



Swine Innovation Porc

GOAL

ENSURE THE TIMELY ADOPTION OF INNOVATIVE TECHNOLOGIES, NEW PRODUCTS AND STRATEGIES BY THE END USERS (PRODUCERS, TRANSPORTERS, PACKERS)

KNOWLEDGE

TECHNOLOGY & TRANSFER

STRATEGY

HORIZON 2023



ACTIONS

1 IMPLEMENT ON-FARM AND IN-PLANT DEMONSTRATION ACTIVITIES

OBJECTIVE : Enable the chain of adoption of new technologies through a Lead User Program

MAIN TARGETS

- Identify a number of lead users that will participate in the program
- Implement technologies and practices in lead user facilities
- Put in place an adoption scale to measure the success of adoption of new technologies
- Perform on-farm audits of best practices
- Perform an economic assessment of the new practices and technologies that have been implemented

Lead users are individuals who are the early adopters of new technologies, products and management strategies that improve the operating position or sustainability of their operations. Lead users consist of pork producers, transporters and packers as well as organizations or companies that work with those people including feed companies, nutritionists, geneticists, veterinarians, and equipment suppliers.

2 DEVELOP A SOLID PROFESSIONAL NETWORK

OBJECTIVE : Enhance knowledge transfer through an integrated pyramid and increase collaboration among stakeholders of the pork value chain

MAIN TARGETS

- Implement a network of knowledgeable resources from the industry to ensure their engagement in the transfer of research results into practice
- Create efficient communication channels between SIP and provincial pork organizations to maximize the delivery of knowledge transfer to Canadian pork producers

ACTIONS

3

PRODUCE HIGH QUALITY PUBLICATIONS AND INCREASE KNOWLEDGE TRANSLATION

OBJECTIVE : Increase the spread of information by using multiple available communication channels and adapting the message for end users

MAIN TARGETS

- Produce effective communication material such as: feature articles, newsletters, webinars, videos, brochures, interviews, peer-reviewed articles
- Reach out to end users by using website(s), blogs and social media
- Partner with existing events and magazines in multiple provinces across Canada to ensure that research results are effectively distributed and communicated
- Organize training events
- Organize “Lead-user Panel” events to enhance peer-to-peer discussions in order to share user’s testimonies and experiences with other potential users

4

EMPHASIS ON INTERACTION AND ENGAGEMENT

OBJECTIVE : Increase collaboration, coordination and the two-way flow of information between the research community and end-users

MAIN TARGETS

- Implement initiatives to ensure continuous interaction and synergy within the researcher community and stakeholders from the industry
- Organize focus group or roundtable events to encourage the exchange of research results and end user needs
- Generate engagement from different levels of the pork value chain with regards to knowledge transfer

VALUES & PRINCIPLES



VALUES & PRINCIPLES

ENGAGEMENT ■

ADAPTATION ■

COMMUNICATION ■

BILINGUALISM ■

OVERALL OUTCOME OF THE KT PROGRAM

Get research results into practice as quickly as possible through the implementation of an innovative communication continuum that is accessible, practical, and easily understandable for end users