VISION
RAISE EXCELLENCE

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

2018-2023
STRATEGIC PLAN

photo credit: Les éleveurs de porc du Québec
CPC STRATEGIC PLAN

2018-2023

PRIORITY

ENHANCING VALUE

THE VALUE OF HOGS IS INCREASED BY EXPANDING MARKET ACCESS AND DIFFERENTIATING PORK IN GLOBAL AND DOMESTIC MARKETS.

MANAGING RISKS

HOG PRODUCERS ARE ABLE TO MANAGE THE ANIMAL HEALTH, MARKET, AND COMPETITIVENESS RISKS FACING THE PORK SECTOR.

STRENGTHENING PUBLIC TRUST

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.

ENSURING ORGANIZATIONAL EXCELLENCE

A KNOWLEDGE-BASED, OPEN ACCOUNTABLE ORGANIZATION PROVIDES EXCELLENT SERVICE TO ITS MEMBERS AND ONGOING SUPPORT TO CANADIAN PRODUCERS.

OUTCOME

TACTICS

EVALUATION

Analysis to improve market access
Advocacy to improve market access
Advocacy focused on the benefits of eating pork
Canadian Pork Excellence

Market access barriers in key export markets versus previous year
CPE provides value to Canadian producers
Hog numbers are growing
Canadian producers are profitable

Animal Health Risk
National Swine Health Initiative
PigTRACE
Participation in national animal health organizations
Market Risk
Analysis/Advocacy to improve market access
Analysis/Advocacy to improve SRM programs
Market information/analysis
Competitiveness Risk
Analysis/Advocacy to improve market access
Swine Innovation Pork

Animal Health Risk
PigTRACE is operational and being fully utilized
National organizations are addressing swine health issues
Canada remains free of major pig diseases
Market Risk
Canada has competitive access for pork in key export markets
Timely, relevant, accurate, unbiased, market information is available
PIT governments and Industry SRM programs meet producer needs
Competitiveness Risk
Comprehensive research program generates results for producers
Sector’s needs are reflected in government policy

Pork Value Chain Roundtable
National Farm Animal Care Council
Collaboration with Canadian and international groups
Canadian Pork Story

Pork demand is growing in Canada
National Social Responsibility report demonstrates positive movement
Impediments to growth resulting from non-science based federal legislation/regulation

Collaboration with provincial members
Participation in provincial member meetings
Reporting at Board, member and producer and public level
Social media platform
Staff training

Board and members’ meetings are valued
Annual budget is balanced
Annual audits are unreserved
Staff are readily accessible and knowledgeable
Communication is timely and relevant