

# Thank you for choosing Prairie Hog Country.....

Which hog magazine within Western Canada is the most useful readership tool for hog news and information?

**90%**



10% Western Hog Journal

Which Western Canadian publication do you prefer to read for hog industry related information?

**95%**



5% Western Hog Journal

What is the most informative source of hog news and information within Western Canada ?

**98%**



2% Western Hog Journal

Which is your favourite hog magazine within Western Canada?

**98%**



2% Western Hog Journal

Do you enjoy the format and style of Prairie Hog Country Magazine ?

**100% YES**



areas of the hog industry fairly.

Eighty-nine per cent of producers found advertisements within *Prairie Hog Country* do influence their purchasing decisions. Ninety-five per cent search through the magazine for specific products or services. Ninety-two per cent found inserts valuable. Eighty-three per cent have the 2011 PHC Calendar posted in a visible area.

Seventy-three per cent of producers keep *Prairie Hog Country* for at least two months, one producer comments "I save all of them."

When producers were asked - What changes or modifications would you like to see in *Prairie Hog Country*? Majority stated they like magazine as is, no changes,

I'd like to thank all of you who took part in our annual readership survey. Now more than ever it is important to keep all hog producers informed of the state of the industry. *Prairie Hog Country* will continue to keep on top of all the latest news affecting Western Canada.

The survey results are representative of the opinions of hog producers scattered across Western Canada.

*Prairie Hog Country* was chosen by producers as their favourite, most informative, preferred and most useful source of hog news and information within Western Canada for the fourteenth consecutive year. Over 95% of producers prefer to read *Prairie Hog Country* for hog related information.

Every one of the respondents enjoy the style and format of *Prairie Hog Country*. All producers selected good to excellent for the quality of editorial in *Prairie Hog Country* with all but four respondents choosing excellent.

Over 90% of respondents were either the primary or co-decision makers. All of the surveys said *Prairie Hog Country* covers all

enjoy as is, keep up the good work and would not change a most valuable magazine. There also was a request for a few stories, which we will try and include in upcoming editions.

Our goal is to keep you, the producers informed and enlightened throughout the year. I am grateful for the producers who listed any comments or suggestions of how their farm is coping (see some on opposite page). We look forward to providing you with all of exciting feature stories in the years ahead. I thank you for all your comments and suggestions, as they all can only assist in improving *Prairie Hog Country*.

Please feel free to contact us at any time with any letters, story ideas or general comments on *Prairie Hog Country*.

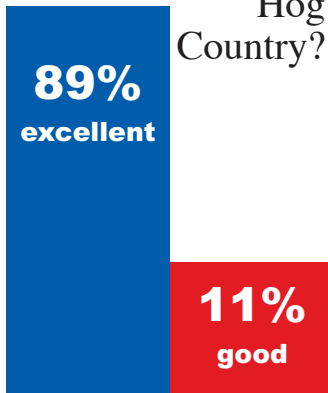
Prairie Hog Country Magazine

Box 5536 Leduc AB T9E 2A1

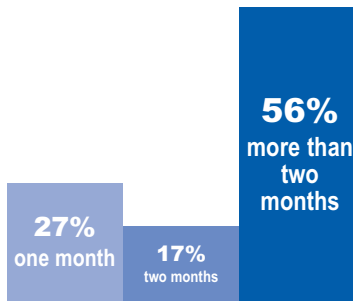
Ph. (780)986-0962 Fax. (780)980-9640

email: hogcountry@shaw.ca

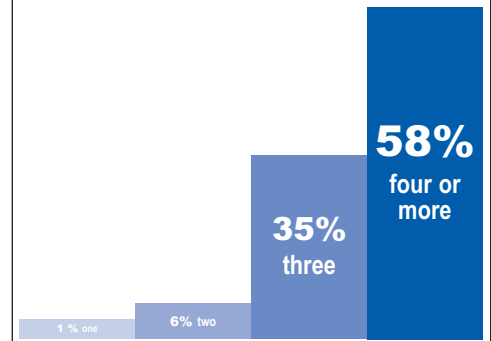
Please rate the quality of editorial content in Prairie Hog Country?



How long do you usually keep each issue of Prairie Hog Country in your home or barn?



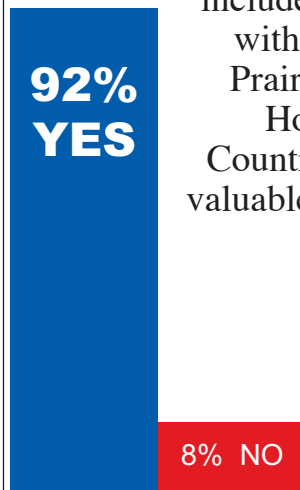
How many people in your home/operation usually read each edition of Prairie Hog Country?



Do the advertisements in Prairie Hog Country influence your purchasing decisions?



Do you find inserts included within Prairie Hog Country valuable?



Do you search through the ads within Prairie Hog Country for specific products or services?



Does Prairie Hog Country cover all areas of the hog industry fairly?



**How is your farm coping ? From the survey questionnaire.**

*“Watch overall cost but not cut corners with feed, equipment and genetics as this effects your bottom line in the wrong way.” Peter E Hofer, Kyle, SK*

*“The best advice I can give is lock all your commodities for a good price. Then lock your hogs in for a modest profit. Wean pigs older 23-23 days.” Robert Hofer, Portage La Prairie, MB*

*“Good management and good feed prices and good feed conversions and good marketing.” Stephen Hofer, Raymond, AB*

*“Our farm is doing fairly well since we have started our own marketing.” Joel Tschetter, Farmington, BC*

*“Don’t think we know everything. We just keep on learning, we can take advice and share advice.” J J Wurz, Picture Butte, AB*

*“I always share and discuss pigs with my dad who was hog boss for many years and now he is the financial boss.” John P Waldner, Swift Current, SK*

*“Keep pigs growing, less cost diets, watch grain markets for best prices. Stay focused on production.” Mark Entz, Brant, AB*

*“Trying to be more efficient on sow end and not crowding hogs.” Jacob Waldner, Minnedosa, MB*

*“Book your hogs and proteins ahead of time.” Brian Waldner, Baldur, MB*

*“Just keep on grinding, in hogs like every other business, usually after hard times it gets better slowly. Behind every dark cloud is a silver lining.” Darian Kleinsasser, Kindersley, SK*

*“Forward contracts (good option available) hedging grain and ingredients. No unnecessary expenses. Using alternative ingredients like peas, canola meal and lentils.” Sam Hofer, Cabri, SK*

*“Keep your feed costs down, try to save every pig, use medication properly.” Dave Wurz, Coaldale, AB*

**You have selected Prairie Hog Country as your favourite, most informative and most useful source of hog - related information in Western Canada.**