



Canadian Pork Council
Conseil canadien du porc

CPC update

March 2025

Overview



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Top priority: trade

- Also, Code of Practice update starting
- Improving industry services and optimization of resources
 - Development of our Learning Management System
 - Modernization of Traceability database
 - Collaboration with CMC on advocacy, promotion (Canada Pork) and back office
- New ASF Trade Recovery Program in development
- Ongoing advocacy efforts underway



Trade



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- Top priority area:
 - US Tariffs – continuing discussions in Ottawa and in the United States
 - China – monitoring and working with government
- Continue to advocate to remove and reduce non-tariff trade barriers in Europe
- Work done on Proposition 12 with NPPC
- Joined “Say No to a Bad Deal” coalition
- Our focus:
 - Indo-Pacific Strategy from the Government of Canada
 - Growing presence in existing markets where possible



Code of Practice update starting in 2024



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- Conversations happening now to prepare our negotiation position
 - We are planning meetings with producers, processors, and stakeholders throughout the value chain
 - We are populating the various committees
 - We are gathering technical information, including conversations like this one
- Our commitment – keeping open lines of communication

Learning Management System



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- Developing a hub for videos and training
- Will serve as a home for PigSafe and PigCare training
- Hosting industry-related material
 - Multilingual to provide all staff training materials

Advocacy

- We have developed positions on sensitive issues, such as cultured meat and cloning
- October, April, June advocacy events a huge success
 - Almost 60 meetings organized last year with MPs and Senators, with follow up to all MPs
- Advocacy Day happened October 29th
 - ASF Trade Recovery Program**
 - Significant resources will be devoted on this effort
 - Working with CMC on a joint advocacy program

Trade recovery program

Our request:

What – need a trade recovery program to insure the pork industry in the event of ASF

Benefit – Protect and stabilize an industry with an annual economic impact in Canada of \$11.2 billion (outsized influence in rural Canada)

Legislative Update (March 2025)



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With prorogation and the new Liberal leader, there are currently no bills before the House – any private members bill now needs to be reintroduced



Questions?

