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TOPIGS Canada Inc.

Winter 2010



the  
**INSIDER**

# TOPIGS Introduces KeyPoints

The success and profitability of a pig farm cannot be measured by only one production parameter. Several areas of the production process contribute to the end result and success of pig production. herefore from the on-farm Key Performance Indicators (KPI), TOPIGS is introducing the four **TOPIGS KeyPoints**. They are more pigs, more meat, less time and higher profits. These KeyPoints state TOPIGS is scoring the best on the most important economic parameters in which a pork producer needs to excel.

TOPIGS is assisting producers in calculating their own on-farm performance results, especially in cases where TOPIGS has been chosen to replace another genetic line. The KeyPoints are developed from the work of a workgroup of the Global Marketing Committee of TOPIGS and they are based on actual on-farm results.

The Four KeyPoints were derived from the following strong points of TOPIGS breeding stock:

- Robustness and longevity of TOPIGS sows
- High piglet vitality
- Excellent mothering ability
- Low mortality of sows, piglets and finishers
- Easy to manage
- High growth rate of TOPIGS finishers
- Low labor input
- Efficient production
- Problem free production

### The KeyPoints are:

- **More pigs** (= low piglet mortality KPI)  
high piglet production, not only born but more importantly weaned. Low piglet mortality, high vitality, good mothering ability.
- **More meat** (= kg sold/sow KPI)  
high productive efficient sows and finishers, strong vital pigs with low mortality during the whole production chain. High quality carcasses and high quality meat. Highest production of meat per sow. Efficient production.
- **Less time** (= easy to manage aspect)  
labour efficient production. TOPIGS sows, piglets, finishers can manage themselves better compared to others. There are fewer troubles and fewer problems in the barn. This means less time is needed and work in the barn is easier. Easy management. TOPIGS pigs are easy to handle.
- **Higher profits** (= Gross profit index KPI)  
TOPIGS gives a higher total profit. With TOPIGS genetics you earn more because TOPIGS is looking at the economics of the total production chain.

genetics. So this is not genetic potential – these are real life figures!

- More pigs: TOPIGS sows are weaning 33 pigs/sow/year
- More meat: TOPIGS sows produce 3,600 kg (7,936 lbs) of live slaughter pigs per year. As margins become tighter, pork producers must become more efficient. TOPIGS is well positioned to provide genetics that will perform throughout all stages of production and at the slaughter plant. Contact your local rep for more information.
- Less time: With TOPIGS genetics produces 220 kg (485 lbs) of meat (carcass weight) per worked hour.
- Higher Profits: The return on investment of TOPIGS genetics is 550%. So every dollar invested in TOPIGS genetics brings \$5.50 profit.



### Calculation of TOPIGS KeyPoints

#### More pigs:

33 piglets weaned per sow per year is based on the results of the best Dutch farms with TOPIGS genetics achieved in 2009.

#### More meat:

- 3,600 kilograms of live finisher pigs produced per sow per year is based on the results of a Dutch farm.
- This farm weaned 31.2 piglets per sow per year.
- Mortality in the nursery after weaning was 0.5%.
- Mortality during the grower/finisher stage was 0.4%.
- This means the farm sold 30.92 finishers/sow/year.
- With a live weight of the finishers of 116.5 kg this makes 3,602 kilograms of finished pigs/sow/year

#### Less time:

220 kilograms of meat per worked hour is based on this data from France:

- Production per sow: 2,657 kilograms of meat per year.
- Number of sows: 500
- Total meat production of the farm 1,328,500 kg/year
- Worked hours per week 114.5, this is per year 5,954 hours
- This makes 223 kg/hour (1,328,500/5,954)

To introduce the KeyPoints TOPIGS has attached hard figures to the KeyPoints which are not promises but facts that are reached in practice using our

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# TOPIGS Customers Win Awards

The Maple Leaf pork processing plant in Lethbridge, Alberta is solely focused on the Japanese export market. Therefore their focus is on meat quality and producers shipping their hogs to them must meet very stringent requirements.

In October at the annual awards ceremony TOPIGS customers fared very well in their achievements.

