



*For immediate release*

## **Federal programs announced to drive pork industry competitiveness**

**Ottawa, ON [May 14, 2010]** – Pork producers across Canada welcomed the announcement today of four significant funding initiatives by the federal government that promise to reinvigorate the competitiveness of Canada's hog industry.

The initiatives include:

- \$9.5 million to fund 17 research projects to be completed by the Canadian Swine Research and Development Cluster, a non-profit national organization established for the purpose of facilitating research, technology transfer and commercialization initiatives within the Canadian Pork Value Chain
- \$3.3 million to the Canadian Pork Council's national traceability program to further the development of the resources necessary to enable the pork industry to collect and track traceability information on pork products from farm to fork
- \$839,480 million to the Canadian Centre for Swine Improvement to develop a reliable system of producing highly marbled Canadian pork, a major quality trait for both domestic and international markets, by combining new technologies, quantitative selection and feeding
- \$1.4 to the Canadian Swine Exporters Association, the national association representing exporters of Canadian swine genetics, to assist the Canadian swine industry to promote and market Canadian swine genetics worldwide

"The Canadian swine industry has a strong international reputation for high quality standards," says Jurgen Preugschas. "The four initiatives announced today will serve to strengthen our industry by improving our competitiveness and further differentiating our products for both our Canadian and our international customers."

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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