- Prompt payment terms
- Professional After Sales Service and Support

Knowledge and skill to market swine throughout the life cycle

Contact David Scott @ (204) 834-2707 www.maximumswine.com



# A MARK SA SAMING-DRATION DRATION SAMA BUTINE HEAR ST.

Summer's here and at Vetoquinol we know your Livestock welfare is important.

For this matter, we offer you highly soluble solutions to provide them with optimal hydration during heat stress.

hab your transformation for and discovery red loss being

Electroleyes Play 1 Electroleyes Auf 1 Stress Ald

#### - Andreas and the



#### Western Hogiournal Faces and Places







It was really interesting to observe the behaviour of the gilts-in-waiting because they were group-housed.

The breeding area was fascinating, and it seemed like the boars had a pretty sweet arrangement in life. Again, though the sows were in stalls, their condition appeared

to be fine and they didn't seem to be under stress, but for whatever reason, I was somewhat surprised that they were in stalls at this stage of their life as well.

Of course, seeing the piglets was the highlight of the tour. If there's a newborn animal much cuter than a tiny, pink pig, I'm hard-pressed to name one.

And how about these two? I was tempted to sneak them home with me!







# **Connecting Buyers and Sellers**

Getting tight on finishing space? We can help.

**Jim Haggins** 403-796-7675 jrhaggins@gmail.com

Precision Management Division of 582935 Alberta Ltd.

Faces and Places Western Hogiournal



The mothers were in stalls again, but they had plenty of room to stand up and take a much-needed drink of water.

I did feel for them though – there's just no escape from all those demanding babies.

This young helper in the barn – Daniel Wipf – was eager to help lead the tour.





He took a great deal of care in handling the animals, and will be an asset to the operation in the future.

It was mindblowingly incredible to see how fast these babies can grow! The difference that even one week can make in size and development is simply staggering. And I really enjoyed seeing how they were housed as groups through the development stages.



**CONTINUED ON PAGE 62** 



#### PORCINAT:" | Organi: Acids + Essential Oils

With the significant increase in the price of various feed ingredients, it has become even more important to consider innovative ways to improve ROI.

For more than 30 years, Jefe has been an indurory leader in feed additives. Through innovation, our products have been designed specifically for awine and have shown that they reader a significant difference on forms.





Yelter atjefater | Infe@jefater

#### MAKE A DIFFERENCE ON YOUR FARM!

#### Western Hogiournal Faces and Places





As they got larger, it was a bit intimidating to walk among so many of them! But my skittishness comes from the cattle industry, and I've seen animals take a run at people before.

Darcy and Martin however, seemed confidently unconcerned and it was very cool to see the pigs interacting with their environment, and to observe their obvious curiosity.

For someone so new to the industry, this was really a hands-on way to understand how it works, and to see that most of the production chain happens all in one building was fascinating. A big thank you to Martin and New Rockport Colony for their hospitality and patience!









# REGISTER REWARDS

# WWW.PLP-SWINE.CA

Ask your Zoetis representative for details



1-877-788-2119



Zoetis is a trademark of Zoetis Inc. or its subsidiary and used under licence by Zoetis Canada. All trademarks are the property of their respective owners. ©2013 Zoetis Inc. All rights reserved.

#### Western Hogiournal Faces and Places

## **Manitoba Pork Council AGM**

#### Somber meeting at Manitoba Pork Council AGM

#### By Myron Love

It was a somber mood that dominated the Manitoba Pork Council's annual general meeting on April 10 in Winnipeg.

"In my 35 years in the industry, I have never seen it this bad," says Karl Kynoch, the MPC's long-time chair. "It is



Manitoba Pork Council general manager Andrew Dickson addresses the crowd at the AGM. Photo courtesy MPC

going to be quite challenging going forward. With the high feed costs, our producers are losing \$20-\$30 with every hog they ship. We are going to need a monster grain yield in both Canada and the United States to replenish our supplies."

In his report, Kynoch noted that Manitoba producers produced 7.9 million pigs from approximately 313,000 sows last year, and exported 3.2 million live weanlings and 400,000 live slaughter hogs to the United States. While the average number of hogs per producer has quadrupled since 2000, there are only 570 hog producers left in Manitoba at 623 sites as compared to 1,800 in 2000. Despite the losses, Manitoba remains Canada's largest pork and hog producer.

Andrew Dickson, MPC's executive director, reports that the AGM was well-attended. Approximately 100 producers attended the morning sessions, with 150-160 during the afternoon, and 500 attending the banquet.

"We also had representatives from the other provinces and the United States," Dickson says. "Sixty per cent of the North American hog industry was represented at our meeting."

The keynote speaker for the afternoon was Richard Berman, a Washington, D.C.-based consultant, who provided an overview of future prospects for the industry. Berman is a long-time consumer advocate who champions individual responsibility and common sense policies. He was previously executive vice president of public affairs at the Pillsbury Restaurant Group, where he was responsible for the government relations programs of all restaurant operations.

