



## Canadian Pork Producers Are Pleased WTO Consultation Announcement on US-COOL

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“The Canadian Pork Council applauds the Government of Canada’s announcement to request consultations under WTO rules regarding the United States’ Mandatory Country of Origin Labelling Legislation (US COOL)” said Jurgen Preugschas, President of the Canadian Pork Council

The Canadian pork industry enjoys a solid world-wide reputation for superior quality and animal health status and Canadian producers are alarmed that the US COOL Legislation is destroying the U.S. export market for Canadian live swine. The US COOL Legislation is now causing U.S. hog buyers to announce that they will curb, or in some cases, cease altogether the purchase animals that are born outside of the United States.

“Country of Origin Labelling will drive some Canadian producers out of business, reduce livestock herds and cost the pork industry millions” added Mr. Preugschas, who operates a hog and grain enterprise in Mayerthorpe, Alberta. “Today’s announcement is a clear signal that our government understands the impact COOL will have on our producers and that they will continue to work with our sector to defend our WTO trade rights.”

“I would like to thank the Honourable Gerry Ritz, Minister of Agriculture and Agri-food Canada and the Minister of International Trade, the Honourable Stockwell Day for their dedication to this file and encourage them to peruse WTO options or until a market solution is available” stated Mr.Preugschas.

CPC is a member-driven, not for profit national trade association that promotes and facilitates Canadian competitiveness in the global market for Pork production. It is the collective voice of Canada's Hog producers- an effective advocate on a broad range of public policy issues that have a direct impact on Pork production in Canada. Through its network of member associations, its productive relationships with federal government departments and agencies, and its globe-spanning international contacts, CPC responds quickly and effectively to capitalize on sector opportunities, and to combat threats to sector competitiveness.

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