



Canadian Pork Council
Conseil canadien du porc

CPC Appreciates Government Intervention to Open Markets Based on Current and Accurate Information

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The Canadian Pork Council (CPC) appreciates the efforts of the Honourable Stockwell Day, Minister of International Trade, and the Honourable Gerry Ritz, Minister of Agriculture and Agri-Food to lift the bans on pork and pork products originating from Quebec and Ontario to Russia.

“Opening up markets is critical for the Canadian hog industry recovery; these efforts support the Ministers’ strategic efforts to see the bans fully lifted in Russia.” stated Jurgen Preugschas, Chair of the Canadian Pork Council. “The pork industry is pleased with the Ministers’ and their departments’ hard work to encourage international governments to base their decisions on current and accurate information,”

“However, there is another critical aspect to industry recovery, and that is consumer perception.” said Mr. Preugschas “With the unfortunate naming of the virus in the early days as “swine flu”, the hog industry was caught in the cross-fire. Until consumers realize there is no link between the H1N1 virus and pork safety, we will struggle on our farms,”

The impact of the H1N1 virus on the industry caught the sector when it was already faced with low profitability as a result of other challenges. The industry is now working on a transition plan to help the Canadian sector through this very difficult time.

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.

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