Both Dickson and Kynoch report that one initiative that came out of the AGM was a plan to form a plan to bring together producers, processors, retailers and government



#### **Red Deer Swine Technology Workshop**

#### Wednesday October 30th, 2013

Sheraton Hotel (formerly the Capri Centre), Red Deer, Alberta

Join us for an interactive technical workshop aimed at improving your swine herd performance and profitability. Speakers will be presenting a range of practical, hands-on topics of interest to everyone involved in pork production.

Topics include:

Improving Farrowing Rate • Controlling Sow Feed Costs and Body Condition • Converting from Sow Stalls to Group Housing - Case Studies • Optimizing Feed Efficiency in the Grow-Finish Herd • Animal Care with Accountability • Top 5 Research Projects Aimed at Reducing Feed Costs • Performing Simple Post Mortems • Optimal Market Weight: Cost -v- Revenue

For further information, or to register, please contact Bernie Peet on (403) 782-3776 or (403) 392-3104 or Email: bjpeet@telusplanet.net



representatives to try to figure out a way to put more money in producers' pockets.

"American producers receive more money per hog than we do," Kynoch said. "This has been a continuous complaint from our members for years. We keep hearing that not enough money is coming back from the retailer to the producer for the producer to survive."

For example, in Iowa, producers receive an additional \$10 per hog over their Canadian counterparts. Dickson adds that Alberta and Saskatchewan have tried to tackle this problem without much success.

# Industry awards for innovation, community spirit

#### By Myron Love

Henervic Farms was this year's Pork Industry Swine Steward Award winner, while Jonathan Kleinsasser was recognized with the Pork Industry Innovation Award. The awards were presented at the Manitoba Pork Council AGM's closing banquet on April 10.

The Pork Industry Awards recognize excellence in Manitoba's pork industry and are presented annually to individuals, groups and organizations that have made significant contributions to pork production. Kleinsasser, managing director at Crystal Spring Hog Equipment, was recognized for outstanding contributions to the provincial and global hog industry through continuous improvement and innovation in design of quality equipment for animal food production.

Kleinsasser has been an inventor most of his life and has at least 35 different patented inventions in Canada alone. Among his inventions are a wet dry feeder, various wean-to-finish feeders, a nursery water space feeder, a remote controlled articulating boar cart, automatic tattooer, a motorized moving alley gate, a portable electronic scale sorter, a sow lift farrowing stall, and others. His biggest claim to fame is his wet-dry feeder. He invented the concept back in 1985, and it has revolutionized how pigs are fed. Crystal Spring Hog Equipment now manufactures various types of hog equipment and has distributors all over the world.

Henervic Farms was recognized for outstanding commitment and contributions to agriculture, to the hog industry, to community and to fellow Manitobans. Henry Peters started farming in 1948 and by 1970 his two sons, Eric and Vic, joined him in the farm. ("Henervic" is a combination of their names.)

As other family members became involved in the operation, the farm grew. The Peters and Sawatzky families are very community-minded and are committed to community involvement. They have and continue to contribute both time and funds to support numerous community projects.

"These are very worthy recipients," said MPC Chairman Karl Kynoch. "They both are family operations and it's great to see families working so hard at contributing to the hog industry. Their passion and commitment is what will help this industry thrive."



# Septic arthritis in swine ("Joint ill")

By Dr. Dawn Magrath, Innovative Veterinary Services, Lethbridge, Alberta

I seem to be encountering this problem in the field frequently at the moment, so I thought it was a timely topic for review. Joint infections are important to discuss, because they are significant cause of mortality (due to requiring euthanasia) and also later cause production losses due to growth retardation and plant condemnations.

The condition commonly called "joint ill" is more correctly referred to as septic (poly)arthritis, affecting one or more joints, usually in young pigs (7-14 days of age). It is a condition seen in the young of most species and results from infection gaining entry to the blood stream at or soon after birth, circulating around the body and then localizing in the joints, or occasionally in other parts of the body, such as the brain, or on the heart valves. When the infection settles in the brain, we tend to see meningitis. Therefore, you may see different presentations of the same disease (*Streptococcus suis* type 2) on your farm all at the same time.

Disease can occur as sporadic individual cases, or as an outbreak (particularly with certain strains of Streptococcal bacteria). Outbreaks can be seasonal and some farms see an increase in incidence every spring for example and decrease in the summer due to a lower ability to control ventilation effectively.

#### Causes

The cause of joint ill is bacterial infection of the piglet. The majority of cases are caused by opportunist infection from the environment with E coli, Staphylococci and Streptococci. Actinobacillus suis, Haemophilus parasuis and Mycoplasma hyosynoviae can also be involved. There are specific infectious agents that can produce epidemics of joint ill (and meningitis) such as Strep suis types 2, 8 and 14.

