



Swine Innovation Porc

Swine Innovation Porc 2023-2028 Strategic Plan

Leading the Charge on the Pork Research Agenda in Canada

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About Us

Uniting research for growth and innovation in Canada's pork sector

Who We Are

- ▶ Swine Innovation Porc (SIP) is the national facilitator of research efforts for the benefit of Canada's pork sector. We coordinate the efforts of industry, academia, and government stakeholders to gain new knowledge and advance innovation. SIP empowers and collaborates with provincial pork organization members to pursue science-based research and knowledge transfer opportunities aligned with the sector's productivity, competitiveness and sustainability priorities.

Mission

- ▶ SIP provides leadership in research, development, and knowledge transfer of new innovations to Canada's pork sector in order to enhance its sustainability, productivity and competitiveness.

Vision

- ▶ SIP's 5-year vision is to position Canada's resilient pork sector as a globally recognized leader in innovative and sustainable practices.

Our Values

Evolving our culture



Collaborative

We work with partners to achieve the pork sector's research goals



Innovative

We promote positive change by embracing creative ideas and methods



Proactive

We take the initiative, anticipating future needs and issues



Supportive

We support stakeholders to amplify the impact of Canadian research results

Our Strategic Process

Shaping the Future: A Collaborative Journey

Since 2010, SIP has demonstrated the impact of coordinated and collaborative research initiatives through the management of 3 successful research clusters and the launch of Cluster 4.

Our successes have given us a strong foundation. With continued organizational development and partnership with our members, we can deliver meaningful results for the benefit of the sector.

From the start, our strategic planning process centered on gaining knowledge and feedback from key stakeholders, to ensure a collaborative and inclusive approach. These discussions involved a wide range of stakeholders, including provincial pork organizations (PPOs), those who have received funding, industry partners, and potential collaborators.



Leadership Message

Driving Change With Purpose



Together, we've crafted a roadmap that embodies reflects the collective ambition and insight of SIP's Board of Directors, members, and staff. The path we're setting together with our partners will lead to support a strong and sustainable future for the Canadian pork industry.

Our strategy is fueled by the power of collaboration and partnership—principles that are indispensable to realizing our objectives and advancing the Canadian pork industry. I believe that through our shared vision and collaborative approach towards the implementation of this plan, we will build lasting benefits for Canadian producers and processors.

Arno Schober

SIP Chair and Ontario pork producer



Strategic Advancements

Navigating Opportunities and Challenges to Innovate and Thrive

Pork producers face common, complex issues beyond regional borders. Enhanced coordination lets Canada's pork research maximize impact, addressing shared challenges and opportunities.



- Labour shortages
- Market fluctuations
- Existing and emerging animal diseases
- Regulatory burdens
- Public perceptions about environment impacts and animal welfare
- Declining federal research funding

Strategic Objectives

SIP, in partnership with PPOs, is dedicated to creating a unified approach that prioritizes a research agenda that is meaningful to producers, focusing on key industry issues and opportunities.

Through collaborative and coordinated research, SIP will support the sector to tackle national strategic priorities, such as disease management, feed efficiency, and environmental sustainability, while sharing knowledge and expertise with producers.

Our consultation highlighted four priorities to boost our research agenda and Canada's pork sector growth



Partnerships



Communication



Funding



Excellence

Priority 1

Partnerships



Our goal is to unite pork research partners across Canada, enhancing benefits and information sharing for a more connected and informed research community.

By working together, we can ensure that producer and processor needs are met through the advancement of research.

- ✔ Enhance research coordination within the public and private pork research community, and the pork sector – SIP as the facilitator
- ✔ Ensure the substantive pork research agenda in Canada is strategic, prioritized, supported, understood and that roles are clear
- ✔ Ensure pork research is aligned, coordinated and complements research in other agricultural sectors to tackle the grand challenges all sectors face

Priority 2

Communication



We will connect the positive impact of coordinated research efforts and SIP initiatives to stakeholders, highlighting the difference they are making in the pork industry.

Through improved communications and knowledge transfer, we'll help stakeholders adopt innovative solutions and access key insights and the latest research.

- ✔ Engage the research community and stakeholders to amplify the impact of research outcomes
- ✔ Engage and assist stakeholders to adopt and implement research-based innovative solutions
- ✔ Provide stakeholders with access to valuable insights, the latest research updates, and opportunities to maximize the value of research

Priority 3 Funding



SIP is set to enhance Canada's swine research capacity and improve coordination to maximize the impact of research funding.

