

Don McKenzie

58-year-old male

Ontario, Canada

“Our business is a family tradition”



<http://www.ovma.org/pet-owner-resources/african-swine-fever/>

GOAL

Our small-scale commercial pig farm provides quality products and services to our community and business partners.

INTERESTS

- ▶ Our business, animals, and families
- ▶ Market trends
- ▶ General economic environment

DISLIKES

- ▶ Not being properly considered in the national pork scene
- ▶ Misinformation and false claims against our business

TRUSTED SOURCES OF INFORMATION



Recommendations
from **peers, suppliers,
& veterinarians**



Local news &
social media



Government & industry
websites & publications



Reviews of peers in
**the small-scale
farm community**