There are a number of possible routes by which the bacteria can gain access to the blood stream and spread to the joints:

- 1. Through the navel
- 2. Through badly clipped teeth
- 3. Through contamination of a docked tail stump
- 4. Through wounds or abrasions
- 5. Through the tonsil of the piglet (especially Strep suis)

#### **Clinical signs**

The first signs usually seen will be a piglet carrying a leg or reluctant to stand, some may be seen to "dog sit". The hock and knee are most commonly affected. As the pigs' ability to compete for a teat is compromised, loss of condition and starvation will occur. A similar spectrum of events occurs with other septicaemic conditions, even if the piglet does not develop joint sepsis and these pigs will often be seen as hairy, or unthrifty and require euthanasia.

Cases of arthritis can be seen post weaning, either as a delayed manifestation of earlier infection or resulting from inadequate treatment of an earlier case. Where treatment is inadequate or pigs left untreated, septicemia can last for up to 3 weeks! This can lead to waxing and waning of clinical signs and varying degrees of poor appetite etc.

Post mortem findings typical of septicemia (bacterial infection of the blood) are: slight enlargement of the spleen and petechial (pin point) hemorrhages on the kidneys (noted very commonly) or other organs. With polyarthritis, there is an increased amount of turbid (cloudy) fluid in the joints, even those that may not be obviously swollen.

CONTINUED ON PAGE 68

SAND RIDGE FARM LTD. Proven Methods. Superior Results. Ken Hamoen

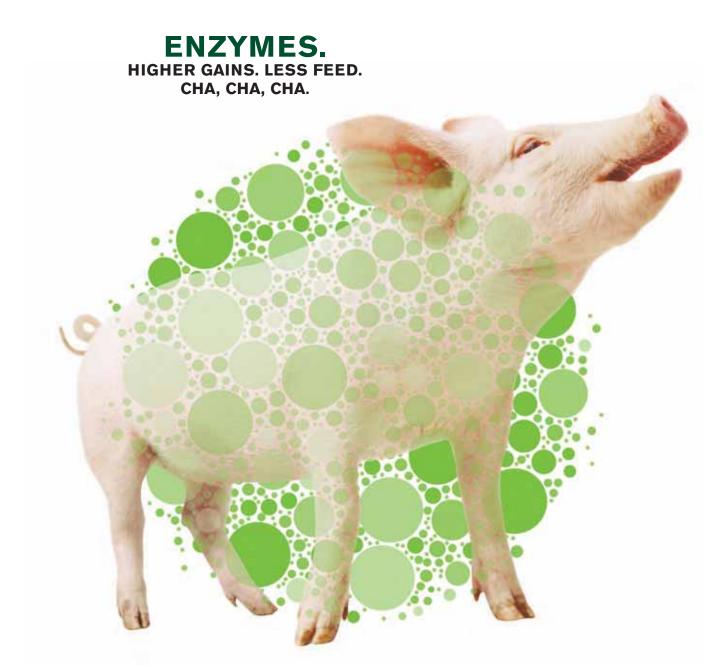
P. 780.674.5135 C. 780.674.7498

4.5135Box 216, Neerlandia, AB TOG 1R04.7498sandridgegenetics@hotmail.com

www.sandridgegenetics.com

# The Next Western HOG<sup>JOURNAL</sup> is October 2013

For advertising contact James Shaw at 416-231-1812 or jamesshaw@rogers.com



THERE'S A NATURAL WAY TO PROFITABILITY: CBS enzymes are researched, custom formulated and proven to boost the effectiveness of your feed. From aquaculture to animals – the result is higher gains with less feed. Ask about our natural enzyme combinations for productivity and profit: call 1-800-561-2474, email cbsinc@canadianbio.com or visit canadianbio.com.



#### Western Hog<sup>journal</sup> Health





Swollen feet in a suckling pig

#### Treatment

Early, individual antimicrobial treatment is essential if a recovery is to be made. The medication used should be tailored to the needs of the farm and laboratory testing of the cause(s) may help. In general, penicillin, ampicillin or cephalosporins are likely to be effective. Use of pain killers (e.g. ketoprofen) may also be indicated as this condition can be very painful. Treatment should be continued for at least 3 and preferably 5 days.

Failure to respond in a timely manner and evidence of burst abscesses from joints should lead to euthanasia. In rare cases an early problem with joint ill can contaminate the end of the bone and affect the growth plates with the result that later in life (e.g. at 3 months) spontaneous fractures occur. If lameness is a problem on your farm in older grower/finisher pigs, there should also be some review of arthritis in younger pigs.

#### Prevention

The key to controlling these bacterial disease manifestations is firstly to improve hygiene in the farrowing area and secondly to identify and rectify the route of entry of infection.

1. *Teeth clipping* – Teeth must be clipped with clean, sharp clippers or ground off. Some producers stop teeth clipping, believing that it is the cause of arthritis; but it must be remembered that the fighting damage that results can itself lead to joint ill! If teeth clipping is not performed, fostering must be done very diligently and I would recommend you discuss this with your herd's veterinarian.

