



Canadian Pork Council
Conseil canadien du porc

VISION

RAISE EXCELLENCE

MISSION

ADVANCE, PROMOTE AND PROTECT THE
EXCELLENCE OF CANADIAN PORK PRODUCTION
THROUGH EFFECTIVE ADVOCACY, PROGRAMS
AND COMMUNICATION

2018-2023

STRATEGIC PLAN



PRIORITY	OUTCOME	TACTICS	EVALUATION
 <div>ENHANCING VALUE</div>	THE VALUE OF HOGS IS INCREASED BY EXPANDING MARKET ACCESS AND DIFFERENTIATING PORK IN GLOBAL AND DOMESTIC MARKETS.	<div>Analysis to improve market access</div> <div>Advocacy to improve market access</div> <div>Advocacy focussed on the benefits of eating pork</div> <div>Canadian Pork Excellence</div>	<div>Market access barriers in key export markets versus previous year</div> <div>CPE provides value to Canadian producers</div> <div>Hog numbers are growing</div> <div>Canadian producers are profitable</div>
 <div>MANAGING RISKS</div>	HOG PRODUCERS ARE ABLE TO MANAGE THE ANIMAL HEALTH, MARKET AND COMPETITIVENESS RISKS FACING THE PORK SECTOR.	<div>Animal Health Risk</div> <div>National Swine Health Initiative</div> <div>PigTRACE</div> <div>Participation in national animal health organizations</div> <div>Market Risk</div> <div>Analysis/Advocacy to improve market access</div> <div>Analysis/Advocacy to improve BRM programs</div> <div>Market information/analysis</div> <div>Competitiveness Risk</div> <div>Analysis/Advocacy to improve market access</div> <div>Swine Innovation Porc</div>	<div>Animal Health Risk</div> <div>PigTRACE is operational and being fully utilized</div> <div>National organizations are addressing swine health issues</div> <div>Canada remains free of major pig diseases</div> <div>Market Risk</div> <div>Canada has competitive access for pork in key export markets</div> <div>Timely, relevant, accurate, unbiased, market information is available</div> <div>FPT governments and industry BRM programs meet producer needs</div> <div>Competitiveness Risk</div> <div>Comprehensive research program generates results for producers</div> <div>Sector’s needs are reflected in government policy</div>
 <div>STRENGTHENING PUBLIC TRUST</div>	THE HOG SECTOR’S RELATIONSHIP WITH CANADIANS IS ENHANCED BY TRANSPARENTLY PROVIDING ACCURATE INFORMATION ABOUT THE SUSTAINABILITY OF HOG PRODUCTION AND THE WHOLESOMENESS OF CANADIAN PORK.	<div>Pork Value Chain Roundtable</div> <div>National Farm Animal Care Council</div> <div>Collaboration with Canadian and international groups</div> <div>Canadian Pork Story</div>	<div>Pork demand is growing in Canada</div> <div>National Social Responsibility report demonstrates positive movement</div> <div>Impediments to growth resulting from non-science based federal legislation/regulation</div>
 <div>ENSURING ORGANIZATIONAL EXCELLENCE</div>	A KNOWLEDGE-BASED, OPEN, ACCOUNTABLE ORGANIZATION PROVIDES EXCELLENT SERVICE TO ITS MEMBERS AND ONGOING SUPPORT TO CANADIAN PRODUCERS.	<div>Collaboration with provincial members</div> <div>Participation in provincial member meetings</div> <div>Reporting at Board, member, producer and public level</div> <div>Social media platform</div> <div>Staff training</div>	<div>Board and members’ meetings are valued</div> <div>Annual budget is balanced. Annual audits are unreserved</div> <div>Staff are readily accessible and knowledgeable</div> <div>Communication is timely and relevant</div>