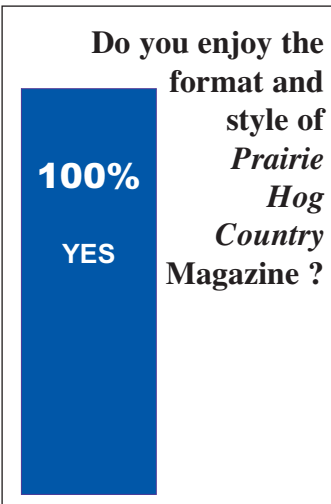
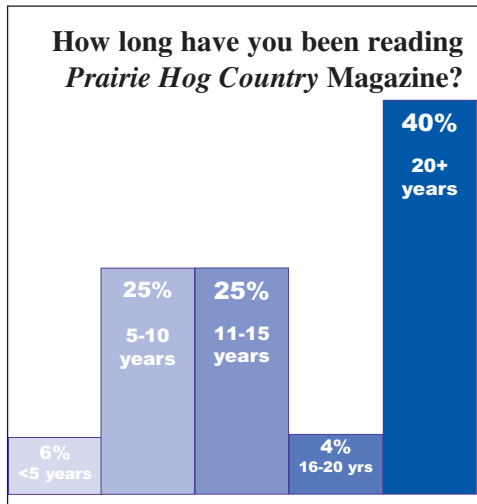
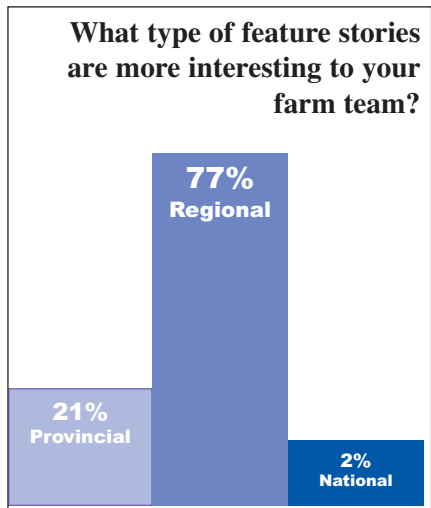
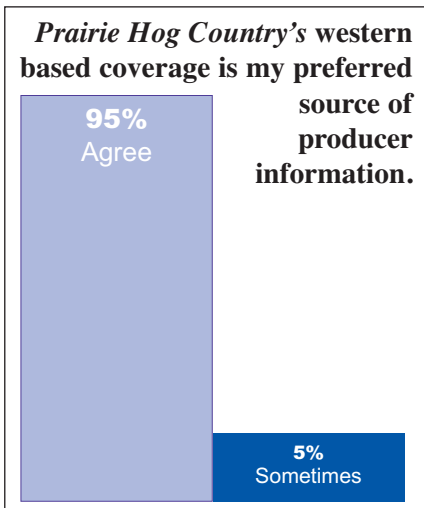
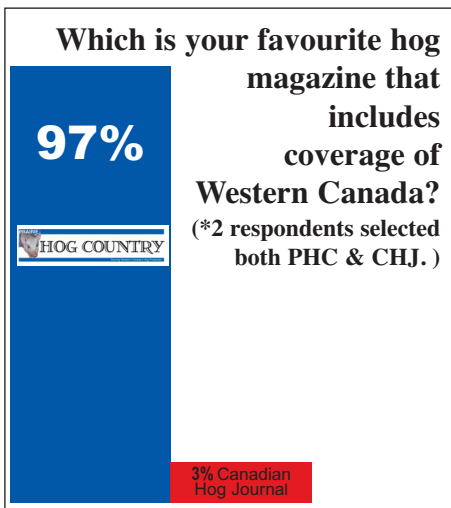


# Thank you for choosing Prairie Hog Country.....



shows and participate with a booth. Respondents were asked, what types of feature stories are more interesting to your farm team? Seventy-seven percent preferred regional (Western Canada), while 21% chose provincial the remaining 2% national.

Ninety-three per cent of producers found advertisements within *Prairie Hog Country* do influence their purchasing decisions. Ninety-six percent search through the magazine for specific products or services. Eighty-five percent have the 2023 calendar posted in a visible area.

One hundred percent agree *Prairie Hog Country* keeps producers informed and enjoy the format and style.

Ninety-six percent of producers keep current issue for at least one month, with 70% keeping longer than two months.

Thanks to all of you who took part in our annual readership survey. It was fantastic to have back a full year of in person events, and much appreciated to hear your words of encouragement as we are now in the 27th year of publishing *Prairie Hog Country*.

Ninety-seven per cent said *Prairie Hog Country* is their favorite magazine that includes coverage of Western Canada. Including two respondents said liked both *Prairie Hog Country* and Canadian Hog Journal.

*Prairie Hog Country* asked how long producers have been reading PHC. Forty per cent has been reading *Prairie Hog Country* for 20+ years, 4% for sixteen to twenty years, and 25% for both eleven through fifteen years and five through 10 years followed by 6% less than five years. Thanks again for such loyal support from our readers; we very much look forward to supplying you the latest hog news and information for years to come.

One hundred percent of respondents said in person trade shows/meetings/seminars are vital. After having them taken away for a few years, we all realize again how important it is to see each other face to face. *Prairie Hog Country* will continue to be at the

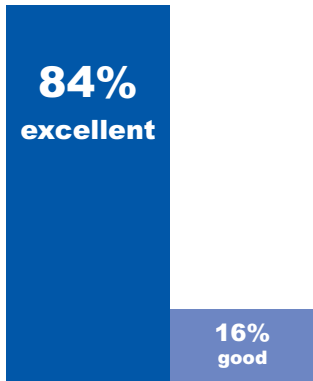
Out of respondents, 98% said at least two or more people read each edition of *Prairie Hog Country*, with 78% of farms having more than four people read each issue. Eighty-five per cent of respondents were primary or co-decision makers, 23% being primary.

