

BETTER pork

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BEHIND THE LINES

Emergency plans save lives

In follow-up to *Better Pork's* June cover story on barn fires, writer **Dennis Furlan** examines ways in which producers can develop procedures to manage an on-farm emergency. Having such plans in place can help to reduce the loss of life (both human and animal) or property, as well as to reduce the risk of environmental damages.

In another feature, writer **Norman Dunn** highlights the Danish development of a new pork labelling program. Given the seemingly mounting consumer interest in animal welfare, it is interesting to learn of industry initiatives in other countries and to reflect on possibilities for more local markets.

We have also made some additions to our *Better Pork* departments. We are pleased to welcome the return of **Janice Murphy** and her informative Nutrition department. Given the growing conditions this year, some producers are perhaps wondering about the potential impact of the drought on the corn feed quality. Murphy explores some research findings on this topic.

We're happy to announce a new department highlighting the activities of **Swine Health Ontario** – a leadership team focused on swine health management. This month, writer **Lilian Schaer** outlines the organization's Porcine Epidemic Diarrhea elimination plan.

We hope you find the current edition of *Better Pork* interesting, informative and engaging. As always, please feel free to contact me to discuss the current challenges and opportunities in the swine industry. **BP**

ANDREA M. GAL

Features

Getting with the plan

An emergency can happen at anytime and in anyplace on the farm operation. Are you prepared? 6

Selling Swine Welfare

Europe's food and farming sector is convinced that animal welfare labelling wins more consumers for pork. Enter Danish and Dutch scientists with a new approach to pork labelling 15



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