- 2. Tail docking Always use separate, clean instruments from those used to clip teeth. Ideally, use thermocautery. Tail stumps can be dipped or sprayed with iodine immediately after docking if thermocautery is not used.
- 3. Contaminated needles Try to change needles regularly, I recommend every litter. Syringe and medication hygiene is also paramount in reducing transfer of diseases.

Use of drying agents in the farrowing pens can help reduce multiplication of environmental bacteria, but are not a substitute for a failure to wash and disinfect or to keep the pen clear of sow faeces.

Where tonsillar penetration is suspected, prevention can often be achieved by routine treatment of piglets at birth with long acting penicillin or cephalosporins.

#### Control

Husbandry factors that can cause damage to the respiratory lining can precipitate outbreaks of disease, such as high ammonia levels. Eliminate



stresses as much as possible, including overcrowding, poor ventilation and excessive (over 60%) humidity. Other pathogens may also damage the respiratory epithelium, such as Bordetella bronchiseptica, Pasturella multocida and Inclusion Body Rhinitis. Streptococcus suis can be either a primary or a secondary pathogen in the lung; I have seen outbreaks of bronchopneumonia in sucking pigs that has lasted for 6 months or so. Use an all-in-all-out strategy whenever possible and use good sanitation protocols.

Treat individuals as early as possible and isolate sick pigs as these animals are a nice little soup of bugs, just waiting to pounce on the next pig. Sensitivity testing is useful to help determine the best treatment.

Remember to be cautious when introducing pigs from a new source, as they may carry different strains of streptococci, haemophilus etc. than currently exists in your herd and cross-protection between different strains appears to be limited.

Finally, always keep your biosecurity measures in tiptop shape to avoid accidental introduction of disease.

I hope this article will lead you to assess protocols on your farm. Pease see the checklist included to assist you in discussing this issue with your veterinarian.

## Joint ill checklist

PR	PROTOCOL		NO	DEVELOP S.O.P
1.	Teeth are clipped at birth			
2.	We hot tail dock			
3.	Pigs are treated individually as early as possible.			
4.	Syringes are cleaned after each use			
5.	Needles are changed between every litter.			
6.	Ventilation systems are well maintained.			
7.	Manure is cleaned from behind the sows in the farrowing stall, twice a day.			
8.	Sows are washed prior to farrowing.			
9.	Are other diseases present on the farm well controlled?			
10.	Are all rooms run all-in-all-out when possible?			
11.	Are all rooms sanitized when empty and dried?			
12.	Animals entering this farm are from a single source.			



## Watch out for udder problems in hot weather

#### By Bernie Peet

Udder problems in sows at around the time of farrowing tend to increase during periods of hot weather, so it's worth reviewing the ways in which they can be avoided. There are varying degrees of disease that fall under the category of the Mastitis Metritis Agalactia syndrome or MMA, which is caused by a variety of common organisms found in the pen environment, such as E. Coli, Staphylococcus and Streptococcus. MMA may be observed from just before farrowing and in the first day or so afterwards and is characterized by a lack of appetite in the sow, generally listless behaviour, and a hardening and reddening of one or more glands in the udder. The sow's temperature increases to 40-41°C but may go as high as 42°C. Often MMA is associated with a purulent discharge due to an infection in the uterus.

Rapid diagnosis and treatment is the key to minimizing the effects of the disease. It is good practice to check the sow's udder condition prior to and at farrowing to feel for any hardness or increase in temperature, while observing for signs of inflammation. Any lack of appetite at feeding time may indicate a problem, although sows may not show interest in feed while they are actually farrowing. Suspect sows should have their temperature taken – a rectal temperature of more than 39.5°C indicates a likely infection, but it should be noted that a slightly raised temperature is normal during farrowing. This combination of signs can be used to determine the need for treatment, depending on their severity and previous experience of the disease within the herd.

In addition to treatment of the condition using antibiotics and possibly steroids as advised by your veterinarian, .5ml of Oxytocin, administered every few hours should also be given to assist milk let-down. In more severe cases where milk supply is poor, it will be necessary to administer colostrum from another sow by stomach tube or syringe until the antibiotics take effect. A small tray of milk replacer will allow piglets to obtain additional nourishment. In some cases, piglets will need to be fostered onto another sow, especially those suckling badly affected glands.



1350 sow barn
160 acres
Modern equipment
Gilt development
Convert to feeder barn
\$399,000 H 4729 \$240,000 H 4943

For more information... Stacey Hiebert © Prudential 204.371.5930 stacey@canadianfarmrealty.com www.canadianfarmrealty.com



This sow with mastitis refuses to let piglets suckle, leading to loss of condition and increased mortality

Although rapid recognition and treatment of MMA is the first line of defence, long term control involves tackling the environmental and management factors associated with the problem. The organisms involved are present in the



# It is not only about finding A Good Pump...

It is more than that.