I thank you for all your comments and encouragement, as they all can only assist in improving *Prairie Hog Country*. Your time is valuable so the effort to fill out and return the survey is truly appreciated. See you around the shows and seminars this fall and winter.

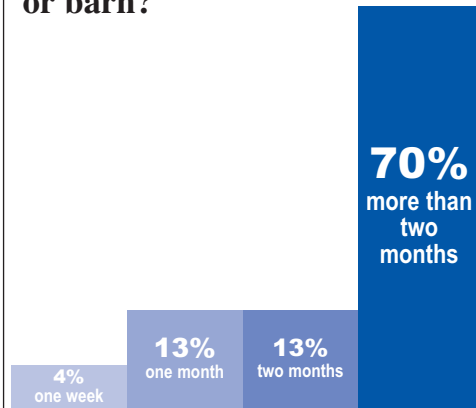
Please feel free to contact us at any time with any letters, story ideas or general comments on *Prairie Hog Country*.

Prairie Hog Country Magazine  
Box 5536 Leduc AB T9E 2A1  
Ph. 780.986.0962 Fax. 780.980.9640  
E: hogcountry@shaw.ca  
W: prairiehogcountry.ca

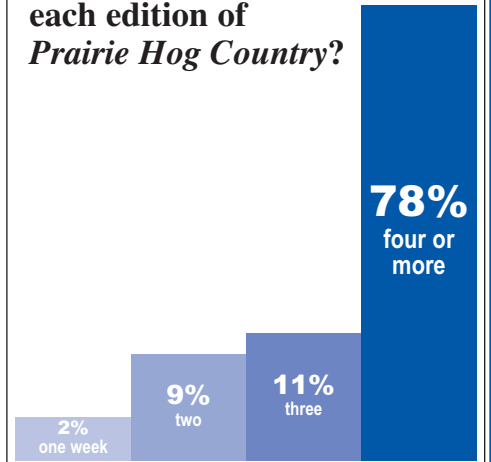
Please rate the quality of editorial content in *Prairie Hog Country*?



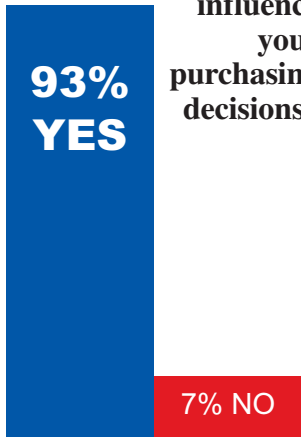
How long do you usually keep each issue of *Prairie Hog Country* in your home or barn?



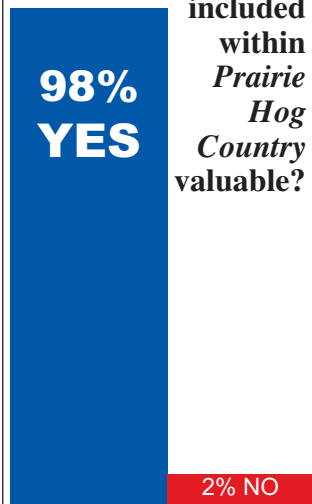
How many people in your home/operation usually read each edition of *Prairie Hog Country*?



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 advertisements within *Prairie Hog Country* for specific products or services?



*Prairie Hog Country* feels in person meetings, seminars, workshops and tradeshow are vital. Do you?



**What type of articles do you like reading most, what would you like to see more coverage on. From the survey questionnaire.**

"I like reading through it all. Everything is interesting." Ben J Stahl, Lougheed, AB.  
 "Pork Chops. It has a variety of information from all angles." Martin Kleinsasser, Kindersely, SK.  
 "Farrowing Techniques. Sow & Piglet research studies. Tips for achieving more PSY." Darren Waldner, Somerset, MB.  
 "Hog marketing and international news." Joe C Hofer, Milden, SK.  
 "I read your book cover to cover. There is nothing I could change." Jonas Wipf, Elgin, MB.  
 "Latest new news, Industry changes. Packer/producer margins what makes markets so volatile." Frank Gross, Athabasca, AB.  
 "We are remodeling a barn, love to see more newer styles." Shane Wipf, Elgin, MB.  
 "Weaning, more on manure application." Lenny Wurz, Unity, SK.

"About Ukraine troubled hogs." Matt Wipf, Souris, MB.  
 "Hog barn expansions, new products in the hog industry." Michael Wipf, Drumheller, AB.  
 "From cover to cover. Whatever is written, is interesting to me." Jordan Waldner, Swift Current, SK.  
 "Would like to read more on grain brokers or contracts." John Mandel, Warner, AB.  
 "I like all the articles most about the seminars and events." David Tschetter, Peace River District, BC.  
 "The ads are very nice to look at and find out about new things also AB Pork and commercial butcher plants." Darius Hofer, Alliance, AB.  
 "Saskatchewan cull sow plant." Thomas Hofer, Swift Current, SK.  
 "I appreciate how you cover the charity events." Jack Entz, Brandt, AB.  
 "Siemens says & all the rest." Josef Gross, HighBluff, MB.

**Thank You for your continued support and belief in *Prairie Hog Country* the only exclusive and independent Western Canadian Hog Magazine.**