



## **CPC Congratulates Pork Industry Leader on Being Inducted into Saskatchewan Agriculture Hall of Fame**

**August 3, 2016 (Ottawa, On)-** The Canadian Pork Council would like to congratulate Florian Possberg on his induction into the Saskatchewan Agriculture Hall of Fame. Mr. Possberg along with five new members were inducted this past weekend at the Western Development Museum in Saskatoon.

“The Canadian Pork Council, and indeed, the entire Canadian pork industry, has been a major beneficiary of Florian’s skills – analytical, political and diplomatic – in representing pork producers’ interests at the national and international levels,” says Council Chair Rick Bergmann, “Kindly accept my best wishes to you and your wife Betty for continued success in the years to come.”

Florian served as a director of the Pork Council from 2003 to 2013. During much of that period, he also served as a member of the Executive Committee and as a CPC vice-President.

His acumen for international marketing and trade policy was quickly recognized and led to his appointment as a CPC director of Canada Pork international, the industry’s market development arm. With over \$3.4 billion in pork products exported to more than 100 countries in 2015, industry leaders like Florian recognize that secure market access can further strengthen the industry by encouraging both a new generation of hog farmers and existing producers to invest in their operations.

Florian was a lead on a collaborative effort within the industry, where he championed national efforts to deal with emerging diseases. Most recently PEDv, but also many initiatives to preserve Canada’s excellent swine herd health status, notably the development of the Biosecurity Standard. This standard has been incorporated in the Canada Pork Excellence platform (CPE) that serves as the foundation for the Verified Canadian Pork (VCP) initiative launched by CPI earlier this year. CPE brings together the on farm food safety, biosecurity, animal care and traceability programs under on platform.

While there are many other examples of Florian’s accomplishments, it is essential to highlight his leadership of the very successful process to update the Code of Practice for the Care and Handling of Pigs. The result of that multi-party consultative exercise have met with widespread acceptance and will serve the industry well for many years.

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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