



Canadian Pork Council
Conseil canadien du porc

Canadian Pork Council Announces New Board Structure, New Office Location and a New Corporate Logo

FOR IMMEDIATE RELEASE

January 19, 2009

Canadian Pork Council (CPC), announced today that it has implemented a new board structure, moved to a new office located on Laurier Ave in downtown Ottawa and unveiled a new corporate logo.

“This announcement represents a fresh perspective and an enhanced commitment to the Canadian swine industry,” says Jurgen Preughas, President of the Canadian Pork Council. “Many exciting changes are underway at the CPC and I know the results will further strengthen and support the Canadian swine industry as one of Canada’s most successful and dynamic agri-food sectors.”

The organization has completed its process that reviewed the CPC and its governance. The outcome is a new CPC structure that starts operating in January, 2009. The work of the CPC will be directed by an 11-member Board that will meet more frequently than the previous Board. As part of the re-structuring, a comprehensive strategic work plan, outlining the various activity areas of the CPC, has been completed. This plan clearly defines responsibility areas between the CPC and its members.

“We are excited about the revitalization that is taking place at the CPC and know that the changes will provide a more collaborative working environment for our members,” stated Martin Rice, Executive Director of the Canadian Pork Council. “We see the new board structure and corporate identity as a positive and necessary step for the council’s growth.”

Canadian Pork Council’s new address is:

900-220 Laurier Ave. W
Ottawa, ON
Canada, K1P 5Z9

All phone numbers and e-mail address remain unchanged.

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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