



Canadian Pork Council  
Conseil canadien du porc

# 2021 ELECTION PRIORITIES

## What we need:

### **GOVERNMENT PARTNERSHIP**

Our producers work hard to manage risk on their farms. But we've done all we can on our own. Right now, our livelihoods are at risk because of factors outside our control. We need to partner with the federal government on solutions.

## Priority #1

### **Partner with producers to:**

#### ***Defend, improve and expand market access***

Trade is critical to pork producers. Global demand for our product is strong – 70% of the Canadian production is exported. But governments around the world are putting that demand at risk with policies and laws that directly affect our industry.

#### ***Our ask:***

- Maintain open, predictable and meaningful access to significant markets such as the United States (U.S.) and Japan and expand access to European Union and Asian markets
- Push for World Trade Organization (WTO) reform, including a dispute settlement and commit to aggressive leadership when countries limit our access
- Secure an international agreement on disease zoning to keep borders open

#### ***Resolve trade barriers in China***

China is the world's largest pork importer, importing more than twice of the second-largest importer and more than 30% of global imports. However, China has used unscientific, unjustified policies to restrict 65% of Canadian pork processing capacity from accessing the country. The Chinese market adds an additional \$10-20 value to the carcass that supports the financial sustainability of the pork industry.

#### ***Our ask:***

- Appoint an Assistant Deputy Minister dedicated to agriculture to Canada's embassy in China, to reinforce the importance of the trading relationship
- Develop a more strategic approach to Canadian-Chinese agriculture trade, in partnership with Canadian pork producers and other exporters



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## ***Fix Business Risk Management programs so they work for producers in need***

The Canadian pork industry has been challenged by a volatile market, a Chinese/U.S. trade war and supply chain disruptions caused by the COVID-19 pandemic. This experience has severely underscored producers' need for effective risk management programs.

### ***Our ask:***

- Revise the AgriStability program so it's easier to use, more relevant and predictable
- Increase current compensation rates
- Review the entire suite of business risk management programs to ensure they are working effectively and equitably for all Canadian producers

## ***Facilitate access to skilled workers***

There is always significant demand for skilled and unskilled workers within Canada's pork value chain. However, despite ongoing efforts to recruit Canadians into the stable and attractive jobs our industry creates, we face the same acute labour shortage as many other Canadian agriculture sectors. This shortage also means we are losing out on value-added processing opportunities.

### ***Our ask:***

- Facilitate programs that make it easier to find workers to keep the pork value chain globally competitive

# **CANADIAN PORK: INDUSTRY OVERVIEW**

## **Good for Canada and the world**

- **\$23.8 billion** to Canada's GDP
- **100,000+** jobs through the value chain
- **10,000+** processing jobs in suburban and urban communities
- **One of the lowest environmental footprints** in the world
- More than **\$5 billion** in exports to **90+ countries**

## **So much potential for GROWTH!**

**Canadian pork is increasingly in demand around the world because of its unique combination of attributes:**

- high-quality
- nutritious
- affordable
- sustainable protein

**Canada's pork industry also has the following advantages:**

- An abundance of land and water
- Animal health status
- Knowledgeable producers

**Learn more: [www.cpc-ccp.com/resources/Election](http://www.cpc-ccp.com/resources/Election)**