



Canadian Pork Council  
Conseil canadien du porc

## **CPC Welcomes FPCC Panel Report on Establishment of Canadian Pork Promotion and Research Agency**

**January 10, 2017 (Ottawa)** The Canadian Pork Council (CPC) welcomes today's release by Farm Products Council of Canada (FPCC) with great satisfaction. The Panel determined that CPC's application on behalf of producers from across Canada to establish the Canadian Pork Promotion and Research Agency has merit.

"I would like to thank the FPCC and the panel members for studying our application and looking forward to moving along onto the next steps to establish the agency," stated CPC Chair Rick Bergmann.

Once established, the objectives of the National Agency will centre on promoting the consumption of pork products in the domestic market and increasing the amount of research into sustainable hog production.

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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