



Communiqué

Canadian Hog Producers To Benefit from New National Technology Transfer and On-Farm Quality Assurance Positions

Ottawa, March 28, 2000 — “I am very pleased to announce that the Canadian Pork Council has successfully filled two new staff positions created to improve the competitive position of Canadian hog producers” said Edouard Asnong, President of the CPC.

“**Nadine Fortin**, *technology transfer agent*, and **Dawn LeBlanc**, *national on-farm quality assurance coordinator*, will serve in these important roles that are seen as critically important for maintaining our hog industry as a world leader in quality and economic efficiency while at the same time meeting high standards of food safety and environmental sustainability”, added Mr. Asnong.

The Canadian Pork Council has teamed up with Agriculture and Agri-Food Canada’s research centre in Lennoxville, Québec, to establish the technology transfer position. It will be from there that the technology transfer agent will develop a communication network with the swine research and technology transfer community across the country and advance results of their work to hog producers, enabling faster implementation and more efficient utilization of scarce research resources and funds.

Ms Fortin, originally of Montréal, comes to the *technology transfer agent* position with experience as a reporter and editor at Radio-Canada in Edmonton, as a contract journalist, and as an information agent with the Ontario Ministry of Agriculture, Food and Rural Affairs. She possesses an undergraduate degree in agricultural engineering from McGill University in addition to training in communications .

The CPC launched its *Canadian Quality Assurance (CQA™)* program as a response to the increasing demand by consumers as well as by food distributors for more knowledge and verification of the methods and food safety precautions exercised by primary producers of food.

The CQA™ program is composed of national standards and guidelines which are implemented on-farm through provincial delivery organizations. The Canadian hog industry is progressing rapidly toward having the vast majority of production registered under the program by next year.

Ms LeBlanc, a native of Moncton, New Brunswick, will assume the position of *national on-farm quality assurance coordinator* with the experience of having been coordinator at the provincial level in Alberta. She will continue to be based in Alberta from where she will be travelling to and communicating with all of the provinces in the implementation of the CQA™ program. She is currently completing the requirements for a Master of Science (Agriculture) degree at the Nova Scotia Agricultural College.

“We look forward to having these two people become more familiar to the pork production community across Canada, and to seeing the results of these important initiatives”, said Mr. Asnong who finishes hogs in Pike River, Québec.

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