



Canadian Pork Council
Conseil canadien du porc

CPC Wants Canadian Pork on the Menu in the EU

FOR IMMEDIATE RELEASE

June 4, 2009

The Canadian Pork Council (CPC) welcomes the Government of Canada's efforts to expand international agriculture markets during this time of economic uncertainty, and strongly urges the government to engage in negotiations of an ambitious trade and economic agreement with the European Union.

The Honourable Gerry Ritz, Minister of Agriculture and Agri-food Canada, has pursued trade opportunities in India, Korea, and has recently returned from Colombia and Peru to advance the quick implementation of important free trade agreements.

CPC strongly believes that the Canadian government must seek out new trade opportunities abroad during this time of economic uncertainty. Bilateral trade agreements such as the ones being pursued with Colombia and Peru will help diversify the export market abilities and reduce dependence on the United States for exports.

Colombia for example, accounts for \$3 million of sales or more than 3,570 tonnes of pork in 2008. With the creation of a 5,000 tonne tariff-rate quota and the elimination of the in-quota tariff over five years, there is important potential for growth in Canadian pork exports to Colombia.

"Minister Ritz has shown great enthusiasm for opening and expanding existing export markets for agricultural products and we hope he shows as much support for opening a free trade agreement with the EU," stated Jurgen Preugschas, Chair of the Canadian Pork Council. With a population of about 500 million, the majority of which views pork as their favoured meat, the Canadian industry is making important investments to respond to increasing demand in the EU countries for Canadian pork. "The Canada-EU relationship holds great potential for the pork industry. We will oppose any exemptions if, as a result, our access to the EU for pork is in any way diminished" added Jurgen Preugschas.

The Canadian Pork Council is also an avid supporter of current negotiations to liberalize trade with Korea and the Central American Four (El Salvador, Guatemala, Honduras and Nicaragua) countries. The CPC also encourages trade negotiations with Japan, India and the Dominican Republic. "The CPC compliments the efforts of Canada's trade negotiating officials and looks forward to working with the Government of Canada in achieving the best possible results of this and other trade agreements for Canadian pork

producers, and Canada's economy" stated Florian Possberg CPC's Trade Committee chair

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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