



## **Producers from across Canada met to shape the future of the industry and address challenges and opportunities for the next year**

**May 13, 2015 (Ottawa, ON)** – The Canadian Pork Council (CPC) held a successful spring meeting in Ottawa recently to update members on its key initiatives. Producers from across Canada met for a full day of sessions to help shape the future of the industry and address the many challenges and opportunities for the next year.

Participants discussed the state of the U.S.-mandatory Country of Origin Labeling (COOL) case currently before the World Trade Organization (WTO) and reinforced the importance of retaliation as a motivator for legislative change in the U.S. The potential for a Trans-Pacific Partnership (TPP) deal was also discussed and the group stressed the importance of Canada's continued ambitious participation in TPP negotiations.

Members were updated on the Government of Canada and hog industry actions with respect to antimicrobial resistance and direction to strengthen controls. The industry will continue to work to see that antimicrobials needed to protect both human and animal health continue to be available and effective.

Members were also updated on PigTrace Canada Program. Since July 1, 2014, there have been approximately 400,000 movements reported to PigTrace from 4,823 registered premises. This represents over 50 million pigs moved.

“PigTrace is vital in reducing the risk of transmission of emerging diseases,” says CPC chair Rick Bergmann. “These numbers, and this system, mean response and investigation times could now be slashed from days to a matter of minutes.”

A highlight of the meeting was when Bergmann recognized Jean-Guy Vincent's dedication to the organization since his 2004 appointment to the national board by the CPC's Québec member organization. Since then, Vincent held many positions within the CPC and was consistently selected by his peers on the CPC's board of directors to serve in senior officer capacities up to the position of the CPC chair where he served for the past three years.

The CPC serves as the national voice for hog producers in Canada. A federation of nine provincial pork industry associations, 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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