It is to have the possibility to choose the pump that gives maximum efficiency. GEA Farm Technologies developed a complete and diversified range of pumps that provides maximum performance. Our line of electric pumps is designed to fit any budgets. Various pressures and flow rates are available to respond to your needs. GEA Farm Technologies knows about the slurry you have to manage and offers solutions to do it effectively.

**Electric Pumps for hog slurry** 

Lethbridge Dairy Mart Ltd. Lethbridge, AB — 403.329.6234

**Dairyland Agro Supply Ltd.** Saskatoon, SK — 306.242.5850 Emerald Park, SK — 306.721.6844

Kneller's Sales & Service Ltd. Leduc, AB — 780.986.5600 Penner Farm Services Blumenort, MB — 204.326.3781 1.800.461.9333 Brandon Division Brandon, MB — 204.728.7563



GEA\_Electric\_WHogJournal\_2013-01

GEA Farm Equipment | Houle

engineering for a better world

environment and may enter the teat canal close to farrowing, resulting in the infection. Damage to the udder or teats by piglets' sharp teeth can also be a route of entry. Persistent MMA is often related to poor hygiene, so washing and disinfection routines should be reviewed and improved where necessary.

The sow herself may be the main source of pathogenic organisms such as E. coli. Prior to farrowing, the rate of passage of feed through the sow's gut slows down and there is a huge increase in the number of E. coli organisms in the large intestine. The higher number of bacteria being excreted by the sow increases the chance of infection via the udder. Additionally, the toxins produced in the large intestine slows down the process of farrowing and adversely affects milk production. Trials with organic acids that are protected with a fat coating so that they're not digested in the stomach or small intestine have shown that reducing the pH of the hind gut dramatically lowers the number of E. coli organisms and leads to fewer udder problems and fewer stillborn pigs.

Overfeeding in the few days prior to farrowing will exacerbate the problem described here and is one of the most common reasons for udder problems. Feed intake should be reduced to 1.8kg for gilts and 2.0kg for sows from day 111 of gestation until farrowing. The feeding regime throughout gestation should be reviewed if sows are in over-fit condition at farrowing and feed levels from days 21-90 of gestation reduced if necessary. If higher levels of feed are routinely given from day 90 onwards, a reduction in feed at this stage may also be effective. Water availability is closely associated with the incidence of MMA. Nipple and bite drinkers should be checked



to ensure that they deliver a minimum of two litres per minute. Ideally, sows should also be given 4-5 litres of water by hand at each feed from two days prior to farrowing until three days post farrowing as a minimum. Once sows have completed farrowing they should be made to stand up and water put in the trough to encourage them to drink.

High temperatures in the farrowing room may be unavoidable in hot weather, but steps should be taken to ensure that they are not unnecessarily high due to incorrect settings of the ventilation system, especially by restrictions to air inlets. Where possible, the temperature at farrowing should be 21–22°C and be reduced to 18°C by day five after farrowing.

In one herd I was involved with, which had a high incidence of MMA, it was associated with increased savaging by gilts. Observation of their behaviour showed that this was due to the pain of severe udder inflammation during farrowing, as newborn piglets attempted to suckle. Solving the udder problems eliminated the savaging problem.

MMA is a complex disease with many predisposing factors that may sometimes be difficult to unravel. However, I have yet to find a herd where changes to management, feeding, environment or hygiene can't solve the problem.



## **Tenderloin loving care**

## The battle of the sexes is fought in the kitchen, and the weapons are wine and swine.

By Sheri Monk and Pierre Laberge

Most readers are going to be very familiar with how to cook pork, and many of our favourite recipes have been passed down for generations. It's been years since I've had my mom's roast pork, with roast potatoes and gravy, but my mouth still waters just thinking about it. I spent some time recently studying the different cuts of pork commonly available, and I realized my mother only knew how to prepare two different pork dishes. And then came a startling personal epiphany – I had followed in her footsteps. That's when I knew that if I was going to be successful as the editor of one of the top pork magazines in the business, I was going to have to take the bull by the horns – or the piggie by its tail – and get to work not just on the computer, but in the kitchen too.

I rather enjoy cooking from scratch, and I've experimented a lot recently with Mexican dishes. A few years ago, I started buying beef by the half, and I've learned to create a lot of new recipes as a result. But pork? I'm what the young kids would call a newbie – totally green and inexperienced – and I've only been drinking wine for a year or so. I know when I like a wine, and I definitely know when I don't like one, but everything in the middle is very much a learning experience for me.

To make this cooking project even more fun, I asked my boyfriend, Pierre, to pick out a tenderloin recipe he'd like to sample, and I asked him to choose a type of wine to go with it. Based on his meat and wine selections, I would then choose the side dishes, and the dessert. However, he didn't reply to me by the deadline I had given, so I went ahead and chose a recipe and wine myself. When I was actually at the grocery store picking up the supplies, I received his email and I decided that *Wine and Swine Me* was going to be more of a cook-off than a romantic evening.

