



Canadian Pork Council
Conseil canadien du porc

CPC welcomes new Sector Analyst to the Team

August 3, 2016 (Ottawa, ON) The Canadian Pork Council (CPC) is pleased to announce that Phyllis MacCallum has joined the Council as its Sector Analyst. We are delighted to welcome her to the CPC team.

Ms. MacCallum was raised on a farm in eastern Ontario. In 2015, she graduated from the University of Lethbridge, in Alberta, with a Bachelor of Arts degree in Agriculture focusing on agriculture business. She began her career as an Agriculture Analyst with a major financial institution.

At the Council she will be leading the development of the Canadian pork industry's position on core business risk management programs for the next Agriculture Policy Framework. Canada's business risk management suite must be modified to reflect the needs of pork producers. As such, she will be identifying needed enhancements to Agristability and Agrinsurnace; advancing the development of a hedging program; and modernizing the Canadian Agriculture Loans Act program. In addition, Phyllis will seek to improve the profitability of Canada's hog producers by working to secure improved market access to export markets through new or expanding existing trade agreements.

We encourage you to take a moment to welcome Phyllis to the industry.

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:

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