



Canadian Pork Council
Conseil canadien du porc

Making a Difference during the 2015 Federal Election Campaign and Beyond

The pork producer's role in government relations and advocacy to further strengthen the industry

This guide outlines a variety of ways the pork industry can get involved in the 2015 federal election and build a working relationship with candidates and elected representatives. Based on priorities submitted by Canadian pork producers, the Canadian Pork Council (CPC) has prepared three documents to support producers' advocacy efforts and promote the industry's priorities:

- *Priority Areas for Strengthening the Canadian Pork Industry*
- *Canadian Pork Industry Platform for 2015 Federal Election*
- *Strengthening our Future in the Canadian Hog Industry 2014-2017*

The purpose of these documents is to promote a countrywide, grassroots lobbying effort by pork producers. Your participation will help determine the success of this effort. Along with hundreds of other pork producers across the country, you play an important role in further strengthening the Canadian pork sector.

The objective of the advocacy work is to:

- Educate and influence elected officials and their staff on the pork industry so their views represent the interests of pork producers and the pork industry
- Support and promote legislative, regulatory and public policies that promote and maintain the optimal business and legislative environment in which pork producers can function
- Support policy over politics

The CPC serves as the national voice for hog producers in Canada. A federation of nine provincial pork industry associations, our organization's purpose is to play a leadership role in achieving and maintaining a dynamic and prosperous Canadian pork sector. The CPC's role at a national level in government relations and advocacy is to provide material to support members'/producers' local advocacy efforts, use media and members to promote priorities and implement a strategy after the election.

The CPC's Role

The CPC will provide the following documents for members/producers to use in support of local advocacy efforts:

Priority Areas for Strengthening the Canadian Pork Industry

- Industry priorities submitted by producers
- Briefing notes, speaking points and fact sheets on priorities
- Reference book for producers when advocating for the industry

Canadian Pork Industry Platform for 2015 Federal Election

- Public document
- Outlines industry expectations for 2015 election
- To be used when meeting candidates

Strengthening our Future in the Canadian Hog Industry 2014-2017

- Public document
- The CPC's strategic plan
- Outlines four Pillars of Success, which in combination can provide the industry with the resources and support necessary for long-term success. The Pillars of Success respond to the industry's situation in terms of the economic circumstances, industry performance, industry structure and societal pressures.

The CPC will conduct public outreach:

- Issue press releases to media and members promoting industry platform (week of Sept. 7)
- Mail letter to four party leaders outlining industry priorities, including platform (week of Sept. 7)
- Issue op ed to media and members promoting industry platform and issues (week of Sept. 21)
- Be available for media interviews (ongoing over course of election)

The CPC will prepare for the post-election period and implement a Producer-MP Contact Program:

- Send congratulatory/ introductory letters to party leaders
- Send congratulatory letters to re-elected MPs in priority areas
- Send congratulatory/ introductory letters to new MPs in priority areas
- Send MPs invitations to the CPC's Friends of Pork Council reception
- Send a congratulatory letter to cabinet ministers in agriculture, finance, health and trade
- Coordinate and host MP visits in Ottawa in collaboration with provincial members

The Producer's Role

As a pork producer, you are the most reliable expert on what is needed to further strengthen your farm and the pork industry. Only through ongoing communication with community members, business leaders and elected officials will they know and understand the issues affecting the pork industry and the community you live in. Your role is to discuss your priorities and promote what you do with candidates.

Suggestions to start the conversation:

- Request a face-to-face meeting with candidates. Have a serious, insightful and personal conversation with candidates to build a strong working relationship
- Hand deliver or mail the *Canadian Pork Industry Platform for 2015 Federal Election* to candidates, endorsing part, or all, of the platform
- Use the information in the document *Priority Areas for Strengthening the Canadian Pork Industry* as a convenient reference when speaking to candidates
- Take time to talk to candidates when they knock on your door canvassing for your vote
- Invite candidates to meet with you and fellow hog producers in your home or local coffee shop

Benefits to Industry

Your lobbying efforts will result in numerous benefits to the Canadian pork industry, including:

- Increasing the pork industry's visibility
- Increasing access to decision makers who can promote our views on legislative and regulatory policies
- Increasing the pork industry's political credibility

Success with elected officials can further strengthen and grow the industry!