



CPC Board of Directors Meet in Banff

January 21, 2016, (Ottawa, Ont) – The Canadian Pork Council (CPC) Board of Directors and its new executive recently met in Banff, Alberta for the first time this year. Rick Bergmann returns for a second one-year term to lead the organization as chair. Bill Wymenga from Ontario and Frank Novak from Alberta join him as First and Second Vice-Chairs respectively.

Along with general business planning for the year, the board discussed a number of issues of importance to the Canadian hog industry. Topics included animal health, government relations, national check-off, on-farm programs, trade, traceability and antimicrobial use and resistance. The board members also met with economist Ron Gietz on the potential for increased market information for the Canadian pork industry.

“Moving forward, we will continue to focus on our commitment to strengthening the pork industry through our four pillars for long-term success, namely industry integrity, competitiveness, market penetration and industry leadership,” said Bergmann. “These pillars of success respond to the industry’s situation in terms of the economic circumstances, industry performance, industry structure and societal pressures.

“In combination, they can provide us with the resources and support necessary for our long-term success. There is no doubt, the CPC has identified an aggressive program of key initiatives which, in combination with the strategic programs of our partner organizations, will enable the industry to move into a period with a stronger future.”

It is an exciting year for the CPC as it approaches its 50th year in operation. Started on July 12, 1966, the CPC, originally known as the Canadian Swine Council, 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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