

The *face* of farming

For Matt Adema, hog farming is a way of life. And it's all he has ever wanted to do.

Following in his father's footsteps, Matt started working on hog farms as a young boy. His dad was a hog farmer and he always dreamed of having his own farm.

Now he's working to make that dream a reality. Two years after Matt and his wife Andrea finished college, they moved to St. Eustache, where Matt became the manager of Penta Farms. He's working on a contract to eventually own the 270-sow farm he now manages.

"I'm good at hog farming and it's what I love," he says.

Matt and Andrea have become part of the community, where they are

raising their three young girls - Grace, Samantha and Rebecca. Matt has also been a delegate for Manitoba Pork Council for the past three years to get more involved in the hog industry.

Looking ahead, Matt is focused on building a sustainable farm business that is environmentally and economically-viable and not only benefits his family, but the community as a whole.

"This is where we live and raise our families," he says. "By being good stewards of the land we are able to pass our farms on to future generations."

"This is where we live and raise our families..."



The Adema Family,
St. Eustache, MB

Manitoba Pork Council

Manitoba Pork Council represents the province's 1,400 hog farmers, working on their behalf to foster the sustainability and well-being of the pork industry for the good of all hog farmers and all Manitobans.

The organization's activities include enhancement of sustainable hog production practices, support for research and environmental stewardship initiatives and programs, development of quality assurance and food safety programs, market development, education and training for the hog industry and consumer education.

For more information, visit www.manitobapork.com.

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THE WATER WE DRINK
THE AIR WE BREATHE
THE ECONOMY WE CREATE
THE JOBS WE NEED
THE FOOD WE EAT

*Straight
talk* on pork

1 The water we drink



FRESH THOUGHTS ON WATER...

Like all Manitobans, the farmer's future is tied to the quality of our water supply. Not only do we live, work and raise our families on our farms, but access to fresh, clean water is critical to raising our livestock.

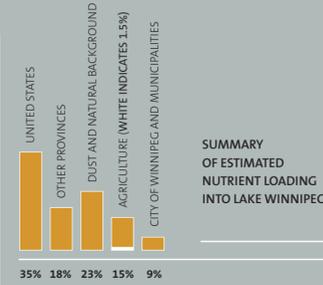
Maintaining this resource is a complex challenge. Too much phosphorus can impair the quality of our lakes and rivers. We know we are responsible

for 1.5%* of the total amount entering Lake Winnipeg. While this is still much less than many other sources, we're working hard to reduce our phosphorus contribution.

We follow some of the toughest environmental laws in North America. Hog farmers submit annual manure management plans, based on annual soil and water testing, to the provincial

government. Land around hog barns is more closely monitored than any other farm land in the province.

Water quality is an important issue for all of us. Through environmental research and responsible farm practices, Manitoba hog farmers are doing their part to preserve a natural resource AND a way of life.



"It is our collective responsibility to take action to help improve the health of Lake Winnipeg, and to leave it in better condition for future generations."

Bill Barlow, Chair, Lake Winnipeg Stewardship Board

OUR COMMITMENT

- We are fully committed to environmental stewardship and water quality protection.
- We are doing our part and commit to continue our efforts.
- We are ready, willing and able to work more closely with government to protect our precious water resources for today...and for future generations.

*Agriculture contributes 15% of total phosphorus entering Lake Winnipeg annually. 10.5% of this amount comes from hog manure for a total input of 1.5%. Source: Lake Winnipeg Stewardship Board Final Report, December 2006.

Source for chart: Based on Lake Winnipeg Stewardship Board Final Report, December 2006.

2 The air we breathe



LET'S CLEAR THE AIR.

Air quality is a serious issue for Manitoba hog farmers. We want air that is clean and odour-free for our neighbours and for our own families.

Manitoba hog farmers are putting practical and effective measures in place to reduce odour concerns and cut back on greenhouse gas emissions. Using new technology,

equipment and farm practices are just some of the ways we are working to protect the environment.

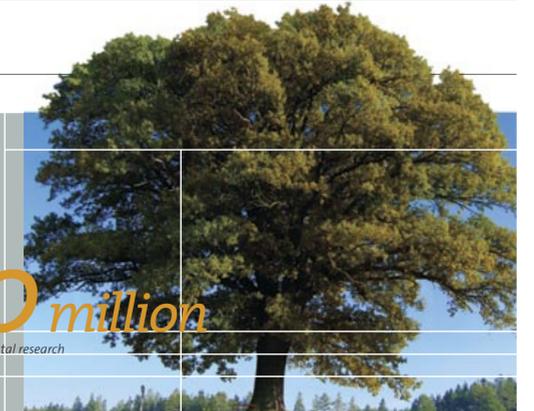
Based on research conducted by the University of Saskatchewan and the Prairie Agriculture Machinery Institute (PAMI), hog farmers are directly injecting manure into the soil to reduce odour and nutrient loss.

New studies by the University of Manitoba are leading to the development of new animal feeds that will reduce the odour of hog manure.

