



CPC Participates in Mission to Capture CETA Benefits

May 13, 2016, (Ottawa, Ont.) – The Canadian Pork Council’s (CPC) executive director, John Ross, will represent the Canadian hog sector when he joins representatives Canada’s cattle and meat processing sectors on a mission to Brussels and the United Kingdom (UK) May 16 to 20.

The mission’s objectives are:

- To build cooperation and collaboration for commercially viable two-way trade of meat products between Canada and the European Union (EU) as envisaged by the Canada-European Union Comprehensive Economic and Trade Agreement (CETA)
- To build relationships with EU contacts to pave the way for future technical and business exchanges in support of -way trade
- To clarify various aspects of the EU’s technical and regulatory approval process for anti-microbial interventions used in Canadian pork and beef production

The CETA is of particular importance during this mission as it spoke to the potential for increased trade in meat products. During the latter part of 2015, the Canadian Food Inspection Agency approved access of EU beef and veal from 19 member states to Canada. End of year import statistics indicate that imports from the EU have begun. However, the EU has not reciprocated and is demanding that Canada obtain changes to EU regulatory requirements.

“In the absence of commercially viable access to the EU for the meat industry, CETA will be of minimal value to Canadian agriculture and agri-food exporters, while opening the Canadian market to substantially increased volumes of EU meat and dairy products,” says Ross. “We hope this mission will put us on the right path so that, similar to its EU counterparts, the Canadian meat industry can also benefit from the CETA.”

While on the mission, Ross and the other Canadian representatives will attend a full slate of meetings. They will meet with UK government department officials, meat and livestock industry representatives from the EU and Member States, and the Canadian High Commission. They will also meet with the European Commissioner’s Directorate-General for Health and Food Safety and for Agriculture and Rural Development.

The CPC serves as the national voice for hog producers in Canada. It represents nine provincial pork industry associations and 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.

- 30 -

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