



Canadian Pork Council
Conseil canadien du porc

CPC Confident Announcement Will Enable the Industry to Proactively Address Animal Health Challenges

FOR IMMEDIATE RELEASE

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The Canadian Pork Council (CPC) welcomes today's announcement by Parliamentary Secretary of Agriculture Pierre Lemieux and MP Gary Shellenberger on behalf of the Honorable Gerry Ritz, Minister of Agriculture and Agri-Food Canada (AAFC) to implement Phase 2 of of this \$76 million four year strategy to combat disease and enhance prosperity and stability in the hog sector.

"I would like to thank the Minister Ritz and his colleagues for their commitment to address emerging swine health issues and for working in partnership with our industry. The Canadian hog sector was dramatically impacted by Porcine Circovirus Associated Diseases (PCVAD); this initiative will serve to further improve the capability of the industry to react swiftly to emerging animal health challenges," states Jurgen Preugschas, Chair of the Canadian Pork Council. "For our producers, there is the ever-present threat of foreign animal disease outbreak and present-day animal health challenges and today's announcement responds to the urgent need to make sure the right tools are available to keep diseases from affecting the Canadian swine population."

Today's announcement will provide up to \$40 million to the hog industry over the next two years for the development and implementation of biosecurity best management practices, research projects, and long term disease risk management solutions, all of which promote industry awareness and activities to maintain a healthy Canadian hog herd.

"To proactively address animal health challenges, the Canadian Pork Council and other industry partners have created a board to coordinate and to deliver, at the national level, initiatives relative to the health of swine in Canada. We are looking forward to the board's first national stakeholder meeting in July," added Preugschas.

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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