



FOR IMMEDIATE RELEASE

CQA Program Instrumental in Resuming Pork Trade with China

Ottawa, Ont.[February 25, 2010] Earlier this year several countries including China imposed a ban on the importation of pork due to concerns over H1N1. Today's announcement that the Canadian government secured the necessary certification agreements to allow pork imports to China was possible due in part to the Canadian pork industry's Canadian Quality Assurance ®(CQA) program. The Chinese market is important to Canada's pork and live swine exporters, with sales to China estimated at upwards of \$50 million annually.

"The CQA program provides a competitive edge in developing and maintaining markets at home, across the continent and around the world," stated Jurgen Preugschas, chair of the Canadian Pork Council (CPC). "Opening up markets is critical for the Canadian Hog industry's recovery and the CPC supports the Canadian government's efforts to open and expand markets for Canadian producers."

The Canadian Quality Assurance® (CQA) program is an on-farm food safety program launched by the Canadian Pork Council in 1998 to set a new standard for quality pork production. CQA helps pork producers to create flexible, effective and verifiable food safety procedures tailored to their farm's needs and demonstrates to customers why Canadian pork is of the highest quality. The CQA program is based on the internationally recognized HACCP (Hazard Analysis Critical Control Point). At its most basic, the program identifies potential hazards within an operation and then determines the critical points at which controls are necessary to ensure safety and compliance.

Canada is the world's third-largest pork exporter and represents 20% of world pork trade, In 2009 Canada 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 Canadian Pork Council 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.

-30-

For more information, contact:

Gary Stordy
Public Relations Manager
Canadian Pork Council
613-236-9239 Ext. 277
stordy@epc-ccp.com