

Together, Building A Better Pork Industry



MARK BEAVEN

President
EthoGuard Inc.

MEET OUR NEW DIRECTORS

With over 30 years of experience in agriculture, biosecurity, and emergency response, Mark is credited as a leader in on-farm biosecurity, cleaning and disinfection, and animal health systems. His career includes significant leadership roles such as Director of Operations at Egg Farmers of Ontario, Executive Director of the Canadian Animal Health Coalition.

Mark is currently the President and Owner of EthoGuard, a company focused on biosecurity solutions for Canadian farms. During his time at the Coalition, Mark co-chaired the development of Canada's National Biosecurity Standard for the Transport of Livestock and Poultry and participated in the World Animal Health Symposium as part of the Canadian delegation to the OIE.

His formal involvement on the board is driven by his passion for the "One Health" philosophy—the idea that animal, human, and environmental health are deeply connected. He believes that strong biosecurity isn't just a cost, but a vital investment in the overall success of the agriculture sector.

Mark is especially interested in learning more about OPIC's AMU (antimicrobial use) initiatives, recognizing the urgency of this issue even from a disinfectant and disease-prevention standpoint.

When he's not championing animal health, Mark enjoys the outdoors with his family, including six children shared with his wife, by hiking and fishing in the Hullett Provincial Wildlife Area and spending time in NewFoundland.

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JODY DURAND

Senior Account Manager
Huvepharma Canada
Corporation Inc.

MEET OUR NEW DIRECTORS

With deep roots in Ontario's swine industry, Jody Durand brings a wealth of hands-on experience and industry insight to the OPIC board. Having grown up on his family's farm, Jody's career has spanned every corner of the pork sector—from managing a 1,500-sow, to selling equipment, feed, and, for the past 15 years, supporting animal health through pharmaceutical sales.

Jody currently serves as Senior Account Manager at Huvepharma, where he works closely with veterinarians, feed companies, and farmers across all species to ensure responsible product use and effective on-farm outcomes. A familiar face at OPIC events, he values the role OPIC plays in connecting people and advancing the industry.

Having previously served on the OPIC board Jody returns with a refreshed perspective. He's particularly excited to support OPIC's networking and knowledge-sharing initiatives, helping producers and industry partners navigate persistent challenges like processing instability and PRRS.

Production-focused at heart and deeply invested in the future of Ontario's pork sector, Jody is committed to ensuring OPIC remains a trusted resource for offering practical tools, timely insights, and a strong sense of belonging for all who work in the industry.

Outside of his professional life, Jody is an active public speaker and community volunteer, often sharing stories from his own journey and the book he authored, while supporting local charitable efforts.

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CAMERON KNIP

Partner
K&D Farms Inc.

MEET OUR NEW DIRECTORS

Cameron Knip grew up immersed in both the swine and cash crop industries which has shaped his diverse agricultural career. After earning his Ag Business degree from the University of Guelph, he spent nearly a decade in veal production and industry leadership before transitioning into pork. Today, Cameron is a partner in a 2,500-sow operation near Exeter, Ontario.

During his time in veal, Cameron served on the Veal Farms of Ontario bringing a national voice to producer concerns and policy development. He sees strong parallels between veal and pork production—particularly in biosecurity, feed systems, and economic pressures—which now inform his work in the swine sector. He also contributed to the Ontario Agriculture Sustainability Coalition, helping secure \$50 million in additional livestock funding through the RMP reference committee. With early exposure to swine through his family's involvement, he's ready to support practical, forward-thinking solutions.

Now stepping into his own leadership role, Cameron hopes to strengthen biosecurity standards, offer the perspective of a hands-on producer, and contribute to OPIC's evolving role in supporting the industry—especially in times of uncertainty. A strong advocate for free trade, he believes it's essential to the success of Ontario's hog sector. Off the farm, he's a year-round soccer player, winter hockey enthusiast, and active member of his local church.

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OBJECTIVES

OPIC aims to help all the players in Ontario's pork industry overcome barriers to build a healthy future. OPIC works to identify industry needs, educate, and engage industry to coordinate and fill gaps that require collective industry action.

SOLUTION

Initiatives OPIC is currently focused on include human resource training, animal health incident management, gathering information on sow housing requirements and strategies, and promoting careers in the pork industry. OPIC strives to be proactive by keeping the industry connected through in-person and virtual events.

WHY BECOME A MEMBER?

Reduced Rates

Reduced rates for meetings, workshops, and training sessions.

Marketing Opportunities

Vendor booths and logo display at OPIC events.

Collaboration

Opportunity to participate in OPIC committees and participate in conversations with the goal to drive our industry forward.



OUR MEMBERS

- Producers and Producer Organizations
- AI and Genetics companies
- Animal Health and Nutrition companies
- Brokers and Transporters
- Finance professionals
- Processors
- Government and Academia



[HTTPS://WWW.OPIC.ON.CA](https://www.opic.on.ca)



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