## TOPIGS Award Winners:

- Top Report Card – 1st place – Keho Lake Colony
- Index – 1st place – Keho Lake Colony
- 2nd place – New York Colony
- Core Weight – 3rd place – Keho Lake Colony
- Meat Quality – 3rd place – New York Colony
- Trucking – 1st place – Albion Ridge Colony

**Congratulations to our winners!**

# 2010 TOPIGS Awards Banquet



On November 4th, TOPIGS held its 2nd Annual Customer Appreciation and Awards Banquet in Winnipeg, MB for Western Canadian and U.S. customers. A large number of TOPIGS customers attended, some from as far away as Montana and Alberta. For TOPIGS customers in the Maritimes and Eastern Canada, a separate awards banquet was held on November 24th in Stratford, Ontario.

After a great dinner, guests had the opportunity to listen to the story of guest speakers and TOPIGS customers, Paul and Rosie Hill. Their company Willowgrove Hill produces and sells a unique Omega-3 enriched pork (please see their full story in the Producer Profile section of this newsletter). Paul and Rosie gave out samples of their Omega 3 pepperettes for the guests to taste and explained how they differentiated themselves from commercial pork production.

Later in the evening, TOPIGS presented the annual production awards. This year, the results from more than 40,000 inventoried sows were submitted by our customers. Customer herd sizes range from small to large with the average sow herd size being over 1,000 sows. Many of these are large sow herds with 3,000 or more sows in inventory. This data is from a one-year period ending June 30th of each year. The TOPIGS influence is being realized on farm and the productivity of sows continues to increase dramatically.

## Production Award Winners

Here is the summary of the production award winners and runner-ups listed by category.

### 500 sows or less category:

#### Farrowing Rate

Winner with 93.0% - Keho Lake Colony of Barons, Alberta  
Runner-up with 91.0% - Theo Broekman of Olds, Alberta

#### Born Alive

Winner with 13.60 – Theo Broekman of Olds, Alberta  
Runner-up with 13.10 – Spring Lake Colony of Swift Current, Saskatchewan

#### Pigs Weaned/Mated Female/Year

Winner with 27.80 – Theo Broekman of Olds, Alberta  
Runner-up with 27.70 – Keho Lake Colony of Barons, Alberta

### 501 – 1,200 Sows category:

#### Farrowing Rate

Winner with 93.7% - Starlite Colony of Starbuck, Manitoba  
Runner-up with 93.1% - Garden Plane Colony of Frontier, Saskatchewan

#### Born Alive

Winner with 14.40 – Greyland Pork of Fannystelle, Manitoba  
Runner-up with 13.80 – Mystique Pork of Stephenfield, Manitoba

#### Pigs Weaned/Mated Female/Year

Winner with 31.70 – Greyland Pork of Fannystelle, Manitoba  
Runner-up with 29.30 – Mystique Pork of Stephenfield, Manitoba

### 1,200 Sows or more category:

#### Farrowing Rate

Winner with 92.0% - The Dutch Barn of Cardale, Manitoba  
Runner-up with 90.8% - Super Gro 1A of Labroquerie, Manitoba

#### Born Alive

Winner (tie) with 12.70 – The Dutch Barn of Cardale, Manitoba  
Winner (tie) with 12.70 – Quinfield Farms of Lowe Farm, Manitoba  
Runner-up with 12.50 - Super Gro 1A of Labroquerie, Manitoba

#### Pigs Weaned/Mated Female/Year

Winner with 29.10 – The Dutch Barn of Cardale, Manitoba  
Runner-up with 28.00 – Quinfield Farms of Lowe Farm, Manitoba

