

Communiqué

February designated Canadian Pork Month

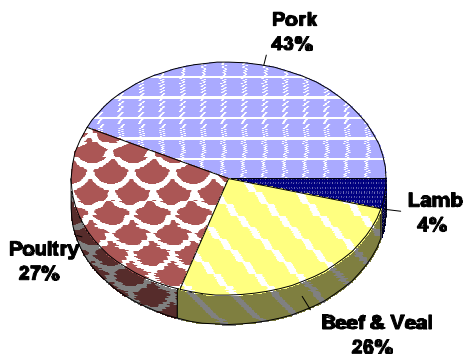
February 1, 1999 “The hog industry has designated February Canadian Pork Month,” announced Edouard Asnong, President of the Canadian Pork Council. “We are optimistic about the future of the hog industry in Canada and want to take the opportunity throughout February to focus on the many positive benefits of pork.”

The slogan for this national promotion is “Pork - the most popular meat in the world!” Canadians love today’s lean and tasty pork. And we are not alone. Almost half the world’s meat consumption is pork.

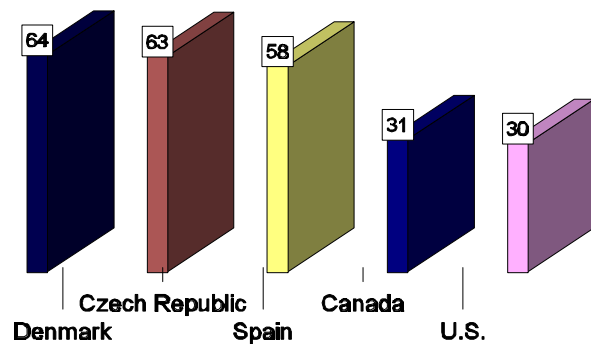
The per capita consumption of pork in Denmark is the highest of any country, at 64 kg in 1998.

The Czech Republic follows at 63 kg, then Spain at 58 kg.

World Meat Consumption by Species ('97)



**Per Capita Consumption of Pork
Kg (Carcass Weight)**



“Canadians on average consume less than half the amount of pork that is eaten in Denmark,” stated Mr. Asnong. “Pork consumption in Canada has remained fairly stable over the past ten years.”

Industry estimates indicate pork consumption in Canada increased by around 2 kg a person last year. Official data from Statistics Canada on per capita consumption will be released in April.

“Obviously Canadians are enjoying the taste, convenience, and the wide variety of pork cuts available,” explained Mr. Asnong. “Canadian Pork Month provides our industry with the opportunity to highlight the many positive attributes of pork that quite possibly could make pork the most popular meat in Canada!”

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