



Canadian Pork Council
Conseil canadien du porc

First 72 Hours

ASF Townhall

October 6, 2021

Two Distinct Parts

The disease

The other 95%

The first 72 hours are:

- new to everybody
- filled with uncertainty
- extremely stressful across the supply chain
- filled with more questions than answers
- confused with misinformation
- rapidly changing

How
hard
can it
be?

Communications

Communications

Communications

Communications

Communications

Communications

Two-way Communication with Government

Canadian Food Inspection Agency

Agriculture and Agri-Food Canada

Global Affairs Canada

United States Embassy to Canada

Provincial Governments

**Two-way
Communication
with
Producers**

CPC Board of Directors

Provincial Pork Organizations

Canadian Meat Council

Canada Pork

Media / Website / Social Media



 CANADIAN PORK
EXCELLENCE
DU PORC CANADIEN



Tracing Movements

Forecasting Movements

Helping with permits

Enhancing Biosecurity

Ensuring animal care



Managing the Surplus

Can we start on Day 1?

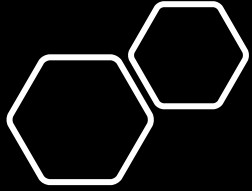
We export 70%

We can't eat it all

We will be surplus – especially pigs

We don't know for how long

We will have to quickly respond



The Objectives

Eradicate ASF

Protect mental/physical health

Humane depopulation / appropriate disposal

Reduce the inventory

Respond to market demand

It's
Very
Complicated

Private interests

Public Interest

Many unknowns

It will be very expensive

The situation is always changing

Some key considerations

Adding to uncertainty doesn't help

Time is not your friend

Governments will need to act

Industry will need to act

Need to build confidence

There is a lot of
work underway

... but there is a
lot more to be
done.

Depopulation and disposal research

Plans are being created

Government Level Discussions

Government / Industry Discussions

Results ?



Two
Things
We
Will
Need to
Remember

Working together to
prepare in advance
really matters.

Look out for each
other

Mission

Advance, promote and protect the excellence of Canadian pork production through effective advocacy, programs and communication

Vision

Raise excellence



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**900-220 Laurier Ave. W.,
Ottawa ON K1P 5Z9**
(613) 236-9239 | info@cpc-ccp.com
www.cpc-ccp.com

 **@cdnpork**