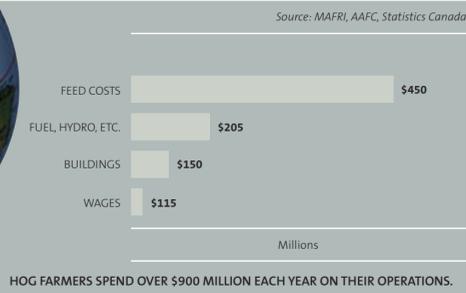
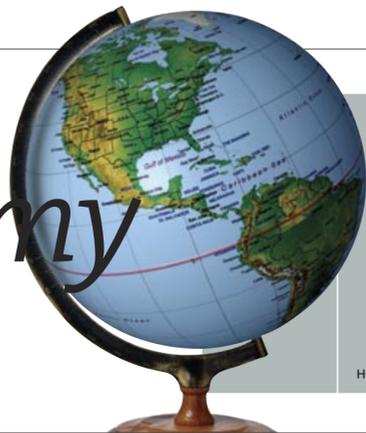
Techniques such as manure storage covers, shelterbelts and ventilation systems are all being used to reduce and remove odours.

Having clean, fresh air is part of living in Canada. As hog farmers, we want to keep it that way, too.

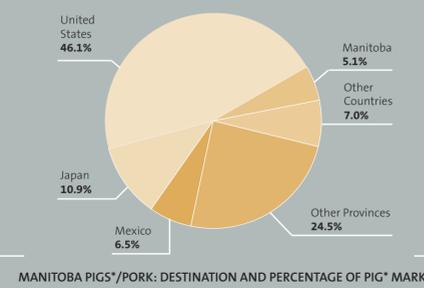
Manitoba hog farmers have invested over **\$20 million** in new technology, independent environmental research and stewardship initiatives.



3 The economy we create



*Converted to carcass weight equivalent



IT'S A QUESTION OF DOLLARS AND SENSE.

Hog farming is a crucial component of Manitoba's economy. Each year, hog farmers contribute over \$1 billion to our province – the largest source of farm cash receipts of any agricultural commodity in Manitoba.

We are Canada's largest pig-producing and pig-exporting province. Pig and pork exports now generate more

money for the provincial economy than Manitoba Hydro produces on average through export sales of electricity.

Manitoba hog farmers are putting our province on the export sales map – providing a reliable, high-quality product that is environmentally-sustainable and economically-viable. That's a good thing for all Manitobans.

4 The jobs we need

WORKING FOR A LIVING.

Manitoba hog farmers have created over 15,000 jobs in our province. That's more than Manitoba's aerospace and transportation manufacturing sectors combined. In addition to our 1,400 hog farmers, the industry provides jobs for many other Manitobans. This includes everything from feed mills, barn construction, and livestock trucking,

to veterinary services, researchers, food processors and retailers.

The significant growth in Manitoba's hog industry over the last decade has given way to modest, more sustainable development. And that's providing communities around the province with a solid base to grow and prosper.

"Every rural community needs a backbone to build its economy – for Landmark it's livestock diversification."

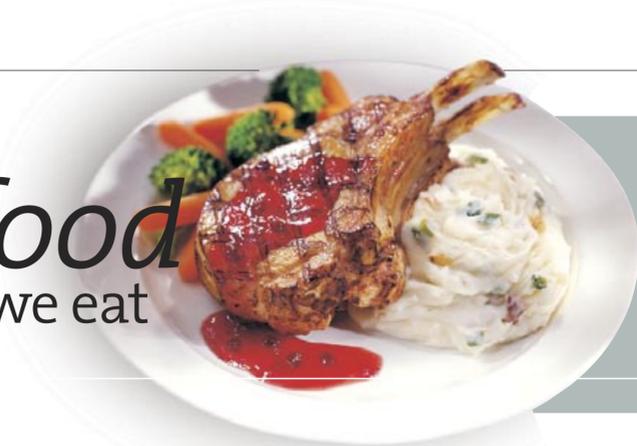
Tom Heide, former President of Landmark and Area Chamber of Commerce



Hog farms are important contributors to local taxes that support public services.



5 The food we eat



PORK IS A HEALTHY CHOICE

A 100g serving of raw, trimmed pork contains:

139	Calories
22g	Protein
5g	Fat
0g	Carbohydrate

Pork contains many of the nutrients recommended by Health Canada to build and maintain a healthy body, including six essential vitamins, four important minerals, protein and energy. All trimmed pork cuts, with the exception of ribs, qualify as "lean" or "extra lean" and fit well into a healthy eating plan.

THE FLAVOR OF QUALITY

Manitoba hog farmers take food safety very seriously. Producers participate in a stringent national on-farm initiative - the Canadian Quality Assurance® (CQA®) program. It is based on internationally-recognized Hazard Analysis Critical Control Point (HACCP) principles and spells out mandatory management practices that farmers must follow to ensure food safety. The program is audited annually by specially-trained

veterinarians. This assures consumers that Manitoba pork is the very best.

Manitoba pork sells at a premium in some of the most demanding markets in the world, such as Japan. Manitoba hog farmers are committed to producing high-quality pork for consumers at home and around the world – something we can all be proud of.

high-quality