



Canadian Pork Council
Conseil canadien du porc

Opening up markets is critical for the Canadian Hog industry's recovery

Ottawa, ON [November 6, 2009] The Chair of the Canadian Pork Council, Jurgen Preugschas, and board member Stephen Moffett, appeared before the House of Commons Standing Committee on Agriculture and Agri-Food yesterday as witnesses to the committee's study on the crisis in the Hog sector.

Jurgen Preugschas identified the various shocks that has affected the competitiveness of the industry over the past three years but remains optimistic about the long term potential for the Canadian hog sector. "Opening up markets is critical for the Canadian Hog industry's recovery and we continue to be a strong supporter of Canada entering into comprehensive free trade agreement with the EU and finalizing bilateral free trade agreements with Columbia and Korea."

The Canadian Pork Council is encouraged by growing commercial interest in Europe for Canadian pork. Canada Pork International has reported to us record interest from pork buyers at ANUGA, the world's largest food trade show held last month in Köln, Germany. A subsequent fact-finding mission in Italy confirmed that market opportunities exist for a substantially wider variety, as well as larger volume, of Canadian pork products than we had previously been aware of in that important pork-importing country.

South Korea is Canada's fourth largest market for pork exports, with shipments for the first half of this year exceeding 70 million dollars. In addition to being a growing market for pork overall, Korea is increasingly a destination for our chilled pork that goes directly to the retail and HRI sectors and is among the highest value markets for pork. Canada's three principal competitors on the Korean pork market, the European Union, the United States, and Chile, all now have free trade agreements completed with that country

"The Canadian Pork Council supports Canada's efforts to secure more favourable terms of trade through regional trade agreements while we await fuller engagement on the multilateral front of WTO negotiations, and we look forward to successfully completing talks with both the European Union and Korea that will provide the Canadian industry with the additional marketing opportunities that are needed to for us to realize our long-run potential as a leading exporter of pork to the world." stated 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.

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.

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