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Canadian Pork showcased at Vancouver event

Ottawa, Ont.[February 11, 2010] Canadian Pork Council's (CPC) president Jurgen Preugschas joined federal Agriculture Minister Gerry Ritz as part of "Savour Canada" to showcase Canadian pork among other agriculture products to Canadian and international media. The event was an initiative of the Department of Agriculture and Agri-Food Canada to promote Canada's safe and top quality foods at the 2010 Olympic and Paralympics Winter Games in Vancouver, British Columbia.

Canada's pork producers and exporters regularly travel to other parts of the world to study what consumers want in these markets and to promote the quality, taste, safety and reliability of our pork. "This is a great opportunity to be part of a promotional event in our own back yard and showcase Canadian pork" stated Jurgen. "We are pleased to participate in this event and would like to thank Minister Ritz for his efforts to promote Canadian pork and open markets around the world."

"At this morning's event, one of Canada's top chef prepared a fantastic pork breakfast of french toast with cider-braised Canadian pork sausage and Canadian pork cretons on maple brioche to show to the world the quality attributes that differentiate Canadian pork from other countries' pork" added Jurgen.

Canada is the world's third-largest pork exporter and represents 20% of world pork trade. In 2008 Canadian pork was exported to over 100 countries. Maintaining existing pork markets and opening up new markets to pork is critical to the Canadian hog industry. The CPC continues to be a strong supporter of Canada entering into comprehensive free trade agreement with the European Union and finalizing bilateral free trade agreements with Colombia and Korea.

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.

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