



Canadian Pork Council
Conseil canadien du porc

Federal Government supports Traceability and Swine Health Projects

February 12, 2015 (Toronto)-The Canadian pork industry welcomed today's news of over \$1.6 million in funding for five projects related to the pork industry's traceability system and swine health. Recognizing that the Canadian hog industry enjoys an excellent herd health status, it is expected that the investments will play a vital role in reducing the risk of transmission of emerging diseases or viruses.

"Animal health and foreign animal disease preparedness are key priorities for our industry," stated Canadian Pork Council (CPC) Chair Rick Bergmann. "The funding announced today for projects related to trucking, surveillance and traceability will be used to prepare for, contain and reduce the spread of foreign disease so that they can be stopped and eliminated."

"This funding will go a long way in helping the pork industry continue its implementation of a world class traceability system and making traceability a feasible and valuable tool for Canadian producers," recognized CPC's Traceability Implementation Committee Chair Normand Martineau.

"Minister Ritz and the federal government have been strong partners in the pork industry's efforts to minimize the risk to Canada's excellent swine health status and these initiatives will continue to build and further strengthen the industry," added Brian Sullivan, CSHB Chair.

The Canadian hog industry is relatively unique in agriculture as it is spread across the entire country. The industry is a central factor in rural development, a crucial, value adding market for grains and a very strong employment generator both directly and indirectly across the country. The sector accounts for over \$4.1 billion in farm cash receipts and the total sales of pork packers in Canada plus the live hog exports amount to nearly \$8 billion. The industry also generates \$9 billion in GDP, which is value added wealth to the economy. In addition, industry creates approximately 109,000 jobs, \$3.8 billion in wages, and \$1.6 billion in taxes.

The Canadian Pork Council serves as the national voice for hog producers in Canada. A federation of nine provincial pork industry associations, our organization's purpose is to play a leadership role in achieving and maintaining a dynamic and prosperous Canadian pork sector.

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