



## Media Release

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May 9, 2022

### Squeal on Pigs campaign launched

Manitoba Pork, in partnership with the Government of Canada and the Province of Manitoba, and in collaboration with Manitoba's agricultural sector, is launching the Squeal on Pigs campaign. Squeal on Pigs is designed to help spread awareness of the significant issue of invasive wild pigs on our landscape, and to empower Manitobans with the ability to spot wild pigs on the landscape and report their movement. Movements can now be reported via [squealonthepigsmb.org](http://squealonthepigsmb.org) or toll-free at 1-833-SPOT-PIG (1-833-776-8744).

"Manitoba Pork's Squeal on Pigs awareness campaign is an excellent example of a proactive measure the sector is taking to reduce the risk of disease transmission and protect the health and well-being of animals in the province," said the Honourable Marie-Claude Bibeau, federal Minister of Agriculture and Agri-Food. "Working collaboratively with Manitobans on this awareness initiative will help make the sector more resilient and sustainable for the future."

"It is critical that proactive measures be taken to protect the health of animals in our province's pork industry, and this is why our government is pleased to have joined other supporters to invest in the Manitoba Invasive Swine Eradication Project", said Manitoba Agriculture Minister Derek Johnson. "Manitoba Pork's new communications and awareness initiative is another tool to help bring rapid disease detection that leads to an effective response and ensures the continued welfare of the sector."

"Our province is at an ecological and environmental crossroads when it comes to dealing with the threat of wild pigs," said Dr. Wayne Lees, project coordinator, Manitoba Invasive Swine Eradication Project. "Together with our partners in both the provincial and federal governments, as well as Manitoba's agricultural sector, we are committed to tracking, surveillance, and eradication efforts that will effectively address the concerning growth of the wild pig population in our province."

The goal of Squeal on Pigs campaign is to identify where wild pigs are in Manitoba, control their spread, and remove as many pigs as possible from the landscape. Manitoba Pork is working collaboratively with Manitoba Agriculture and Manitoba Natural Resources and Northern Development, as well as with other local and national organizations who have a stake in this issue. Over the coming weeks, advertising and other materials will be made public, encouraging Manitobans to report sightings using the hotline and website.

Manitobans are asked to report evidence of wild pig sightings or any signs of activity so that movements can be better tracked, and eradication efforts can be furthered. Manitobans are also being asked not to hunt wild pigs on their own, as hunting disperses wild pig populations over wider areas, changing movement patterns and harming trapping efforts.

The Manitoba Invasive Swine Eradication Project was announced in January 2022 as a partnership between the Government of Canada, the Province of Manitoba, and Manitoba Pork, through funding from the Canadian Agricultural Partnership.

The Partnership is a five-year, \$3-billion commitment by Canada's federal, provincial and territorial governments that supports Canada's agri-food and agri-products sectors. This includes a \$2-billion commitment that is cost-shared 60 per cent federally and 40 per cent provincially/territorially for programs that are designed and delivered by provinces and territories.