Pierre chose to make grilled chilli tenderloin, served with white rice, and paired with a red Shiraz. Sadly, I've since recycled the bottle, so I can't tell you which one it was. The recipe was inspired from one found on menshealth.com.

I chose to make bacon pork tenderloin using a recipe from allrecipes.com, served with roasted herb baby potatoes.

For the potatoes, I placed a bag of baby potatoes in a bowl, then added some olive oil, sea salt and fresh ground pepper, four diced garlic cloves, and two tablespoons of herbes de Provence. I mixed until the raw potatoes were well-coated before baking them.

To cut down on the complexity, we just made one dessert, a very easy summer berry salad. Simply combine the berries of your choice with chopped mint leaves, two tablespoons of lemon juice, two tablespoons of honey, two tablespoons of orange liqueur, and two tablespoons mint liqueur and chill until served. Upon serving, grate dark chocolate over the berries, and garnish with a mint leaf. This dessert worked perfectly with both dishes, and would be perfect in almost any summertime setting.

**CONTINUED ON PAGE 74** 



## Chilli Tenderloin

## Ingredients

1/4 cup Dijon mustard

- 1 tablespoon molasses
- 2 chopped cloves of garlic
- 4 teaspoons chilli powder
- 2 10-ounce pork tenderloins

2 tablespoons of chopped fresh parsley

### Preparation

Combine liquid ingredients and chilli powder to make a marinade. Trim the fat from pork, then marinate for two-four hours in the fridge. Before grilling, season with



Pierre's winning chilli tenderloin.

parsley, salt and fresh ground pepper. Once cooked, cover with foil and let stand for 10 minutes.

She said

#### Pierre's chilli tenderloin – 9 out of 10

I should have known better than to challenge my French boyfriend to a cooking challenge. That's like trying to beat a bird in a flying competition.

His dish was the clear winner. It was cooked perfectly, and the barbecue added to the heat and flavour of the dish. The meat was melt-in-yourmouth tender, and the chilli really came through without being overbearing. The only reason why I didn't give his meal full marks was because of the rice, and the wine (plus, I didn't want him to gloat too much). The rice was a little lacklustre in comparison to the meat. I think I would have added either some diced peppers into it, or selected a wild rice instead. The wine was nice, but somewhat understated when paired with such a bold dish.

#### Sheri's bacon pork tenderloin – 7 out of 10

I thought everything is better with bacon, but it might have been overkill.



I actually used twice as much bacon as the recipe called for, forgetting that I was splitting the loin with Pierre. It made the presentation somewhat sloppier than it otherwise should have been, and the reduced tenderloin portion meant the sauce was effectively doubled as well. The result was a too-sweet meat dish that was as sticky as it was messy. However, it was still tasty, and had I not messed the formula up, it may have turned out better. However, the chilli powder couldn't be detected at all, so if I was making this again, I'd increase the heat and turn down the sweetness by halving the honey and using regular bacon rather than the maple variety. Oh well... at least I didn't overcook it.



Our accompanying dishes consisted of grilled asparagus, starch, and more delicious starch.

The potatoes were excellent – I wouldn't change a thing, and the wine was even better. I had selected Cono Sur's Pinot Noir. Cono Sur is a Chilean winery, and apparently a relative newcomer on the scene. Nonetheless, their wine delivered. It was expressive, without being over-friendly, and the fruit notes were abundant without being too dramatic. It paired well with both dishes.

Honestly, I wouldn't make the bacon pork tenderloin again using this recipe. That cut of meat deserved better than to be cloaked in such heavy flavours (though that didn't stop us from ravishing the leftovers for lunch the day after). While my ego may have been bruised, my taste buds were delighted. Pierre's chilli tenderloin will definitely be a repeat visitor in our house – as will Pierre, if he'll commit to preparing it again!

## **Pork Culture and Trends**

## Bacon pork Tenderloin Ingredients

Cooking spray

8 slices smoked maple bacon

3 tablespoons apple butter

2 tablespoons honey

1/3 teaspoon ground allspice

1/4 teaspoon chilli powder

1 (3 pound) pork tenderloin

### Preparation

Preheat oven to 325 degrees and spray a broiler pan with cooking spray.

Place bacon in a large skillet and cook over medium heat, turning occasionally, until bacon begins to brown but is still flexible, about five minutes. Mix apple butter, honey, allspice, and chilli powder in a small bowl.

Wrap tenderloin in four slices of partially-cooked bacon and secure with toothpicks. Brush half the apple butter mixture over bacon and wrap the tenderloin with remaining slices of bacon. Brush remaining apple butter mixture over the meat. Place tenderloin on prepared broiling pan.

Bake in the preheated oven until apple butter mixture has baked into a glaze, about 30 minutes.

