



Canadian Pork Council  
Conseil canadien du porc

*Press release*

*For immediate release*

### **Launch of the Pork Promotion and Research Agency Website**

**February 12, 2021, OTTAWA** Pork producers across Canada welcomed the announcement of the establishment of the Canadian Pork Promotion and Research Agency (PPRA) back in November and now we are happy to announce the launch of its [official website](#).

“The PRA will be an important vehicle for producers – it will help facilitate even greater collaboration across the value chain through increased research and promotion activities. In the long run, it will result in improving the long-term growth and competitiveness of the sector, said Rick Bergmann, Canadian Pork Council Chair. “I would like to thank Minister Bibeau for championing this initiative and moving forward with the establishment of the agency.”

We hope you enjoy our [new official website](#), and we welcome any feedback you may have. For any suggestions, questions, comments please contact us.

Christine Stewart – Communications Manager  
Canadian Pork Council  
613-449-6922 (cell)  
[stewart@cpc-ccp.com](mailto:stewart@cpc-ccp.com)