National collaboration will target high-impact projects, avoid duplication, and concentrate on priority areas for sector-wide benefits.

- ✓ Establish a transparent and credible science funding process (cluster and external) and ensure overall
- ✓ Establish a national emerging issues fund
- ✓ Drive mobilization of pork research partners through coordinated and strategic cluster and external funding

Priority 4 Excellence



SIP has demonstrated excellence in pork research through advancements gained from the completion of **3 successful pork cluster programs.**

Building on past successes, we aim to expand our impact and address the evolving research needs of the pork sector.

With organizational renewal, SIP will offer research leadership that matches the Canadian pork sector's current importance and future ambitions.

- ✓ Implement best in class governance practices
- ✓ Attract and retain a professional, competent and motivated staff group to support strategy execution
- ✓ Develop and implement a sustainable funding model for SIP
- ✓ Review the SIP brand to ensure the organization's leadership and credibility is known across the value chain

Call to Action

Collaborating for success

Working with PPOs and industry partners, we can unlock exciting research advancements that will have a significant and lasting impact.

- ▶ Cluster 4 provides \$20M+ for 50+ researchers across 13 institutions until 2028. New support from PPRA will be a catalyst for collaborative research that advances sector priorities.

Leveraging past accomplishments

SINCE 2010

■ **+\$51M**
invested in research
and development

■ **+ 50**
research projects

■ **+ 35**
research organizations/
institutions

■ **+ 100**
financial partners
including PPOs &
private companies

■ **+ 100**
researchers

Let's create a better tomorrow by collaborating on cutting-edge research.

Looking Forward The Future Of Canadian Pork Research

Continued advancements through coordinated research will help Canadian pork producers by reducing risks, satisfying market demands, and improving both productivity and global competitiveness.

This will benefit both pork producers and processors, reinforcing Canada's role as a leading force in pork production and export. It's our collective journey towards a competitive and sustainable future in the pork industry.



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2023 - 2028 Strategic Plan

Mission

Swine Innovation Porc (SIP) provides leadership in research, development, and knowledge transfer of new innovations to Canada's pork sector in order to enhance its sustainability, productivity and competitiveness.

Who We Are

SIP is the national facilitator of research efforts for the benefit of Canada's Pork sector. We coordinate the efforts of industry, academia, and government stakeholders to gain new knowledge and advance innovation. SIP empowers and collaborates with provincial pork organization members to pursue science-based research and knowledge transfer opportunities aligned with the sector's productivity, competitiveness and sustainability priorities.

Vision

SIP's 5-year vision is to position Canada's resilient pork sector as a globally recognized leader in innovative and sustainable practices.

Our Values

Our staff and our partners share these common values in all the work that we do.

1. **Collaborative** – we work with partners to achieve the pork sector's research goals
2. **Innovative** – we promote positive change by embracing creative ideas and methods
3. **Proactive** – we take the initiative, anticipating future needs and issues
4. **Supportive** – we support stakeholders to amplify the impact of Canadian research results

Strategic Key Result Areas



1. Partnerships

Mobilize pork research partners to achieve synergies across Canada

- 1.1 Enhance research coordination within the public and private pork research community, and the pork sector SIP as the facilitator
- 1.2 Ensure the substantive pork research agenda in Canada is strategic, prioritized, supported, understood and that roles are clear
- 1.3 Ensure pork research is aligned, coordinated and complements research in other agricultural sectors to tackle the grand challenges all sectors face
- 1.4 Enhance information sharing along the pork value chain



2. Communication

Communicate the difference that research and SIP are making

- 2.1 Engage the research community and stakeholders to amplify the impact of research outcomes
- 2.2 Engage and assist stakeholders to adopt and implement research-based innovative solutions
- 2.3 Provide stakeholders with access to valuable insights, the latest research updates, and opportunities to maximize the value of research



3. Funding

Optimize science funding for pork research

- 3.1 Establish a transparent and credible science funding process (cluster and external) and ensure overall coordination
- 3.2 Establish a national emerging issues fund
- 3.3 Drive mobilization of pork research partners (KRA 1) through coordinated and strategic cluster and external funding



4. Excellence

SIP organizational development

- 4.1 Implement best in class governance practices
- 4.2 Attract and retain a professional, competent and motivated staff group to support strategy execution
- 4.3 Develop and implement a sustainable funding model for SIP
- 4.4 Review the SIP brand to ensure the organization's leadership and credibility is known across the value chain.