



Canadian Pork Council
Conseil canadien du porc

MEDIA FACTSHEET

ABOUT THE CANADIAN PORK COUNCIL

The Canadian Pork Council is the national voice for hog producers in Canada. A federation of [nine provincial pork industry associations](#) representing 7,000 farms, the organization plays a leadership role in achieving and maintaining a dynamic and prosperous Canadian pork sector.

The Canadian Pork Council's mission is to advance, promote and protect the excellence of Canadian pork production through effective advocacy, programs, and communication. All initiatives and programs undertaken or supported by the Council have their roots in striving to fulfill this mission.

Canadian hog producers are committed to meeting domestic and international customers' needs to produce safe, high-quality pork while protecting natural resources and informing consumers of these practices.

Our producers raise animals from coast to coast, with the largest pork production and processing facilities clustered in Quebec, Ontario and Manitoba. Direct farm gate sales of Canadian pork in 2016 totalled \$4.1 billion dollars and created over 31,000 farm jobs in rural Canada. The pork industry is a major contributor to Canada's GDP.

THE PORK INDUSTRY IS AN IMPORTANT ECONOMIC MOTOR IN CANADA

- 7,000 pig farms
- 25.5 million animals are marketed every year
- \$4.1 billion farm gate annual sales
- 4th largest source of farm cash receipts
- 31,000 farm jobs contribute to 103,000 direct, indirect and induced jobs in Canada.
 - These jobs generated \$23.8 billion in total economic activity or output.
- Canada is the 3rd largest pork exporter of the world.
 - \$3.9 billion dollars' worth of pork exported in 2018 to 88 countries

FIND THE CANADIAN PORK COUNCIL ONLINE AND ON SOCIAL MEDIA

www.cpc-ccp.com | twitter.com/cdnpork

SPOKESPEOPLE INCLUDE



Rick Bergmann

CPC Chair

Pork producer
based in
Manitoba

Speaks English



John Ross

CPC Executive
Director

Based in Ottawa

Speaks English,
French



René Roy

CPC 1st Vice-Chair

Pork producer
based in Québec

Speaks French,
English



Gary Stordy

CPC Director of
Government and
Corporate Affairs

Based in Ottawa

Speaks English,
French

TO ARRANGE INTERVIEWS, OR TO GET MORE INFORMATION

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TERMINOLOGY

Pork producers, hog producer, pork farmers, hog farmer: people who raise pigs
Sows: female pigs who have had babies
Gilts: female pigs of breeding age
Boars: adult male pigs of breeding age
Piglets: baby pigs
Isoweans: baby pigs aged 25 days

Weaner pigs: pig weighing 50 lbs
Hog: pig, usually ready to be processed
Process, harvest: slaughter for meat
Humane slaughter, humane euthanasia: kill (not for meat)
Farrowing: giving birth