



Market Access Top Priority for Canadian Pork Council

Canadian Agri-Food Trade Alliance addresses standing committee with CPC support

December 1, 2016 (Ottawa, ON) – The Canadian Agri-Food Trade Alliance (CAFTA) addressed the House of Commons Standing Committee on International Trade earlier this week on Bill C-30, the act to implement the Comprehensive Economic and Trade Agreement (CETA) between Canada and the European Union. A member of CAFTA, the Canadian Pork Council (CPC) supports CETA, which Prime Minister Justin Trudeau signed on Oct. 30 in Brussels.

“Canada is a globally competitive producer and exporter of pork and pork products,” stated CPC Chair Rick Bergmann. “We have worked hard to develop a global reputation as a reliable supplier of safe, wholesome, high-quality pork. The key to sustaining our success is the ability to access a wide variety of markets.”

CETA will secure tariff-free access for processed pork products and 80,000 tonnes of pork cuts after a five year phase in period. “The Canadian and EU markets for pork complement each other and while this relationship holds great promise, we look forward to working with the Government of Canada to address the technical barriers that limit our ability to capitalize on what was achieved,” said Bergmann.

The status of Trans-Pacific Partnership (TPP) is also on CPC’s radar, as it appears implementation will be at best unduly delayed based on talk in the United States. “It would be risky for Canada to simply wait till others decide on the outcome of the TPP. We need to show leadership by undertaking a vigorous strategy of bilateral or regional trade negotiations in high-priority markets,” added Bergmann. “A globally competitive, Canadian hog and pork industry generates \$13.1 billion in economic activity for communities across the country, 31,000 on-farm jobs plus another 69,000 Canadians rely on the pork sector for their livelihoods.”

Maintaining existing pork markets and opening up new markets to pork is critical to the Canadian hog industry, which plays a vital role within Canada’s agriculture and agri -food sector. Well over 70 per cent of the industry’s output is now exported, with pork and pork products shipped to almost 100 countries.

The CPC serves as the national voice for hog producers in Canada. A federation of nine provincial pork industry associations, our organization’s purpose is to play a leadership role in achieving and maintaining a dynamic and prosperous Canadian pork sector.

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