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## **The Canadian Pork Council celebrates launch of new Indo-Pacific Agriculture and Agri-Food Canada office in Manila, Philippines**

Event marks a milestone for Canadian agriculture, Canadian pork industries' global outreach

**February 21, 2024 (Ottawa, Ont.)** – The Canadian Pork Council (CPC) celebrates the Government of Canada's significant investment in the Asia-Pacific market by joining AAFC Minister Lawrence MacAulay in Manila to celebrate the launch of the new Indo-Pacific Agriculture and Agri-Food Office in Manila, Philippines.

This initiative, a joint venture between Agriculture and Agri-Food Canada and the Canadian Food Inspection Agency, underscores Canada's commitment to fostering stronger ties in the Indo-Pacific region and promoting the Canadian pork industry on the international stage.

The inauguration of this office represents a pivotal moment for Canadian pork producers, providing enhanced access to key markets and facilitating trade relationships in the dynamic Indo-Pacific region. With a focus on promoting the excellence and safety of Canadian pork products, the office will serve as a vital resource for industry stakeholders seeking to navigate regulatory frameworks and seize opportunities for growth in international markets.

"We're in Manila with the minister because the establishment of the Indo-Pacific Agriculture and Agri-Food Canada office marks a significant milestone for the Canadian pork industry," said René Roy, Chair of the council. "This initiative reflects our commitment to strengthening global partnerships and expanding market access for Canadian pork producers.

"By working collaboratively with our partners in the Indo-Pacific region, we aim to showcase the high quality and sustainability of Canadian pork while meeting the growing demand for safe and nutritious food products."

The Canadian Pork Council looks forward to leveraging the resources and expertise of the Indo-Pacific Agriculture and Agri-Food Office to enhance market access and promote the Canadian pork industry's values of excellence, integrity, and sustainability on the global stage.

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For more information about the Canadian Pork Council and its initiatives, please visit [www.cpc-ccp.com/](http://www.cpc-ccp.com/).

### **About the Canadian Pork Council:**

The CPC is the national voice for pork producers in Canada. A federation of nine provincial pork organizations representing more than 7,000 farms, the organization plays a leadership role in achieving and maintaining a dynamic and prosperous Canadian pork sector. The CPC serves its membership through national and international advocacy efforts as well as through the development and implementation of initiatives, such as food safety, animal care and health, traceability, environment and sustainability, international trade and nutrition.

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