

PRAIRIE SWINE CENTRE
STATUS REPORT
[www.prairieswine.ca]

Mission: We provide solutions through knowledge that ensure a profitable and sustainable pork industry and in so doing secure a prosperous future for our stakeholders and staff.

Mandate: To produce and distribute knowledge derived through original research, scientific review and economic analysis.

Vision: To be an internationally recognized source of original, practical knowledge providing value to stakeholders throughout the pork value chain.

Corporate Objectives

To realize our Vision requires the company to embrace the following strategic corporate objectives:

1. To be a profitable organization operating in a marketplace that offers growth opportunities.
2. To meet the technology needs of the pork value chain better than any competitor - defined as all stakeholders in the pork value chain from cereal development to consumer acceptance of pork. Using an industry-oriented and multidisciplinary approach that ensures timely adoption of knowledge.
3. To leverage our strengths and capabilities as a 'knowledge-based' company.
4. To provide scientific leadership in our areas of expertise to industry, university and government.
5. To define 'Best in Class' and benchmark against critical efficiency, innovation and accountability metrics (in operations, human resource, financial, and scientific output)
6. To empower our people – that they should feel Valued, Challenged and Engaged in a safe work environment. Assisting them to find the breakthroughs to take us to the next level.
7. To enhance the Centre's effectiveness and sustainability, through successful collaborations, co-operative action and strategic alliances in our research,

education and technology transfer roles. This objective applies equally to initiatives within Prairie Swine Centre as well as to external institutions/agencies.

Research Objectives (Year 2009-2012)

1. To increase net income for pork producers through improved nutrition.
 - a. This includes the development of feeding programs which emphasize economic efficiency, meat quality, and market value.
 - b. Understanding feed and fibre sources and the modifications of these to meet the needs of the pig, changing economics and opportunities to favourably impact meat quality.
2. Improve animal wellbeing by developing and modifying housing systems, animal management practices, and health of the pig.
3. To improve barn environment through the development of economical and practical techniques ensuring the health and safety of barn workers and animals.
4. To reduce the environmental footprint of pork production through breakthroughs in the science of odour and gas emissions, nutrient and water management, utility and resource efficiency.
5. To address the needs of society by leveraging our knowledge of the pig. This includes for example, using the pig as a model for human health and nutrition, for pet nutrition.
6. To meet or exceed the research data and scientific analysis expected by our clients, and demanded by regulatory guidelines.

Types of activities undertaken to achieve mandate:

Research (both publicly funded and Contracted by private corporations and associations)

Graduate studies program in MSc and PhD

Student experience/teaching for undergraduate students from UofS and SIAST

Summer student positions in most programs

A technology transfer program that is international in scope and actively seeks to increase the rate of adoption of new technology by the commercial pork industry in Canada

Governance:

Non-profit corporation, with a Board of Directors representing the various stakeholders in the Pork Value Chain in Canada

Lee Whittington, President/CEO
Board of Directors
Shannon Meyers, Fast Genetics, Saskatchewan, Chair
Ray Price, Sunterra Farms, Alberta
Arlee McGrath, Saskatchewan
Jim Basinger, UofS, Saskatchewan
Judy Yungwirth, UofS, Saskatchewan
Rick Prejet, Manitoba
John Carney, Maple Leaf Foods, Manitoba
Jim Babcock, Government of SK, Saskatchewan
Mary Buhr, UofS, Saskatchewan