



Canadian Pork Council
Conseil canadien du porc

CPC Introduces Canadian Pork Excellence Program to Canada's Second Largest Pork Market

July 6, 2016 (Ottawa, ON) – The Canadian Pork Council's (CPC) Executive Director, John Ross, joined Canada Pork International's (CPI) Chair, Neil Ketilson in Tokyo Japan last week to introduce the Canadian Pork Excellence program (CPE) to Japanese industry and government representatives. Japan is Canada's second-largest pork market with close to one billion dollars in sales.

“The Canadian pork industry is committed to the continuous improvement to industry on-farm programs and the CPE will help keep Canadian pork in a very competitive Japanese marketplace,” stated Ross.

“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.”

Mr. Ross introduced the Canada Pork Excellence platform (CPE) to over three hundred seminar attendees and outlined how the revised program serves as the foundation for the Verified Canadian Pork (VCP) initiative launched by CPI earlier this year. CPE brings together the on farm food safety, biosecurity, animal care and traceability programs under one platform

While in Japan, the team celebrated CPI's presence in Japan for over twenty five years and the retirement of CPI's long serving President, Jacques Pomerleau, who was responsible for CPI's involvement in the Japanese market from the very beginning.

“Japan is a great market for Canadian pork and has grown rapidly over the past twenty five years that CPI has been engaged in promoting the merits of our product,” Stated Ross. “The Japanese market recognizes that Canadian hog farmers are dedicated to the highest quality standards and that the CPE brings value to Canadian pork as the basis of VCP.”

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.

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For more information, please contact:

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