



Canadian Pork Council
Conseil canadien du porc

CANADA'S **PORK INDUSTRY**

BRIEFING BOOKLET FOR PRODUCERS





GOOD FOR CANADA AND THE WORLD

- **\$23.8 billion** to Canada's GDP
- **100,000+** jobs through the value chain
- **10,000+** processing jobs in suburban and urban communities
- **One of the lowest environmental footprints** in the world
- More than **\$5 billion** in exports to **90+ countries**

SO MUCH POTENTIAL FOR **GROWTH!**

Canadian pork is increasingly in demand around the world because of its unique combination of attributes:

- high-quality
- nutritious
- affordable
- sustainable protein

Canada's pork industry also has the following advantages:

- An abundance of land and water
- Animal health status
- Knowledgeable producers

All of these factors — combined — position us as a driver for growth.

What we need:

GOVERNMENT PARTNERSHIP

Our producers work hard to manage risk on their farms. But we've done all we can on our own. Right now, our livelihoods are at risk because of factors outside our control. We need to partner with the federal government on solutions.

THREE POLICY PRIORITIES FOR THE 2021 FEDERAL ELECTION

1. PARTNER WITH PRODUCERS TO:

Defend, improve and expand market access

Trade is critical to pork producers. Global demand for our product is strong — 70% of the Canadian production is exported. But governments around the world are putting that demand at risk with policies and laws that directly affect our industry.

Our ask:

- Maintain open, predictable and meaningful access to significant markets such as the United States (U.S.) and Japan and expand access to European Union and Asian markets
- Push for World Trade Organization (WTO) reform, including a dispute settlement and commit to aggressive leadership when countries limit our access
- Secure an international agreement on disease zoning to keep borders open

Resolve trade barriers in China

China is the world's largest pork importer, importing more than twice of the second-largest importer and more than 30% of global imports. However, China has used unscientific, unjustified policies to restrict 65% of Canadian pork processing capacity from accessing the country. The Chinese market adds an additional \$10-20 value to the carcass that supports the financial sustainability of the pork industry.

Our ask:

- Appoint an Assistant Deputy Minister dedicated to agriculture to Canada's embassy in China, to reinforce the importance of the trading relationship
- Develop a more strategic approach to Canadian-Chinese agriculture trade, in partnership with Canadian pork producers and other exporters





Fix Business Risk Management programs so they work for producers in need

The Canadian pork industry has been challenged by a volatile market, a Chinese/U.S. trade war and supply chain disruptions caused by the COVID-19 pandemic. This experience has severely underscored producers' need for effective risk management programs.

Our ask:

- Revise the AgriStability program so it's easier to use, more relevant and predictable
- Increase current compensation rates
- Review the entire suite of business risk management programs to ensure they are working effectively and equitably for all Canadian producers

Facilitate access to skilled workers

There is always significant demand for skilled and unskilled workers within Canada's pork value chain. However, despite ongoing efforts to recruit Canadians into the stable and attractive jobs our industry creates, we face the same acute labour shortage as many other Canadian agriculture sectors. This shortage also means we are losing out on value-added processing opportunities.

Our ask:

- Facilitate programs that make it easier to find workers to keep the pork value chain globally competitive

2. PROTECT THE HERD BY:

Committing \$50 million to implement the Pan-Canadian ASF action plan

African Swine Fever (ASF) is a major concern. The virus, which kills pigs, has the potential to destroy an entire industry, including 100,000 jobs and \$24 billion in revenue. The risk became even more real when ASF was detected in August in the Dominican Republic — a country that is close in proximity to Canada and a major tourist destination.

Producers have been working with federal, provincial, and territorial (FPT) governments for years on plans to prepare for an ASF detection in Canada. Without major investment and leadership, these plans cannot be put into action — even though investment in prevention and preparedness is the most effective means to mitigate the risk.

Establishing a Canadian FMD vaccine bank

Foot and Mouth Disease (FMD) is another disease of long standing concern for our industry. Canada's current ability to vaccinate our herd against FMD falls significantly short of the 1.9-2.7 million doses needed to protect livestock in highly populated livestock regions.

We need government support and leadership now to invest in preventing and managing an outbreak.





3. PROMOTE THE ENVIRONMENT BY:

Improving the environmental sustainability of Canadian pork

Canadian pork producers have demonstrated their commitment to the environment by: continually adopting innovative ways of preserving ecosystems and resources; minimizing the environmental impacts of their activities; and improving the productivity and genetics of their hogs. This has resulted in our industry having one of the lowest environmental footprints in the world.

Our producers have identified additional efforts, such as covering manure pits and improving building heating/ventilation, that could further reduce their on-farm carbon footprint and water use. But to support widespread adoption of these and other beneficial practices, further study and producer incentives are needed.

Our ask:

- Partner with producers to invest in research, technology and on-farm action to make concrete carbon emission reductions and improve the sustainability of Canadian pork

Exempting all farm fuels from the current carbon pricing system

Canada's carbon tax has made it more expensive to raise pigs in Canada, giving an advantage to pork from markets with a larger environmental footprint. A Canadian Pork Council study estimates that **carbon taxes per finishing hog will be at \$8.15 in Alberta, \$9.08 in Saskatchewan, \$6.43 in Manitoba, and \$6.39 in Ontario and Quebec by 2030.** This is not tenable for many producers, especially as they compete against global pork producers who do not pay a carbon tax. There is no question – the Canadian carbon tax will continue to increasingly put our pork producers at a disadvantage.

Our ask:

- Exempt pork producers from the carbon tax and invest in practical on-farm solutions

Learn more: www.cpc-ccp.com/resources/Election



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