



Canadian Pork Council
Conseil canadien du porc

CPC Encourages Federal Government To Engage In An Ambitious Trade Agreement With The European Union

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The Canadian Pork Council (CPC) would like to congratulate Les Aliments Lucyporc for becoming Canada's first integrated pork processing plant to be registered and granted approval for the export of pork products to the European Union. The processing plant located in Yamachiche, Quebec underwent a thorough registration process and the company devoted an immense amount of time, energy and investment to achieve this approval.

The plant's approval opens new market opportunities for the company and one that may be further enhanced as the Canadian government begins the preparation of a negotiating mandate with the EU. The Canadian Pork Council has been following with great interest market developments in the European Union since the October 2008 Canada-European Union Summit to explore an economic partnership and believe that the E.U. market holds significant potential for Canadian pork products.

"The registration of Les aliments Lucy porc's plant is not just a great opportunity for the company, but for the entire Canadian Hog industry since this plant is the first of what we expect will be several Canadian pork processing plants to be approved for export to the European Union," stated Jurgen Preugschas, Chair of The Canadian Pork Council.

"There has been a rise of protectionist sentiments in the United States in the face of the economic downturn in that country" added Mr. Preugschas. "This is evidenced by the potentially highly restrictive mandatory country-of-origin labelling legislations recently implemented by the U.S. government. The Canadian pork industry, which depends on exports for well over half of its output, needs this and other opportunities to further diversify its exports away from the United States."

We strongly urge the Canadian government engage in negotiations of an ambitious trade and economic agreement with the European Union.

“The rewards for Les Aliments Lucyporc and the Canadian pork industry far outweigh the work and effort it took to become E.U. approved, added Jurgen Preugschas. “With a population of about 500 million, the majority of which view pork as their favoured meat, the Canadian industry is making important investments to be able to respond to increasing demand in the EU countries for Canadian pork.

The Canadian Pork Council (CPC) is a member-driven, not for profit national producer association committed to Canadian competitiveness in the global market. It is the collective voice of Canada’s hog producers – an effective advocate on a broad range of public policy issues that has a direct impact on Canadian pork production. Through its network of provincial member associations, productive relationships with government departments and agencies, and key international contacts, the CPC responds quickly and effectively to capitalize on opportunities to enhance prosperity for its producers and the industry.

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