



CPC Welcomes CPI's new President

August 4, 2016 (Ottawa, On) The Canadian pork Council is pleased to welcome Greg Giokas as Canada Pork International's (CPI) new President and CEO. Mr. Giokas succeeds Jacques Pomerleau who is retiring later this summer after 26 years of dedicated leadership.

"We welcome Greg's experience and leadership to the pork industry," said Council Chair Rick Bergmann. "In his role as President and CEO, he will use the Canada Pork Excellence platform (CPE) to deliver on our industry's strategic priorities of product positioning, market access and development, and member services at CPI."

"I would like to thank Jacques for his dedication to the industry as his leaving marks the end of an era for Canada Pork International," added Bergmann. "He was one of the leaders to see the value of an international presence for our industry and advertising for our products. We are indebted to his vision and commitment for propelling the industry to our present position as a global pork exporter through CPI."

"Given that we export well over two-thirds of our production, maintaining the markets CPI has built over the past twenty six years and developing new market possibilities help us to achieve the best overall return," stated CPC Executive Director John Ross. "We look forward to continued collaboration and co-operation with Greg so that our industry can be competitive, innovative and a more profitable agricultural sector."

The Canada Pork Excellence platform (CPE) brings together the on farm food safety, biosecurity, animal care and traceability programs under one platform. The revised CPE program serves as the foundation for the Verified Canadian Pork (VCP) initiative launched by CPI earlier this year. The revised programs provide additional transparency while presenting the same proven content that has garnered respect and benefitted the Canadian pork industry in gaining market access internationally and domestically.

The CPC serves as the national voice for hog producers in Canada. It is a federation of nine provincial pork industry associations representing approximately 7,000 hog farms, producing 25.5 million animals a year and generating over \$13 billion in economic activity. The 31,000 farm jobs they create contribute to the total direct, indirect and induced \$23.8 billion and 103,000 jobs across the country. The organization's purpose is to play a leadership role in achieving and maintaining a dynamic and prosperous Canadian pork sector.

- 30 -

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