## He said

As soon as Sheri mentioned that I would have to write my comments about our cooking event, the words, "I win" came to mind. But Sheri knew exactly what I was thinking and laid the rules out for me. "I win" wasn't going to cut it.

#### Sheri's Bacon Pork Tenderloin - 7/10

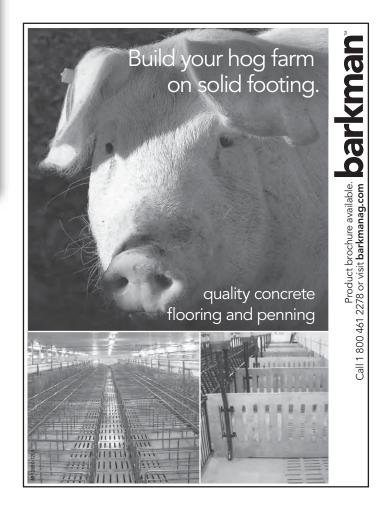
I'm not one of those natural talents we all envy that can smell a carrot soup and with a sense of theatrical drama exclaim, "You know what this needs? Cumin!" and be perfectly right. To be honest, I'm not even sure if I like carrot soup. But when I read the bacon tenderloin recipe and saw the honey, I thought I might have a fighting chance. Of course, I complained about the bacon – at length – because cooking with bacon is cheating. The bacon tenderloin ended up a bit sweet and since you can never have too much bacon, there was not enough tenderloin to balance the dish. I believe this recipe would have been good as a side dish for a nice Sunday brunch. The potatoes were perfect as expected and matched the pork well. The Cono Sur is a mild Pinot Noir, which luckily did not overtake the pork. A very nice choice.

#### Pierre's Chilli Tenderloin - 8/10

To me, pork tenderloin is delicate and cannot bear complex ingredients. The chilli tenderloin recipe was a good match for my taste and limited set of skills. As we were cooking side by side, I felt like cheating too, in the only way I know – by grilling the meat. The piece of meat itself was perfect – to no surprise – as Sheri knows her meat, so grilling at medium heat worked wonders. The fresh spices complemented the natural flavour of the tenderloin, while the chilli enhanced the whole package.

The white rice was a beginner's mistake, as it would have been very easy to use wild rice instead. Also, the Shiraz was so drab that we both jumped on the Cono Sur. The mere fact that the Shiraz bottle ended up in the recycling bin with no afterthought is comment enough.

Overall, this recipe will go on the short list. I might even try it again... when Sheri's sister from Winnipeg comes for a visit.





## YOUR DAILY BACON

BY BUDDY SIMMONS



While they might be a fun way to protect those boo-boos incurred during the daily work routine, we don't recommend these bandages be used during camping trips in bear country. Otherwise, you might need a much larger supply of them!



When bringing home the bacon, what could be more suitable than bringing it home in a stylish bacon wallet?

#### Welcome to Your Daily Bacon!

Over the past couple of years, bacon has become a pop culture sensation, the bona fide rock star of the modern food world. Bacon's rise to fame is nothing short of miraculous, considering current consumer trends against meat in general, red meat in particular, and especially processed red meat.

We're working on ways to turn the whole pig into bacon, but until then, you'll have to settle for this unique glimpse into the fantastical world of bacon worship.

Your Daily Bacon will serve up the latest, greatest and most bizarre bacon products, jokes, stories, festivals, clothing and memes we can dig up.

But before we begin, first a few words about memes – which is basically the Internet's version of a funny poster. The Merrian-Webster Online Dictionary defines "meme" as an idea, behaviour, style, or usage that spreads from person to person within a culture.' As such, memes are nothing new. And they are often quite comical. We imagine those prehistoric cave paintings in France were nothing more than humorous messages placed there by the cave-dwellers to amuse one another, future generations just haven't got the joke yet.

However, what is fairly recent is the ability to spread these memes in the blink of an eye using modern internet technology. Now, something that formerly had to be painted on a cave wall, passed around at the water cooler, or photocopied and shared – or in some cases published in print – is zapped around the globe in an instant and seen by millions, who spread it to other millions. And so on, usually to the delight of fast-thinking entrepreneurs – such as purveyors of all things bacon – everywhere!

This is a meme that has been shared countless times on Facebook and Twitter, and it's also been printed on t-shirts, posters, and bumper stickers.



Western Hog Journal's editor, Sheri Monk, recently spent a few days in Banff at a work conference. In some spare time, she went downtown to explore some of the upscale shops catering to wealthy foreign tourists. She expected expensive maple syrup, stuffed bears, t-shirts galore and she did find all of that... but between the postcards and chocolate moose droppings, she found something she wasn't expecting. Bacon.