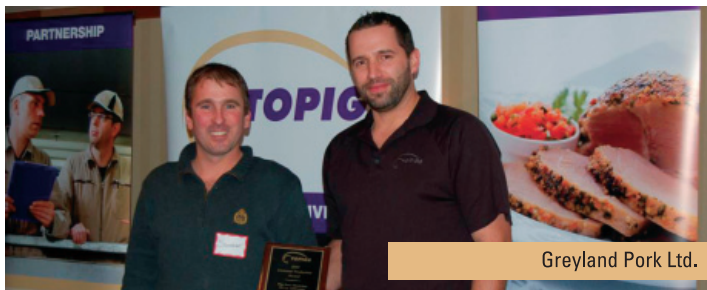


## NEW! TOPIGS 26+ Club Award unveiled for 2010!

TOPIGS was pleased to unveil a new award at this year's banquet. The 26+ Club Award will now be presented to farms achieving 26 pigs or more weaned/sow/year. This award was created in response to the ever improving results being achieved by TOPIGS customers. The award recognizes the hard work of customers in attaining these numbers and demonstrates the genetic potential of TOPIGS breeding stock.

This year the 26+ Club Award was presented to 18 winners. The average result for this category was 27.40 and the average herd size was 1,193 sows. The highest was 31.7 pigs weaned/sow/year! Congratulations to all this year's winners.

Thanks to all who helped make the evening a great success! We look forward to more great results in 2011.



Greyland Pork Ltd.



Mystique Pork Ltd.



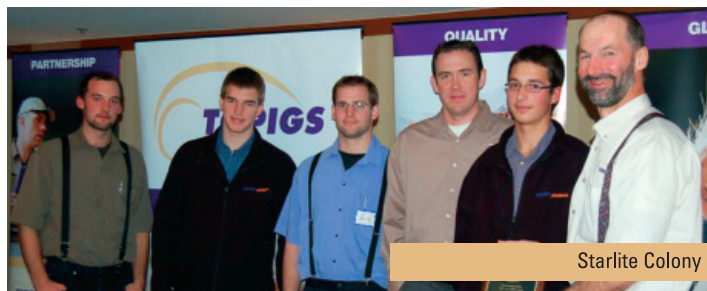
SuperGro 1A



Quinfield Swine



The Dutch Barn



Starlite Colony

## Producer Profile – Willowgrove Hill

Willowgrove Hill is owned by Paul and Rosie Hill. They and their children live near Mitchell, Ontario where they produce DHA/EPA Omega-3 pork. They currently manage a three-site, 500 sow farrow-finish operation stocked with TOPIGS 40 sows and TOPIGS Tempo boars.

Paul Hill has been farming since 1971. His wife Rosie was also raised on a farm and holds a diploma in Foodservice Management. When they were married, Rosie came to work for Paul in the expanding farming operation. Sadly, in 2001, their eldest son, Ryan, passed away from cancer at the age of 2. Paul and Rosie have since had two more children, Maddie and Joey.

Throughout 2005 and 2006, the Hills dealt with poor herd health in the barn (PRRS, PMWS, etc.); this led to the decision to completely depopulate and repopulate the hog farm. The Hills chose TOPIGS as their supplier because of TOPIGS' meat quality, high-health status, and stress-free genetics. They



The Hill Family

populated with TOPIGS 40 gilts and TOPIGS Tempo boars in 2006, and they also decided to go to a closed, three-site production where they increased biosecurity.

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As hog prices were declining in 2006, Paul and Rosie started to think about a "value-added" market. They came up with the idea of producing healthier pork, namely DHA/EPA Omega-3 pork. This made perfect sense to them, given their family history and the fact they could produce healthy premium-quality pork.

The Hills learned that DHA/EPA Omega 3's are essential to human health and have major health benefits. Some of the stated health benefits are; reduced risks of heart attack and some types of cancer, normal development of the brain, eyes, and nerves, and improved cardiovascular and heart health. The only source of DHA/EPA Omega 3's is fatty fish. They set their sights on becoming the first pork producers in Ontario to enrich their products with DHA/EPA Omega-3.

In 2007, they began to introduce DHA/EPA Omega-3 fatty acids into the feeding process. Willowgrove Hill pork is enriched nutritionally through the feed using a patented process. They use fish oil rather than a flax-based feed to obtain a more efficient source of Omega-3 fatty acids. Plant based Omega-3's such as the ones found in flax, need to be processed by our livers and this is quite an inefficient process. Organic selenium is also added to the feed which is an antioxidant that has documented human health benefits. As well, Willowgrove Hill Pork is raised without antibiotics and free of all growth promotants and animal by-products.

