



## Canadian Pork Council Develops Animal Care Initiative

FOR IMMEDIATE RELEASE

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(Ottawa, ON) – At its November 2002 Board of Directors meeting, the Canadian Pork Council (CPC) approved an initiative that will see the development of auditable on-farm guidelines for animal care in the hog industry.

“Our industry has a long-standing commitment to provide proper care for our animals,” says Edouard Asnong, President of the Canadian Pork Council. “We want to demonstrate to our consumers and the Canadian public the high level of care we provide our animals. These guidelines will be an excellent way to achieve this goal.”

The Council formed a working group to examine animal care in the hog sector. The group recommended an initiative that includes, as the core activity, the development of auditable guidelines, which will build on the existing *Code of practice for the care and handling of farm animals: Pigs*. The group recognized that it will be critical to ensure that key stakeholders are part of the development process. Other activities recommended include identifying research needs and enhancing communications concerning animal care.

“This initiative demonstrates our industry’s commitment to providing excellent standards of care,” explains Mr. Asnong. “It is a key priority for the Council.”

This, along with the other activities recommended by the working group, will set the stage for animal care activities at the Canadian Pork Council over the next year.

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