Incredibly, the souvenir store manager told Sheri that the bacon products sell very well – even the toothpaste! One has

## **Pork Culture and Trends**



Who needs minty fresh breath when they can have bacon-y fresh breath instead?

to wonder whether visitors from halfway around the globe are buying them because of some newfound love for bacon, or whether they think that North Americans are insane for their devotion to it. Either way, bacon's

sizzling popularity appears to be with us for good. Perhaps until the end...

What are the best bacon products or jokes you've encountered? Let us know by emailing Buddy at bsimmons@ma.rr.com!



**Rest in Grease.** 

This is for those who choose to ignore our warning about using bacon bandages in bear country.

# **Chain Disk Feed Delivery**

## efficient designs • quality results

Chain Disk Feed Delivery Systems The flexibility to adapt to all types of swine production facilities and the ability to overcome the performance and reliability constraints of other systems.

Quality Components Chain Disk's rugged design and unique control system enable it to outperform the competition in capacity, distance and durability.

Gentle on Feed The gentle conveying method limits damage to expensive pelleted rations and prevents particle separation in ground feed rations.

Flexible Design Chain Disk is ideally suited to delivering feed to multiple farrowing rooms, individual sow stalls, electronic sow feed systems and the high volume demands of large finishing facilities.

GSI <u>GROUP</u>



## **GSI Electronics Inc.**

5200 Armand-Frappier St-Hubert (Quebec) Canada J3Z 1G5 Toll Free Ph: 1-877-926-2777



For more information visit us at: vww.automatedproduction.com

Your Agriculture Company OSI Electronics Inc. and AP are a part of GSI, a worldwide Brand of AGCO

## **Ad Index**

AFSC	
Agri-Industry	34
Alberta Swine Genetics	44
Banff Pork Seminar	54
Barkman	75
Boehringer Ingelheim	
Canada Farm Distributors	46
CanadianFarmRealty.com	70
Canadian Bio-Systems	67
Canadian Centre for Swine Improvement	nt16
Canarm BSM	14
Carlo Genetics	33
Champion Alstoe	78
Crystal Spring Hog Equipment	37
DPI Global/MICRO-AID	73
Dupont Danisco	32
EastGen	78
Elanco	35
Farmwise Software/Agrovision	12
Fast Genetics	19
GEA Farm Technologies	71
Genesus2/	10/22/42/62/80
Glass-Pac	24
Grand Valley Fortifiers	69
GSI Electronics Inc	77
Halchemix Canada Inc	4
Husky Farm Equipment	49
Hypor Swine Group	29
ITSI	64
Jefo	61
John Guliker	68

Kane Manufacturing	28
Kenpal Farm Products/dry START	36
Robb Lepp	72
Longarm	6
Magnum Swine Genetics 53/5	5/57
Maximum Swine Marketing	58
Merck Animal Health9/5	51/79
Merial Canada Inc	23
Novartis	27
Nuhn Industries	26
Nutrition Partners	
Parks Livestock	8
Paylean	5
PIC	
Prairie Swine Centre 10/2	
Precision Management	60
Pro-Ag Products11/3	39/65
Ralco Nutrition	17
Red Deer Swine Technology Workshop	64
Sand Ridge Farm Ltd.	
Sierens Equipment Ltd.	30
Signature Genes	
Smart Sort Innovations	40
Sun-North Systems	20
Supp-Le-Milk	18
Tomco Livestock	
Topigs	13
Verus Animal Nutrition	
Vétoquinol	
Western Hog Journal	
Zoetis	





# with circumvent® pcv m YOU GET MORE

- MORE TIME because it's the only ready-to-use vaccine against both circovirus and mycoplasma
- MORE CONVENIENCE due to its unique, no-mixing required formulation

## MORE SAVINGS

when you take advantage of this limited-time offer

**GOOD NEWS!** EXTENSION OF THE SPECIAL CIRCUMVENT PCV M\* OFFER. For further details, visit www.circumventpcvmpromo.ca



For more information, speak to your veterinarian or your Merck Animal Health representative.

\* To be eligible for this offer, a producer must achieve a minimum rebate of \$150.



® Registered trademark of Intervet International B.V. used under license. Merck Animal Health, operating in Canada as Intervet Canada Corp., a subsidiary of Merck & Co., Inc., Whitehouse Station, NJ, USA. MERCK is a trademark of Merck Sharp & Dohme Corp., a subsidiary of Merck & Co., Inc., Whitehouse Station, NJ, USA. Copyright © 2013 Intervet International B.V., a subsidiary of Merck & Co., Inc., Whitehouse Station, NJ, USA. All rights reserved.





Genesus 4 TON SOW -BECAUSE- 30.58 hogs sold per sow x 276 lbs per market hog = 8,440 lbs sold a sow. 1.85 A.D.G. wean to finish - 2.489 feed conversion. Genesus global leader in total lbs and profit produced per sow per year.

## THE TOTAL PACKAGE



www.genesus.com

Genesus produces more pigs, better pigs and more profit for you.

\*Genesus customer record on file – Genesus Duroc bred to Genesus F1 females