



CPC Congratulates Martin Rice on being this Year's Recipient of CMC's President's Award

September 16, 2016 (Ottawa, On)- The Canadian Pork Council(CPC) would like to congratulate Martin Rice on being selected by the Canadian Meat Council(CMC) to be this year's recipient of CMC's President's Award. Mr. Rice will receive his award during a banquet at CMC's annual conference in Ottawa on September 28th.

"This recognition is well deserved" says Council Chair Rick Bergmann. "The Canadian Pork Council, and indeed, the entire Canadian pork industry, has been a major beneficiary of Martin's service and support during his time as CPC executive director."

After nearly 30 years with the CPC as executive director Martin Rice retired in April of this year.

Martin dedicated his services to the CPC first as executive secretary then as executive director, overseeing the council's growing engagement in program delivery and policy development. During his time with the CPC, Martin was involved in numerous initiatives including helping to establish allied organizations such as Canadian Pork International. He was a strong proponent for the industry on numerous issues including free trade, exports, Country of Origin Labelling and health and safety.

Martin has also served as director of the Canadian Agri-Food Trade Alliance, the Canadian Agricultural Economics Society and the Canadian Agri-Food Research Council.

The CPC serves as the national voice for hog producers in Canada. It is a federation of nine provincial pork industry associations representing approximately 7,000 hog farms, producing 25.5 million animals a year and generating over \$13 billion in economic activity. The 31,000 farm jobs they create contribute to the total direct, indirect and induced \$23.8 billion and 103,000 jobs across the country. The organization's purpose is to play a leadership role in achieving and maintaining a dynamic and prosperous Canadian pork sector.

- 30 -

For more information, please contact:

Gary Stordy

Public Relations Manager

Canadian Pork Council

613-236-9239 Ext. 277

stordy@cpc-ccp.com