



Swine Innovation Porc



Strategic Plan 2013–2018

S u m m a r y

Swine Innovation Porc (SIP) is the brand name of the Canadian Swine Research and Development Cluster, incorporated in 2010.

SIP's goal is to be recognized as a 'go to' organization in Canada that facilitates swine related research and technology transfer initiatives that are designed to enhance the profitability and differentiation of the Canadian pork value chain.

There is the opportunity to continue to develop national leadership of SIP in the pursuit of, and the implementation of, swine research across Canada. Thus, the development of this Strategic Plan, for the period 2013 through 2018, comes at an important time in the development of SIP.

OUR VISION

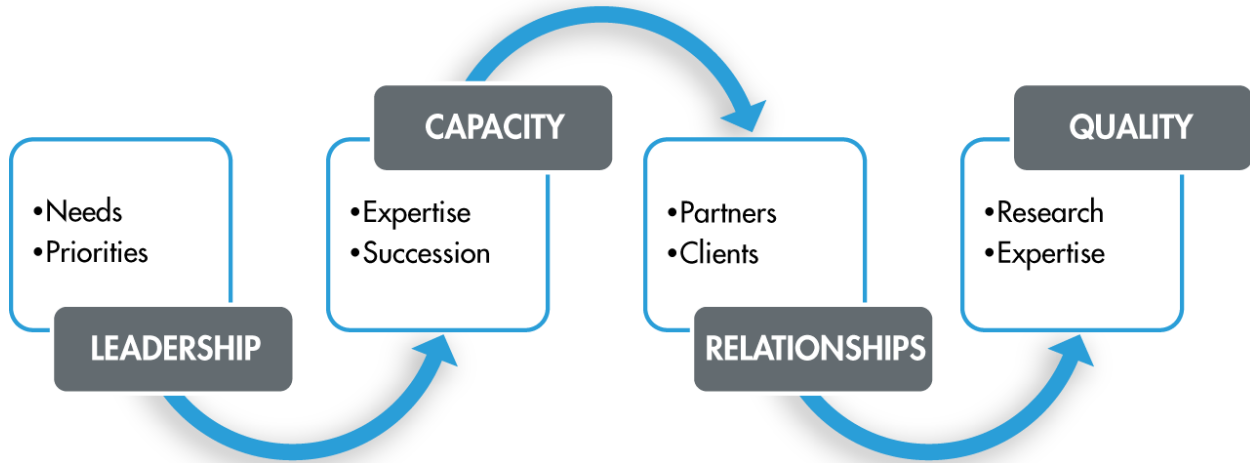
Swine Innovation Porc increases
Canadian swine industry competitiveness
through a national R&D structure

OUR MISSION

Swine Innovation Porc is committed to provide national leadership in coordinating and facilitating research, knowledge transfer and commercialization initiatives to enhance the competitiveness of the Canadian swine industry

Strategic Orientations

SIP has identified four strategic orientations which will be addressed in all of the work that will be done during the next five years.



Strategic Initiatives

SIP has identified five strategic initiatives which will create the organizational capacity to deliver on the promise of its programs and services.



For the full version of our strategic plan, please visit us at: www.swineinnovationporc.ca



Swine Innovation Porc

Place de la Cité – Tour Belle Cour
450 – 2590, Laurier Boulevard
Québec (Québec) G1V 4M6
Telephone: 418-650-4300
info@swineinnovationporc.ca



Canadian Pork Council
Conseil canadien du porc

Swine Innovation Porc is a
corporation of the
Canadian Pork Council.