



August 16, 2022

## **Swine Innovation Porc (SIP) Appoints Daniel Ramage as General Manager**

Québec, QC – Swine Innovation Porc’s (SIP) Board of Directors is pleased to announce the appointment of Daniel Ramage to the position of General Manager, effective August 15, 2022.

“We are excited about SIP’s future and look forward to the continued development of this organization and its impact in the advancement of the pork value chain” stated Arno Schober, Board Chair. “Through this appointment, the Board is focused on maintaining and expanding SIP’s leadership within the Canadian agriculture industry and research ecosystem”

Over the past 15 years, Daniel has provided leadership to the agri-food industry in Canada and globally through diverse roles, including at Cereals Canada, the Saskatchewan Ministry of Agriculture and Genome Prairie. He is an advocate for innovation and the sustainable growth of Canadian agriculture, and is deeply knowledgeable about market development, policy and program development. He is bilingual in English and French and lives in Winnipeg, Manitoba.

“I look forward to working collaboratively with the SIP team together with provincial pork organizations and partners across the national value chain” said Ramage. “Building on SIP’s success through cooperation across Canada’s pork sector is pivotal to mobilize new solutions and advance growth opportunities for the industry. It is through collaboration that we can foster innovation and continue positioning the sector for greater competitiveness.”

SIP’s central role in facilitating and funding research across Canada’s pork innovation community is driven by cooperation across industry, academia and government. The organization enables research in priority areas including sustainability, animal health, nutrition, welfare and quality, and other areas driving the sector’s development and prosperity.

“Looking ahead, SIP will be developing and implementing the next swine cluster agreement” stated Schober. “With renewed leadership we are excited about the possibilities for SIP and its contributions to the Canadian pork sector.”

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**Founded in 2010, SIP is the national organization responsible for providing leadership in research, development and knowledge transfer to enhance the growth and competitiveness of the Canadian pork sector.**

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