



Canadian Pork Industry Needs Answers Now

For Immediate Release

December 12, 2007

Ottawa – Canada’s 11,000 hog producers demand to know whether governments support the hog sector and its future. Producers can’t wait any longer, with the situation growing more critical for their farms and their families every day.

“Pork producers are not asking for a handout,” asserts Mr. Clare Schlegel, President of the Canadian Pork Council. “We are asking for some breathing room to allow us to make sense of the current pressures, the high feed costs, the high value of the Canadian dollar, the low hog prices, and to determine our future.”

The Canadian Pork Council has been urging governments to help producers through this unprecedented crisis by providing a loan, along with improvements with the existing risk management programs. Governments now need to show leadership and assure producers before Christmas, that loans are available.

“While the industry has been working with governments to find solutions,” Schlegel continues, “pork producers need answers now, and an emergency loan makes sense.”

The urgency can not be underestimated. “We are not like the manufacturing industry, for example, which can close its doors at a moment’s notice. Producers can not simply turn the key and walk away from their barns. That’s why we need immediate relief,” he says.

The long-term outlook remains positive, as world demand for pork continues to grow, and the Canadian hog industry, a very competitive sector, is well-positioned to be a major player in this future market.

“We just need to get there,” adds Schlegel. “We can’t make this transition without the involvement of government.”

-30-

Media Contacts:

Anita DeCoste, Communications Officer, (613) 236-9239 x.277, decoste@cpc-ccp.com

Clare Schlegel, President, (519) 580-6761, clare@sugarfield.ca

Jurgen Preugschas, 1st Vice-President, (780) 204-2500, fivelakes@ralcomm.net

Jean-Guy Vincent, 2nd Vice-President, (819) 352-2453, jgvincent@upa.qc.ca