



Canadian Pork Council
Conseil canadien du porc

CPC's Mission to China a Success

November 14, 2016 (Ottawa, ON) The Canadian Pork Council (CPC) recently participated in a series of events in China in support of Canadian pork producer interests in the very important Chinese marketplace.

Normand Martineau, a member of CPC's Board of Directors and a pork producer from Lyster, Quebec joined Federal Agriculture and Agri-Food Minister Lawrence MacAulay on the mission. The Minister's intent was to promote Canada's safe and top quality food products, and expand and improve trade access to the country.

"The Chinese market is vitally important to the Canadian pork industry, with pork sales exceeding 389 million dollars as of August this year," stated CPC Chair, Rick Bergmann. "These sales reflect the hard work done by Government officials to open the market and the efforts of pork producers to supply a wholesome, high quality product."

While in China Mr. Martineau was pleased to be able to celebrate the opening of Canada Pork International's (CPI) new Shanghai office. The office demonstrates Canada's long-term commitment to the Chinese market and will serve as a focal point for the sector's market development activity in the region.

"This was a great opportunity to be part of a global event. I would like to thank Minister MacAulay for his opening remarks at the CPI event," added Martineau. "The Minister's support for Canadian producers was much appreciated."

Canada is the world's third-largest pork exporter and represents 20% of world pork trade. In 2015, Canadian pork was exported to over 100 countries. Maintaining existing pork markets and opening up new markets to pork is critical to the Canadian hog industry.

The CPC serves as the national voice for hog producers in Canada and is a federation of nine provincial pork industry associations. The organization takes a leadership role in trade and market access, business risk management and animal health so that all of Canada benefits from a dynamic and prosperous pork sector.

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