Paul and Rosie have made substantial investments into their product, including marketing and testing. Since their start-up, they have recruited Paul's brother in-law Jan Holland as a business partner. They've developed a web-page,

have required third party audits, and have needed their products be tested to prove their nutritional claims.

Today, Willowgrove Hill pork has federally inspected slaughter and federally inspected processors. Some of their products include DHA/EPA Omega-3 bacon, pulled pork, ham, pork chops, and gluten-free wieners and pepperettes. Their products are found in grocery stores and served in numerous restaurants in Ontario. Notably, Willowgrove Hill pork has been proudly served to world leaders at the recent G8 Summit, and has been listed on many Ontario menus including the Royal York, the CN tower, and the Deerhurst Resort.

Also of note is the Willowgrove Hill sponsorship of The Black Pig BBQ team in Ontario. Using the Willowgrove Hill pork this team won the Grand Championship award at several BBQ competitions in Ontario. This earned them the right to participate in the annual Jack Daniels World Championship Invitational Barbeque competition in Lynchburg, Tennessee. Participation is by invitation only so that in itself is quite an honor. Sixty-one championship teams from the U.S. and 15 teams from Australia, Austria, Germany, Canada, England, Estonia, Norway, Puerto Rico, Poland and Switzerland fight for the championship title at this event. The Black Pig team placed third in the rib category.

Paul and Rosie Hill are proud of their decision to differentiate their business and to produce such a nutritionally beneficial and tasty food such as DHA/EPA Omega-3 enriched pork. TOPIGS would like to wish them continued success on their farm and with their future endeavors. Please visit their website at [www.willowgrovehill.com](http://www.willowgrovehill.com)

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#### Higher profits:

555% return on investment is calculated this way:

- Production per sow per year: 3,600 kilo live weight pigs.
- The life span of the sow is 2.16 years.
- So the total production of the sow is 7,776 kg in her lifetime.

- With a margin of 0.10 Euro per kg live weight this makes 778 Euro margin.
- The replacement cost per sow is 140 Euro (cull sow value deducted).
- The return on investment therefore is: 555% (778/140)

As margins become tighter, pork producers must become more efficient. TOPIGS is well positioned to provide genetics that will perform throughout all stages of production and at the slaughter plant. Contact your local rep for more information.



## How to Play

Please answer the questions in our Insider Quiz. All the answers are in this newsletter. Then fax, mail or email your answers along with your name, address and phone number. Entries to be received by January 31, 2011; winners will receive a TOPIGS winter toque. If you win, the TOPIGS rep in your area will deliver the prize.

Employees of TOPIGS and their subsidiaries are not eligible.

#### Please contact us for more information:

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## TOPIGS INSIDER Quiz

What was the highest farrowing rate of all TOPIGS producers and who was it?

What is the average herd size in the 26+ Club winners group?

Which boar line does Willowgrove Hill use for their Omega-3 pork production?

What is one of the TOPIGS four KeyPoints?

Name: \_\_\_\_\_

Farm Name: \_\_\_\_\_

Address: \_\_\_\_\_

Phone #: \_\_\_\_\_

#### Top Ten Quiz Entries

The winners of the TOPIGS Insider Quiz from the last issue are as follows: Herman Minnema, Dutton, ON, Robert Glanzer, Hillside Colony, S.D., David Entz, New Elm Colony, AB, Ryan Vandenbroek, Aylmer, ON, Jacob J. Entz, Britestone Colony, AB, William J. Kleinsasser, Hidden Lake Colony, MT, Paul Glanzer, Clearfield Colony, S.D., Bart Nagel, Gorrie, ON, Paul Waldner, Hillcrest Colony, S.D., Dave Tschetter, Holt Colony, AB

Each winner will receive a pair of TOPIGS suspenders. The TOPIGS rep in your area will deliver the prize.

#### TOPIGS Canada Inc.

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