

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

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

92%



8% Western Hog Journal

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

92%



8% Western Hog Journal

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

88%



12% Western Hog Journal

Which is your favourite hog magazine within Western Canada?

95%



5% Western Hog Journal

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

99%
YES



2% Western Hog Journal

Saskatchewan Pork Symposium and World Pork Expo.

Ninety-two per cent of producers found advertisements within *Prairie Hog Country* do influence their purchasing decisions. Ninety per cent search through the magazine for specific products or services. Ninety-two per cent found inserts valuable. Eighty per cent have the 2013 calendar posted in a visible area.

Eighty-five per cent of producers keep for at least one month, with 40% keeping longer than two months. Out of respondents 100% said at least two or more people read each edition of *Prairie Hog Country*, with 45% of farms having more than four people read each issue.

When producers were asked - What do you enjoy about *Prairie Hog Country*? One comment was "covers all the latest news," another was "easy to read and understand," Tim's Toons, Pork Chops, Recipe feature." Just to name a few. 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 areas they would like to see more coverage on. 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
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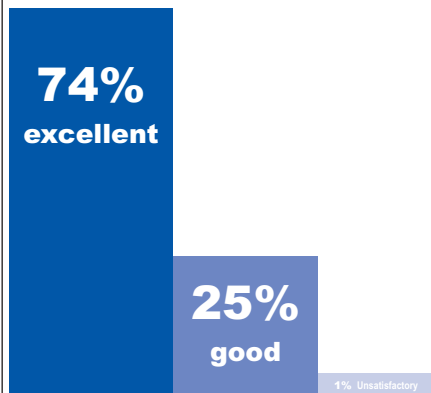
I'd like to thank all of you who took part in our annual readership survey. The survey results are representative of the opinions of hog producers scattered across Western Canada .

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 sixteenth consecutive year. Over 92% of producers prefer to read *Prairie Hog Country* for hog related information.

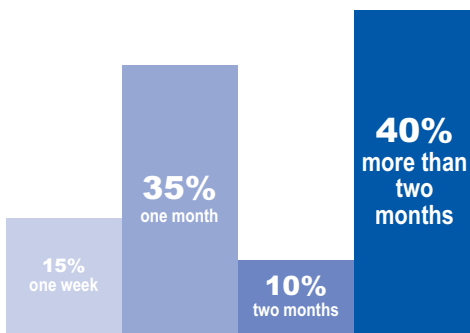
All but one of the respondents enjoy the style and format of *Prairie Hog Country*. Every producer except one selected good to excellent for the quality of editorial in *Prairie Hog Country* with all but six respondents choosing excellent.

All but three of the surveys said *Prairie Hog Country* covers all areas of the hog industry fairly. Alberta Pork Congress and Hog Days in Manitoba were the two most common listed trade shows attended. Also mentioned are Banff Pork Seminar, Red Deer Swine Technology Workshop, Manitoba Swine Seminar, Cramer Expo,

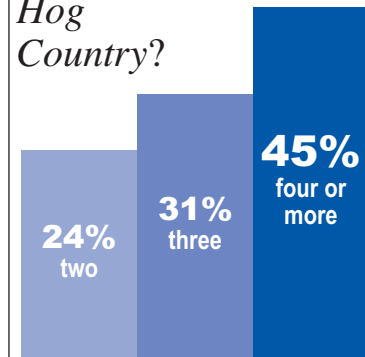
Please rate the quality of editorial content in *Prairie Hog Country*?



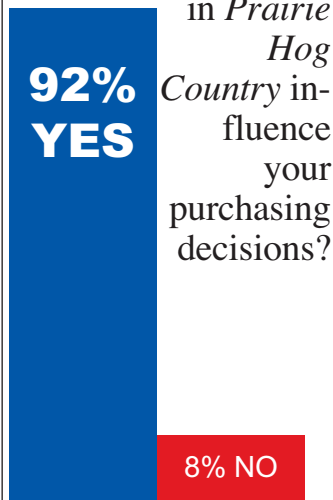
How long do you usually keep each issue of *Prairie Hog Country* in your home or barn?



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



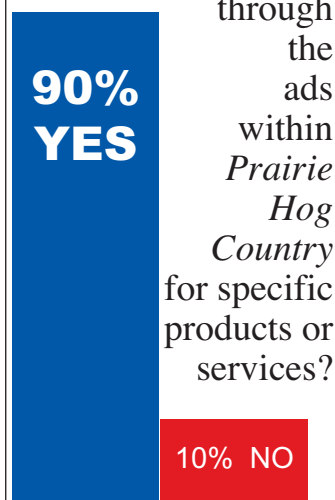
Do the advertisements in *Prairie Hog Country* influence your purchasing decisions?



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?



What changes do you foresee in the hog industry? From the survey questionnaire.

- “No more crates for sows - sad. We are going backwards” Dan Walter, Pincher Creek, AB
- “Seems that gestation stalls are gonna take a hit. As far as medications, always new stuff or improvements” John Entz, Gull Lake, SK
- “The proposed changes to M Cool do not look good for the farmers” Gary Kroeker, Morris, MB
- “Very challenging times ahead” Brandon Wurz, Grande Prairie, AB
- “Prices will sky rocket” Darius Tschetter, Farmington, BC
- “Lots of new technology” Reuben Wurz, Picture Butte, AB
- “I believe you will see allot of conversion from gestation stalls to group housing and the small single hog barns will be practically eliminated” Cherlyn Waldner, Marquette, MB
- “China has the genetics to go from 13:40 PSY to over 20 PSY and will not need to import as much” Fred Hofer, Moose Jaw,

- SK
 - “No good news, they want to go with phasing out the gestation crates and we need to get more money for our hogs” Jason Entz, Foremost, AB
 - “A lot of producers leaving the industry because of free housing unless someone pays for it.” Thomas Tschetter, Dawson Creek, BC
 - “Supply Management will be introduced” Garry Entz, Standard, AB
 - “Efficiency continues to be key” Darren Waldner, Newton, MB
 - “Free roaming housing for sows” Terry Stahl, Gull Lake, SK
- Barn conversation seems to be one of the top concerns for current hog producers, they are worried how to be able to pay for it. These are just some of the comments received from producers on their returned readership surveys.

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