



CPC Pleased with Restored Access to the Argentinian Market

November 18, 2016 (Ottawa, ON) Canadian Pork producers are pleased that Canadian Prime Minister Trudeau announced access for Canadian pork to the Argentinian market would be restored. Prime Minister Justin Trudeau and Argentina's President Mauricio Macri made the announcement following a November 17 meeting in Buenos Aires.

"We are extremely fortunate to have excellent animal health status and a strong reputation all over the world as a supplier of safe high quality pork," stated CPC's Chair, Rick Bergmann. "This restored access provides important opportunities for the Canadian pork industry and given that we export well over two-thirds of our production, improving market access enables us to achieve the best overall return for our producers."

Totaling 115 kilograms per capita, Argentina is one of the highest per capita consumers of animal protein in the world. Restablishing access would help to secure the Canadian pork industry position in the region as a top supplier. The restoration of pork access to Argentina could result in the export of high quality Canadian cuts valued at approximately \$16 million annually.

"The Canadian pork industry is committed to on-farm programs and producers led initiatives like the Verified Canadian Pork program helps our industry position its self as a leader in a very competitive global marketplace," added Bergmann. "The programs garner respect and benefitted the Canadian pork industry in gaining market access internationally and domestically."

Canada is the world's third-largest pork exporter and represents 20% of world pork trade. In 2015, Canadian pork was exported to over 100 countries. Maintaining existing pork markets and opening up new markets to pork is critical to the Canadian hog industry.

The CPC serves as the national voice for hog producers in Canada and is a federation of nine provincial pork industry associations. The organization takes a leadership role in trade and market access, business risk management, animal welfare, food safety and animal health so that all of Canada benefits from a dynamic and prosperous pork sector.

- 30 -

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